

FM MIDTERM MESSENGER TALKING POINTS

The Connection BE THE MESSENGER Event in May was recorded and a full video is available on the Resources page of forcemultiplier.us.org.

Positive Messages Tom Hallock

This election is critical to our democracy. We can win it. Our voices can make a difference.

Together we can help create a new, positive narrative about the midterms and the possibility for change in our country—and build FM into an even more powerful engine for change.

How do we talk to people who are in different places right now?

- For those who are unaware of the stakes – we message urgency:
 - The platform of the Make America Great Again faction is to undermine democracy so that they can pursue their extreme agenda.
- For those who are pessimistic – we message hope and perspective:
 - Elections are still 5 months away. At this point in the last 3 election cycles, the outcome was not clear.
 - Historic increase in voter turnout in '18 and '20 provided Democrats with 25 million new voters who rose up to repudiate Trumpism, a huge advantage for low turnout midterms
 - Despite low Presidential approval ratings, new voter suppression laws, and a tough economy, Democrats did well in 2021 municipal elections in places like GA and NH.
 - Federal Reserve Board indicated that self-reported financial well-being reached its highest level since this survey began in 2013. Financial well-being increased among all the racial and ethnic groups measured in the survey.
 - Many Republican nominees are too extreme for the general elections.
 - Generic indicators such as Presidential approval ratings and historical trends may not be accurate ways of predicting outcomes, especially at the state and district level.
- To address feelings of powerlessness: we message empowerment
 - You are a trusted messenger for people you know and love.
 - Each of us has at least a dozen friends and family members who are feeling shaken, powerless and hopeless. Your voice will inspire and help people move toward action.
 - We are the choir that gets the whole congregation singing, as more voices pick up the tune, gain strength and confidence, and join their voices with ours.
 - We can each do our part to change the midterm narrative, sharing our sense of urgency but also our hope and empowering people to create a transformative moment in our history..

Voter Empowerment Messages Esther Kaplan

Why Do We Support Voter Empowerment Groups?

To win, it's critical that voters **CAN + DO VOTE**.

CAN means they:

- Register to vote
- Understand how to vote where the rules keep changing – how to request an absentee ballot, where to sign, what ID is needed, where/when to turn it in
- Understand what a President can and cannot do alone, what a House member, Senator, Secretary of State, School Board member, etc. does

DO means they:

- Turnout and vote in every election, and vote the full ballot, especially November midterms
- Understand what their vote could produce this year, and what happens when they don't vote

How do we choose the VE groups we support?

- Monitored research to understand 2020 voting patterns
- Identified key states for 2022
- Identified constituencies critical to win midterms in those states
- Identify effective groups mobilizing those constituencies

We learned:

- In 2020 consistent voters split 50:50 Biden/Trump
- There was an enormous surge of voters on both sides – more Blue than Red
- In 5 of our 7 target states, 40+% of voters live in rural communities and there are persuadable voters in rural communities
- 20% of rural voters are of color – living in Reservations, farms, small cities
- THESE are the folks we need to turn out in 2022

What we know about them:

- Low information voters, don't live and breathe politics, working 1 to 3 jobs just trying to keep their heads above water
- They are not yet in the habit of voting at every election
- They are mostly turned off by politicians
- They are unaware that Democrats gave them Covid checks, free vaccines and testing, re-opened schools, started local infrastructure projects, etc. AND that Republicans voted against all of it.
- They are not particularly enthusiastic about voting this year.

2022 FM Voter Empowerment Slates

Blue Surge Turnout Fund

National voter mobilization leaders America Votes helped us identify 35 grassroots groups, 5 in each of our 7 states, each focused on turning out a specific constituency. Funds are distributed to those groups in response to specific needs – a Rapid Response Fund.

Rural Victory Fund

Democrats have done a lousy job messaging to rural voters for many years and they feel unheard and uncared for. Democrats cannot give up on these voters and expect to win. We won't win the rural vote, but we must lessen the margins of loss and combine that with urban and suburban votes to win. Again, a terrific national partner, the Rural Democracy Initiative, helped us choose 7 grassroots groups who use innovative techniques to engage and mobilize reachable rural voters.

Democracy in Action Fund

Some donors want to donate from Donor Advised Funds, family foundations, retirement IRAs. In response we offer a small slate of groups that register and educate voter prospects in our targeted constituencies in a non-partisan manner. As a result:

- They can access voter prospects in high schools, detention centers, community colleges, healthcare settings, and other locations out of reach to partisan groups.
- Donations to this slate are tax-advantaged

Outreach. Communications. Messaging. Who can do something about that?

- YOU can message!
- AND you can support VE groups to be the messengers.

They reach out to their peers year-round, listen to the values and issues important to them, help them access resources (vaccines, unemployment benefits, jobs), and help them see how their votes translate into action, starting locally and expanding nationally. When it's election time, THEY are best positioned to be the trusted messengers, to motivate their peers to turn out and vote the whole ballot for Democrats.

The Message on Our Candidates Dale Smith

We identify the most competitive races.

Within the pool of competitive races, we look at

- Candidate quality, fit, fundraising history
- State or District Voting trends
- Opponent strength
- Democratic Congressional Campaign Committee and Democratic Senatorial Campaign Committee consultation, etc.
- Expert Ratings

Expanding the Senate Majority

The Downsides

- There is no margin to lose.
- Biden's unfavourability ratings
- History of Midterm Elections
- Virginia November 2021
- Inflation

The Upsides

- In 6 out of 7 races, the State went for Biden in '20
- In 6 out of 7 races, the other Senator is a Democrat
- In 4 out of 7 races the state has a Democratic Governor
- Specific candidate matchups in each race
- Projected overturning of Roe
- Radical right-wing not appealing to independents
- Unemployment, American Rescue Plan, Infrastructure, other Dem. Victories

The Battle for the House

- Radical right-wing not appealing to independents.
- Unemployment, American Rescue Plan, Infrastructure, other Dem. Victories.

For a full listing of our House candidates please visit our website.

the sky is falling in....

- Biden's unfavourability ratings
- History of Midterm Elections
- Virginia November 2021
- Inflation

or maybe not

- Increased number of Biden-won seats after redistricting
- 7 more D Leaning Seats, 1 R seat
- Specific matchups in each race
- Weakest seats already lost in 2020
- Jan 6th Commission
- Projected overturning of Roe

Our Senate Incumbents



Senator Raphael Warnock
Georgia

First Elected 2020
Cook Rating-Toss-Up

Likely Opponent:
Herschel Walker
Former University of Georgia
Football Player, NFL Dallas
Cowboys
Trump Endorsed.



Senator Catherine Cortez Masto
Nevada

First Elected 2016
Cook Rating Toss-Up
Primary: June 14
First and Only Latina Senator

Likely Opponent:
Adam Laxalt
BA and JD from Georgetown
University
AG of Nevada 2015-2019
Veteran



Senator Maggie Hassan
New Hampshire

First Elected 2016
Cook Rating: Lean D
Primary: September 13
Former Governor of New
Hampshire

Likely Opponent:
Chuck Morse
(establishment choice)
State Senate President
(part-time)



Senator Mark Kelly
Arizona

First Elected 2020
Cook Rating: Toss-Up
Primary: August 2

Possible Opponents:
Mark Brnovich -AG of Arizona
Jim Lamon-Businessman
Blake Masters-venture
capitalist

Our Senate Challengers



Cheri Beasley
North Carolina

Cook Rating-Lean R
Former Chief Justice of NC
Supreme Court

Opponent:
Congressman Ted Budd
Trump Endorsed



John Fetterman
Pennsylvania

Cook Rating-Toss Up
Lt. Governor

Possible Opponents:
Dr.Oz? -TV Personality with
Trump Endorsement

David- McCormick, Hedge
Fund Manager



**Wisconsin
Nominee Fund**

Cook Rating-Toss Up
Primary August 9

Candidates:
Mandela Barnes -Lt. Gov.
Alex Lasry-Milwaukee Bucks
Executive
Sarah Godlewski – State
Treasurer

Opponent:
Senator Ron Johnson
Senator since 2011

For a full listing of our House candidates please visit our website.

Two Messages to Convey to Our Networks Laura Weisell

Idea 1: Our FM candidates are running strong, locally-focused campaigns with messages that resonate with their voters.

- Our candidates know what they're doing. We can be proud of our candidates. They are the experts in conveying positive messages to their constituents.
- Incumbents are battle tested. They are running on legislation they sponsored that has local impact, and meaningful constituent services they've provided.
- Challengers are running against Washington dysfunction and Republican extremism in their districts.
- No matter what's happening in DC, our candidates are telling a local story.

Idea 2: We must tell our networks that our candidates are message-savvy, and need our financial support to get their messages to their voters.

- There's a common campaign mantra: If you want to win, raise money, talk to voters. Raise money, talk to voters. Why raise money? So you can talk to voters.
- Campaigns spend about 80% of what they raise on talking to voters.

Where does all that money go?

- Research (to find out things like which issues resonate, do we go positive or negative, which media markets are most important to us), advertisement development, and finally video and print production. Those video shoots are expensive.
- TV airtime (most older Americans watch a LOT of TV). Now's the time when campaigns are buying airtime. Campaigns get the cheapest rates, but rates go up the closer it gets to November. There are both offensive and defensive reasons to buy a lot of airtime.
 - Offensive: put out your message and block the opposition from buying that time.
 - Defensive: counter opposition messages coming from opponents and outside super PACs
- In in areas with limited or non-existent broadband access, radio ad time is bought.
- To attract younger voters, social media ads
- To improve name recognition, printed mailers and lawn signs

1. Our candidates are terrific messengers

2. They need our support to distribute those messages.