



YOU X ME = DEMOCRACY

You Too Can Multiply... The FM Fundraising Process

1. CREATE YOUR NETWORK

- Identify friends, family, neighbors, colleagues and community members who share your concerns about the Republicans and the future of our democracy and may be interested in doing something about it. Include people who may be one degree separated from you, i.e. friends of prioritized people you believe may be capable of significant donations.
- Use [Open Secrets](#) to research political donation histories (see Giving Histories)
- If you know how to create a contact list in your email browser, create a "Force Multiplier" contact list. Otherwise, just type email addresses into the "bcc" line of your email. For more tips on organizing your contacts, take a look at our FAQs.

2. SEND YOUR "INTRODUCTION TO FORCE MULTIPLIER" EMAIL

- Personalize this [FM template](#) email using your own "voice."

3. FORWARD EVENT INVITATIONS SENT TO YOU BY FORCE MULTIPLIER

- You'll receive an email from Force Multiplier (currently fm.multipliers@gmail.com) before each event.
- Forward these invitations to everyone in your network, following the instructions at the top of the invitation. Use the language above the instructions to write a personalized message to your friends about why you think donating through Force Multiplier is so effective and easy.
- Send the email to everyone in your Force Multiplier contact list, using bcc or mail merge. See Mail Merge instructions here.

4. KEEP BUILDING YOUR NETWORK

- After three months, we will send you a list of the people in your network who donated. We will send the donors a Thank You. Consider writing a personal thank you as well.
- As you think of additional contacts, add them to your Force Multiplier contact list. Ask for additional names from your friends and family, and those who are eager to help.

1. WHAT IS A MULTIPLIER?

Multipliers expand the donor and support base of Force Multiplier by establishing a network of family, friends and acquaintances whom the Multiplier believes will be interested in our approach to making donations to candidates and causes. Our “multiplying philosophy” is based on the premise that the best way to engage new supporters is through such a networking approach. We believe people are much more likely to open an email and consider its contents if it comes from someone they know. Adding a personal message as to why the Multiplier feels the Force Multiplier approach and/or event is worth the recipient’s time is key.

Multipliers forward the Force Multiplier announcements they receive roughly once a month from Janine Zieg (fm.multipliers@gmail.com) to their network in a timely manner. Below is some helpful information on how to send emails to your network, and simple instructions are also included in each email announcement.

Multiplier networks typically have 5 to 50 or more members. To the extent possible, we let Multipliers know who in their network donated to an event or cause associated with each announcement. We do not share the dollar amount of donations.

2. WHAT ARE SOME WAYS TO KEEP A REUSABLE EMAIL LIST OF YOUR NETWORK MEMBERS?

a. in a spreadsheet like Google Sheet, Microsoft Excel, Apple Numbers

Put the email addresses of your network members into a column in a spreadsheet. When you want to send out an announcement to your network, copy the contents of the column and paste it into the bcc line of the email you want to send. Don’t forget to save the spreadsheet for future use!!

b. in a document like Google Docs, Microsoft Word, Apple Pages

Type the email addresses of your network members into a document and use a comma as a separator at the end of each address. Copy and paste the email addresses into the bcc line of the email you want to send. Don’t forget to save the document for future use!!

3. WHAT IS THE SIMPLEST WAY TO FORWARD A FORCE MULTIPLIER EVENT ANNOUNCEMENT TO MY NETWORK

Follow the instructions in the announcement sent to you. Only the announcements sent to you with those forwarding instructions are intended for you to send to your network.

1. Copy the announcement into a new email
2. Add your personal message and the suggested subject line
3. **TO:** Put your email address here
4. **BCC:** Copy and paste the emails of members of your network. See above
5. **CC:** petri@bc.edu

4. SHOULD I USE A MAIL MERGE AND TRACKING PROGRAM TO SEND OUT ANNOUNCEMENTS INSTEAD OF USING THE BCC LINE METHOD DESCRIBED IN QUESTION 3?

Yes, if you want to track who in your network receives, opens* and clicks on links in your email. Yes, if you have a large network (typically over 50) that is over the limit your normal email client will accept in the bcc line. Yes, if you want to customize the salutation, subject line or other parts of each email. Yes, if you are comfortable with a slightly more complicated approach and you have a Gmail account.

The mail merge program we use is YAMM (Yet Another Mail Merge). It is a popular one that works with Gmail and is free within a limited number of emails per month. Details about YAMM and its features can be found at <https://yamm.com>. Contact Janine at fm.multipliers@gmail.com if you have questions about using YAMM.

To use YAMM:

1. In Google Drive, open a new Google Sheet and name it something like "Force Multiplier network". Create three columns with these headings: "First Name", "Last Name", "email address"
2. Populate this spreadsheet with the names and email addresses of folks in your network. Be sure to separate first name, last name and email address in each row.
3. Prepare your email to send (see #3 above). Check all links to make sure they work. Close the document. It will be saved to your Drafts GMail folder.
4. Go back to the Google Sheet that you've named **"Force Multiplier Network"**. The first (and only) time you use YAMM, click on "Add-ons" at the top of the spreadsheet and then click on "Get Add-ons". Once you're in the new page, use the magnifying glass to search for "YAMM" or "Yet Another Mail Merge". Follow the instructions to enable YAMM.
5. Now, from the drop down menu on the Google sheet, select "Add-ons", then down to "Yet Another Mail Merge for Gmail", then over to "Start Mail Merge." Once you've enabled YAMM (see #3 above) you can go to this step directly, every time you send an email.
6. Once the mail merge window opens, make sure that you have correctly identified the column that contains the email addresses. Select the email that you want sent in the drop down menu. Send a test email to yourself to make sure the mail merge works correctly and that the email looks OK.
7. Hold your breath and click **"Send Emails"**. The program will tell you when all the emails are sent. Note, if you have other Gmail accounts open on your computer, you will need to close them before the mail merge program will work. You can track the emails that are opened* or not – as you wish, by going back to "Add-ons" > "Yet Another Mail Merge" > "Tracking Report".

**YAMM will track the open rates of the emails you sent. But be aware that Google monitors the use of YAMM and occasionally "samples" the emails sent – resulting in a false open rate. If it appears that suddenly all of the emails sent to your network were opened within a minute (an unlikely scenario), then probably these are false opens. Also, some email clients have the option to have a preview window open whether or not the recipient actually opens the email. This can also cause a false open report*

5. HOW DOES FM KNOW WHOSE MULTIPLIER NETWORK A DONOR BELONGS TO, AND WHAT DOES FM DO WITH THAT INFORMATION?

The email announcement that is sent to you for forwarding to your network is coded with a tag that identifies YOU as the Multiplier that is sending your email. If someone in your network donates by clicking the donation link in that announcement, that code is attached to the donation. Once a donor reveals whose network they are in by choosing to register and donate to a coded announcement, we can let the Multiplier know that member has made a donation. We do NOT share the dollar amount of the donation -- just the name of the donor.

6. HOW MANY EMAILS FOR AN EVENT ARE SENT OUT?

Typically, each event has three email announcements.

First Save the Date Mailing: about 2 weeks in advance

We rely on Multipliers to send this first mailing to their network members. FM sends this first email directly to people in our database who do not have a Multiplier.

Second Mailing: about one week prior to the event

FM sends the second mailing to everyone who is in the FM database including members of Multiplier networks whose email addresses we have.

Third Mailing: The day before event reminder

FM sends the third mailing to everyone who is in the FM database including members of Multiplier networks whose email addresses we have.

Multipliers are expected to send the first of the three emails to their networks.

If you also send out the second and third emails to your network, previous donors will receive duplicate emails. We do NOT recommend sending the second and third emails to anyone in your network who has donated previously.

People in your network who have NOT donated previously will receive only the first mailing from you (because FM does not know who they are!). These “unknown” people are totally dependent on the Multiplier to receive FM announcements.

7. WHAT SHOULD I DO IF I FIND I NEED TO STOP BEING A MULTIPLIER FOR MY NETWORK?

The most helpful action is to let us know by sending an email to Bill Petri at petri@bc.edu so he can switch people in your network whose email address is in our database to the list of people who will receive AN1 directly from Force Multiplier instead of from you. Multipliers who have had to retire often send letters to their network letting them know of the change and inviting anyone who is not already in the FM database to do so on our website at <https://www.forcemultiplierus.org> so they will receive announcements directly from Force Multiplier.

Alternatively, if you think there is someone in your network who might be a good candidate to become a replacement Multiplier for your network, please start a conversation with Bill Petri about this by emailing him.

8. WHOM SHOULD I CONTACT IF I HAVE QUESTIONS?

In general...

For questions about your network, the emailing process, donations and related matters, email Bill Petri (petri@bc.edu) or Janine Zieg (fm.multipliers@gmail.com).

For questions about resources, support and opportunities for Multipliers email Steven Krugman (stevenkrugman@gmail.com).

In any case, emailing any of us will get your question or concern to the right person.

Look up political campaign giving histories here:

[OPEN SECRETS](#)

- Federal candidate contributions of \$200 or more, though some campaigns report all donations
- Enter Zip Code (only) to find your neighbors [here](#)
- Search on one criterion or many

IMPORTANT: You are NOT allowed to harvest this information for bulk fundraising purposes (e.g. do NOT send an unsolicited email to everyone in your zip code who gave to Joe Biden's campaign). Rather, use these data to learn more about a member or potential member of your network.

Why Early Money Matters: Investing in 2021

FACT: Traditionally, Democratic turnout drops in mid-term election cycles.

With early money, voter empowerment groups working on issues of relevance to their communities will:

1. Hire organizing staff
2. Build persuasion campaigns to attract Independents and anti-Trump Republicans
3. Register voters, particularly young people and people of color
4. Identify voters who typically don't vote in midterm elections
5. Prepare for robust Get Out The Vote operations in 2022

FACT: Republicans need to flip only 5 seats to take back the House. The Senate is tied.

We can't afford to lose any races. With sufficient early money, Democratic campaigns will:

1. Discourage Republicans from running against well-financed Democrats.
2. Build a strategic campaign budget; hire staff and buy voter and donor data
3. Create a long term communications strategy, including the purchase of more effective media spots, and real time and responsive direct mail programs
4. Incumbents can remind their constituents of the work they've done on behalf of the district/State
5. Buy early and impactful opposition research
6. Signal to influential power brokers, activists, donors and party officials that the candidate has a strong campaign operation and the ability to win, which creates a virtuous cycle of more investments
7. The candidate may spend more time talking to voters closer to the election

Sample Introductory Letter from New Multiplier to Their Networks

This is meant to be a sample just to help you get started. Speaking in your own voice and of your own experiences is always more effective with your friends and family. That's why they call it relational networking! :)

Dear Friend,

I have recently learned about [Force Multiplier](#), an all-volunteer organization that supports Democratic House and Senate candidates in competitive races, and voter empowerment organizations in Presidential swing states. They've been around since late 2017; they've raised \$7.75M to date from about 10,000 people.

I'm so impressed with the rigor of FM's research and strategic thinking that I will be making all of my political investments through them. 100% of donations are sent directly to the campaigns and the voter empowerment groups via Act Blue.

I would like to give you the opportunity to receive occasional emails from me with information about Force Multiplier, including Zoom events with candidates and grassroots organizing leaders.

For a lot more information about Force Multiplier please go directly to their [website](#).

While I hope you won't, you can opt out from receiving my emails at any time, simply by replying to my email to that effect, including this one.

Let's keep Washington Blue in '22!

Best,

Sample Letter for Non-Multipliers to Send to Their Networks

This is meant to be a sample just to help you get started. Speaking in your own voice and of your own experiences is always more effective with your friends and family. That's why they call it relational networking! :)

Dear Friend,

I'd like your attention for a few minutes to tell you about [Force Multiplier](#), an organization I'm excited about. If like me, you want to make a difference, but have neither the time nor the inclination to do the research needed to make wise political investments, then Force Multiplier is the donor advisor you might want.

Force Multiplier is an all-volunteer organization that raises funds for Democratic House and Senate candidates running in tough districts/states, as well as for voter empowerment groups in swing states. They identify races that are considered "toss ups", neither sure things nor long shots. Funds support well run campaigns that will determine the balance of Congressional power. 100% of contributions go directly through ActBlue to the campaigns and voter empowerment groups.

Force Multiplier has been around since late 2017, working in the 2018 midterms to Flip the House; and in 2020 to Hold the House, Flip the Senate and Turn the White House Blue by supporting voter empowerment groups in Presidential swing states. They've raised \$7.75M to date from about 10,000 donors nationwide.

Currently, FM is focused on holding the razor-thin Democratic margins in the House and Senate. It is also supporting legislative action and litigation to ensure that people can vote as well as grassroots organizing to make sure they do vote and that their vote is counted.

Force Multiplier holds regular Zoom events with candidates and with representatives of the voter empowerment organizations. They ask for a modest donation to attend these events and participants have a chance to learn more and ask questions.

For me, and hopefully for you, it's great getting information about candidates directly from a trusted source; they help me understand where my donations will do the most good. I can easily delete all the email appeals from the Democratic Party and from individual candidates because I already know, without doing research myself, where I'll be making donations.

If you'd like more information about Force Multiplier, and especially if you'd like to receive their invitations, it's easy. Just click [here](#).

And please don't hesitate to call or email me with your questions.

Best,

