



These pages will help you with your messaging  
+ explore new approaches.

Talking is our super power!

# Talking FM

Here are some ideas to get you started on how to get started. :)



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elevator  
speech  
video

## The Introduction → The Problem → The FM Difference → The Ask

### 1. The Introduction:

- **you could start with a personal concern:**

“I can’t stop worrying about what’s on the line in this election. I have a trans niece and I’m really worried about her safety.”

- **you could just jump in:**

“Do you have a minute to hear about this great group I’m excited about, Force Multiplier?”

### 2. The Problem:

- **bring up big world problems:**

“It feels like everything—democracy, racism and equal rights, gun safety, reproductive rights and climate change — are all on the ballot. I want to do something but it’s hard to know what to do to actually have an impact.”

- **or talk about a personal dilemma:**

“Don’t you just feel like you’re being bombarded right now with email requests to support this or that candidate? I just don’t know enough to judge whether it is a crucial race to invest in or not. I’m pretty informed but how do I know where to put my political dollars?”

“I live in a red/blue bubble and it sometimes feels impossible to have any impact on the national elections that will effect us all.”

### 3. The FM Difference:

- **tell them what matters most to you about FM:**

“Force Multiplier helps my sanity in this distressing political world. Their focus solely on Democrats winning in Washington. They do careful research to determine—and raise funds for—ONLY those critical, competitive House and Senate races, that—if won—will allow Democrats to hold the balance of power in DC. They like to say: we do the research, so you don’t have to. Our collective donations, however small, really have impact in tight races and voter outreach efforts.”

- **maybe add a benefit that you think they’d like:**

- “FM doesn’t share your email address with anyone.”
- “You can follow their recommendations and unsubscribe to everyone else filling your inbox.”
- “You meet candidates and grassroots leaders at FM Zoom events. They’re informative and very inspiring.”
- “Their approach makes me feel more hopeful and less worried.”
- “You’ll feel more informed and able to talk to friends.”

### 4. The Ask:

- **now give them something to do**

- “Check out their website: [forcemultiplierus.org](http://forcemultiplierus.org).”
- “Would you like me to forward you FM’s invites?”
- “I’m putting together a House Party of friends. It’s informational - not a fundraiser. Wanna come?”
- “Does this sound interesting to you? Questions?”



# TALKING POINTS

**Know what you are talking about!**

Discover a complete list of Talking Points  
[forcemultiplier.us/resources](https://forcemultiplier.us/resources)



or scan here

**The Economy**

**Healthcare**

**Guns**

**Climate Change**

**Civil Rights**

**Good News**

**Political Trends + Consequences**

**Polling**

**Media**

# VOTER EMPOWERMENT cheat sheet

**Turnout is everything + Force Multiplier's Voter Empowerment Groups are doing the essential work in battleground states.**

**Talk about them!**

**America Votes: The Blue Surge Fund** America Votes does deep data analysis + creates lists of inconsistent Democratic voters in nine battleground states. We support 40 groups reaching those voters. It's the largest coordinated Democratic voter mobilization effort in the country.

**Rural Victory Fund** An average of 38% of voters in our nine priority states live in rural communities - small towns + cities with populations up to 50,000 and in sparsely settled areas. After years of Democratic neglect, rural groups are finding + engaging voters who share our values. By improving our margin of loss by 3% in rural areas, combined with votes in urban + suburban communities, can win these states.

**Flip the Districts: New York.** Flipping five Republican-held seats in New York will bring us control of the House. Delete this sentence: There are five flippable seats in New York alone. We lost these districts in 2022 due to blue state voter apathy. These groups are making sure that voters in these districts understand the impact their vote will have this year.

**State Party Innovation Fund** In four of our target states, effective State Parties are mobilizing base Democratic voters to vote + to volunteer on campaigns. They complement the work of our other groups, especially outside of major urban centers.

**Democracy In Action Fund** If you prefer a tax-advantaged option, groups on this slate register, educate + turn out voters within Democratic demographics - people of color, youth + women.

Discover more info on the VE Groups at [forcemultiplierus.org/empower\\_voters](https://forcemultiplierus.org/empower_voters)



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# get them **TALKING**

**Do It Yourself FM tools get noticed.**



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If you have a home printer you can download [this page of stickers](#) to print on Avery Labels #22890

We also have **BUTTONS** with “**Our rights, freedoms ...**” on them we can send you. Just send your mailing address + the number of buttons you would like to [info@forcemultiplierus.org](mailto:info@forcemultiplierus.org).

# the SKINNY on FM

a one pager to email or hand out.



FM basics... all in one page

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