

Feb. 2023

# the scoop FORCE MULTIPLIER NEWS

YOU X ME = DEMOCRACY people talking to people is a powerful thing!

**OUR MISSION** is to empower people + multiply their impact on democratic institutions + the electoral process by raising funds for **DEMOCRATIC** candidates for **FEDERAL OFFICE** + for groups that **DEFEND + EXPAND THE RIGHT TO VOTE**.

let's make sure that the people of

**WISCONSIN**

**CAN + DO VOTE**

## The Wisconsin Democracy Fund in collaboration with America Votes

Our first Voter Empowerment opportunity of the 2023-24 cycle

### Why Wisconsin + Why Now?

Wisconsin will be an FM priority this cycle because it will be a Presidential + Senate battleground state in 2024. It's a priority this spring because state + municipal elections will be held on April 4th.

These "off year" elections are prime opportunities to engage voters + strengthen our movement. This is especially true in Milwaukee where a Republican state election official bragged that a "well thought out multi-faceted plan" reduced the '22 vote of people of color by 37,000 from 2018.

### [DONATE TO THE WISCONSIN DEMOCRACY FUND](#)

### What's on the Ballot?

**The Wisconsin Supreme Court:** The winner will tip the ideological balance on the court. A court with a progressive majority would open the door to fair maps, restore voting rights, protect abortion rights + protect the results of the 2024 election.

**Mayoral Races:** Milwaukee, Green Bay, Madison + Racine.

### Who benefits from the Wisconsin Democracy Fund?

The Fund supports five Wisconsin partners of America Votes.

**For Our Future + Planned Parenthood Advocates of Wisconsin + Power to the Polls + WI Conservation**

The coalition plans to knock on more than 500,000 doors + reach voters through phone + text + mail. They're placing special emphasis on the youth vote + college organizing.

Force Multiplier is looking for other opportunities to support organizing + build democracy to prepare the field for the 2024 elections.

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## GETTING READY FOR 2024

Force Multiplier will encourage support for holding the Senate  
+ winning back the House + retaining the Presidency.

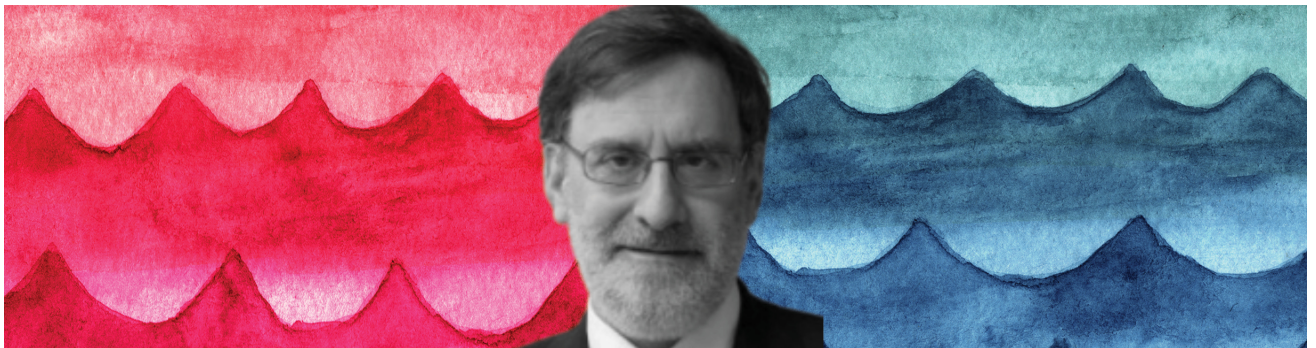
We're researching + evaluating options + preparing to launch our first slates in early spring.

**Senate:** Democrats increased their majority to 51-49, plus the VP's tie-breaking vote. It will be extremely difficult to maintain that majority in '24 when 23 of the 33 seats up for re-election are held by Democrats, including 3 in states won by Trump. It is unlikely that we can flip any Republican held seats. We hope to know more in about a month + will announce a focused Senate slate.

**House:** The Republicans have a narrow majority in the House. Flipping net five seats would bring the House back into Democratic control. We're optimistic that this can be done, especially if we (*and others*) strengthen vulnerable incumbents with early fundraising. We're doing our research now + will soon recommend our first House slate of the cycle.

**Early money for incumbents is particularly critical.** By helping them get off to a strong start in '23 we can focus on flipping Republican seats when Democratic challengers emerge in early '24. Flipping the 18 seats held by Republicans in Biden-won districts gives us our best opportunity to offset any gains Republicans make through redistricting in Ohio + North Carolina + to Flip the House in 24. **Stay tuned!**

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**(We say that) Force Multiplier does the research so you don't have to.** We go beyond ratings + polls to consider quantitative + qualitative input from many sources. Now we're pleased to present one of our most important sources - Michael Podhorzer, former Political Director of the AFL-CIO.

A long-time leader in evidence-based political analysis, Podhorzer has had a hand in founding many of the groups that generate the data that Democrats rely on. He was the Founding Chair of the Analyst Institute + was a Chair of Catalist + is an America Votes Board member. A self-proclaimed data nerd, he breaks it down + puts it in historical context. His biweekly forum Open Mic features the current work of researchers, pollsters + communications experts. All are go-to sources for campaigns, policy makers + Force Multiplier.

Throughout 2022, Pod warned of mid-term trends but also that independents were loathe to support insurrectionists + strongly favored abortion rights. He kept us focused on the Blue Surge voters who tipped the balance in 2018 + 2020. After November, while journalists + pundits were distracted by Democrats doing better than their own ill-conceived predictions, Podhorzer focused on the story that in the first election after a violent attempt to overthrow the government, the party that supported that insurrection won control of a branch of government. **How did that happen? What does it mean? Where do we go from here?**

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## **TAKE AWAYS FROM OUR COMMUNITY**

### **Community Conversations #2: The Winning Jobs Narrative Project**

**Melissa Morales + Bobby Clark** By Doug Weinstock, Cambridge, MA

#### **A few things that struck me and/or were new to me:**

1. Democrats should talk about the economy, must reverse their standing among working class voters. Ninety-five percent of voters talked about economic concerns in recent election cycle. WJNP analysis did find that across nine pocketbook issues, Democrats aired 200,000 more spots than Republicans. DCCC ad analysis showed that 57% of ads for Democratic Congressional candidates were about economic issues.
2. "The economy" is a broad term that includes jobs, healthcare, childcare, etc.
3. Based on research about what's been done successfully, along with canvas conversations, field ethnographic interviews, focus groups, surveys + Spanish-language message tests, WJNP developed a core message that did well among working class voters.
4. Their message centers on the importance of working class people + how government can play a supportive role (in contrast to a starring role) in providing tools for individuals to take care of themselves + their family. People don't respond well to receiving "help;" + slight shifts in wording have been shown to make big difference in messaging. I hadn't thought before about the impact of seemingly small changes in language.

**To read the take aways of others in our community from this event [CLICK HERE](#)**

**Videos of this Community Conversation + others are available on our website. [CLICK HERE](#)**

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### **Community Conversations #3: Anat Shenker-Osorio on Mobilizing + Persuading Voters**

By Lisa Pedulla, Arlington, MA

I was a bit skeptical going into the Community Conversation ... As a former salesperson + a fundraiser, I thought I already knew this stuff, so what can I learn? I walked away incredibly impressed + empowered to look at persuasion from a fresh perspective.

Anat took simple concepts + turned them into powerful ads + campaigns. I often hear people say that Democrats need to be better at messaging, but rarely is the "how" articulated in a meaningful way.

Anat taught us how to build a cadence toward persuasive messaging in a manner I have not seen before. She actually demonstrated the process for developing successful persuasion – emphasized the importance of repetition, noted that persuasion is not policy, guided us to the goal of getting people to participate (vote Democrat) + the importance of avoiding the trap of countering a lie by repeating it. The ads she used to demonstrate her work were ... powerful + compelling.

I encourage anyone who has not seen her work to look up her ads. I do not doubt that they were successful!

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## DEMOCRACY IN ACTION *in the midterms*

FM raised over **\$700,000** during the midterms for the groups in our Democracy in Action Fund.

This fund supported **7** grassroots organizations in **5** states

that collectively registered **88,000** new voters + made direct contact with millions more  
+ protected the vote before + after election day.

It's been our privilege to support these groups that have been doing such effective work in voter registration + education + protection—ensuring that people **CAN + DO VOTE!** Take a look at the highlights.

**New Georgia Project** Registered over 40,000 voters | Knocked on 3,000,000+ doors, 860,000 of them during the runoffs | Held more than 300,000 conversations, 90,000 in the runoffs | Coordinated with local election officials + stationed site monitors at polling locations across the state for both the general + runoff elections

**Asian Community Development Council (Nevada)** Registered 6,481 voters through community events + outreach at four state universities + eleven high schools | Made 220,000 direct voter contacts via phone calls + texts in Chinese, Tagalog + Vietnamese countering misinformation + ensuring Asian American Pacific Islander voters had accurate information in their native languages | Partnered with a non-partisan election protection coalition in 32 locations to ensure voters had equal opportunity to vote + to ensure that all votes were counted.

**Make the Road PA** Registered almost 7,000 new voters in Philadelphia + four other target counties | Knocked on 21,000 doors + made more than 150,000 total voter contacts | Had 36 election defenders at three polling locations in their target cities | Statewide phonebank callers contacted people who had voted provisionally to ensure their votes were counted.

**You Can Vote (NC)** Operated in 60 of NC's 100 counties, educating over 100,000 voters via one-on-one interactions at 1,822 community events + 366 classroom presentations | Registered more than 12,000 new voters + 11,000 previously registered voters pledged to vote in the 2022 midterms | Reprised Voting Rights Ambassadors (VRA) program, assisting more than 25,000 voters over the 17-day early voting period. | Conducted programs at 31 colleges + universities through the 2022 NC Campus Voting Challenge, including eight HBCUs + four community colleges.

**Workers' Center for Racial and Gender Equity (Wisconsin)** Outreach to over 60,000 voters through canvassing, phone + relational texting in Milwaukee, Racine, Kenosha + other cities | "My Voice, Your Vote" program: organized over 400 disenfranchised, formerly incarcerated Wisconsin residents to each reach out to friends or family members to encourage them to commit to vote because they were unable to themselves.

**Souls to the Polls (WI)** Outreach + canvassing reached 61,519 doors in the Milwaukee area | Offered rides to the polls + did further outreach through email, radio + billboards.

**Arizona Center for Empowerment** Registered 21,128 new voters through canvassing efforts in high schools + community centers | Expanded capacity by opening offices in Maricopa, Pima, Cochise + Coconino counties.

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## LOUD + CLEAR

**THANK YOU** to everyone who responded to the Community Survey we distributed in December.

We're humbled by your encouragement + prepared to make your user experience more meaningful by listening to your suggestions. As always, if you have a great idea for FM about improving our methods, supporting our community or taking on the world, please email us your thoughts to [info@forcemultiplier.org](mailto:info@forcemultiplier.org).

**OUR PROMISE** We create a respectful + trusted political community by being transparent, accurate, + inclusive in our words + actions. We never buy, sell, swap or share our list. We commit to respecting our donors in the tone + frequency of our communication.

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**THANK YOU**



**YOU X ME = DEMOCRACY**

Force Multiplier does the research so you don't have to + we never share your emails + 100% of your donation goes directly to the candidates or groups you have chosen.

**Visit our website [forcemultiplierus.org](http://forcemultiplierus.org)**

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