

# the scoop FORCE MULTIPLIER NEWS

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

## Beyond Optimism + Pessimism to Action

### 8 weeks to make it happen

by Tom Hallock, FM co-chair

If the danger last winter was becoming immobilized in the face of the widespread midterm pessimism, the danger this fall is becoming complacent in the face of some emerging optimism.

What was true then is true now: At this point in the last three election cycles, the outcome was not clear. In 2016, it was assumed Hillary Clinton would win; in 2018 it was uncertain that Dems could flip the House + in 2020 it was wildly improbable that Dems could flip the Senate by winning two runoff races in Georgia.

At this time, 57 days before the election, we have reason for both hope + concern + time to act.

#### First the concerns...

- The MAGA faction is in control of the Republican Party, resulting in more inexperienced and extreme nominees, like NH Senate nominee Donald Bolduc.
- These candidates pose a threat to our freedoms, to democracy and to the rule of law. They are determined to thwart progress on climate change and racial justice, among other urgent national issues.
- The news about top secret documents illegally held at Mar-a-Lago, revealed Trump to be an even more dangerous and malevolent actor than we realized. Losing Congressional majorities will mean that he is not held to account, that those who tried to do so will be investigated, and that the rule of law itself will be undermined.
- While many Republican candidates lag in smaller dollar fundraising, they will be supported by an enormous influx of dark money, including \$1.6 billion recently contributed (tax free) by a single donor.

#### And the reasons for hope...

- Recent victories in competitive Congressional special elections by Mary Peltola (AK) and Pat Ryan (NY19) bode well for Democrats in November.
- Republican overreach on abortion continues to increase Democratic voter registration and turnout, particularly among women.
- The “generic congressional ballot” polls have swung 3 points towards Democrats this summer, giving Dems a 1% advantage. Last year Republicans led by as much as 5.6%.
- The Justice Department has been actively holding Trump and his allies accountable for their actions to overturn the 2020 election. their post-election fundraising practices. and for

As FDR reminded us, we are the authors of this “living book of democracy.” The 2022 chapter has yet to be written + our actions can still make a difference.

There’s still time for us to use our voices, share our hopes + concerns + reach out to people we know who are disappointed, cynical, or disengaged + show them that they have a role to play in this moment.

**We need them + we need you. This is a crossroads election.**

There’s still time to work together to rebuild the country we want to leave to our children and grandchildren.

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## **SPOTLIGHT = NEW VOICES SLATE**

by Dale Smith, FM co-chair Political Research

Campaign cycles have a particular flow. At the start of the cycle, we concentrate on raising “early” money for vulnerable incumbents. That money has been critical in for staffing + buying media earlier than their opponents.

Democratic challengers do not have that financial advantage. In most cases they spend all they have raised in their primary race + then are short on cash for the general election. That is where the Force Multiplier community comes in. We identify the new candidates in the most competitive seats who have a documented need for funding, introduce them to our community + then you come through!

**We’re raising for 4 New Senate Voices**

Fetterman (PA) + Barnes (WI) + Beasley (NC) + Ryan (OH) *We hope at least two of them will win. Fortunately, their opponents seem weak + victory may be within reach. Of the four, Mandela Barnes is the most underfunded because of his August primary.*

**[DONATE TO THE NEW VOICES SENATE SLATE](#)**

**We’re supporting 16 New House Voices**

**To see their bios, go to our webpage.**

*Nine of these candidates are running against well-funded Republican incumbents. Seven of our candidates are running for open or new seats. We can win these seats because after redistricting all are now seats Biden would have won in 2020. The votes are there; our candidates need funding to get our voters to the polls.*

**[DONATE TO THE NEW VOICES HOUSE SLATE](#)**

Yes, there are a lot of candidates, but we know that if we have a net loss of five or more seats we lose control of the House! Democrats must win most of the toss-up races to reach the magic number of 218. The battleground is extensive.

**Recent positive trends tell us it is within our grasp.**



## Announcing Three New House Candidates

After the August primaries, the FM Political Research Committee recommended 3 candidates be added to our House slate.

**Francis Conole NY 22** | A Naval Academy graduate, Iraq war veteran + a national security policy expert with strong commitment to improving the lives of central New York residents.

[DONATE](#)

**Jevin Hodge AZ 01** | A graduate of George Washington University who has dedicated his career to community service + grassroots leadership in his native Arizona. In his words, he is someone who knows "what it's like to be a working American, that understands what it's like to not have healthcare, that understands what it's like to struggle to make ends meet or to come from a sub-par education system + figure things out." [DONATE](#)

**Josh Riley NY 19** | He has dedicated his entire career to public service as a practicing attorney, law clerk + Senate staff member. He has worked on issues like raising the minimum wage, voting rights, improving veterans' benefits + campaign finance reform.

[DONATE](#)

**WOW! \$12+ million raised**

don't forget...FM never touches the money + the candidates + groups receive 100% of your donation

## late money = impact too

by Laura Weisel, FM co-chair, and co-chair of Fundraising

While most of us have been deeply focused on the '22 midterms since January 6, 2021, lots of voters won't begin to consider their candidate choice until after Labor Day. In fact, a significant number of them don't pay any attention until the last week or two before the day they cast their ballots. That's why campaigns spend so much money on communicating with voters in September, October + early November. That's why we must double down + get our endorsed candidates the resources they need to:

- **Conduct tracking polls** that inform messaging decisions
- **Buy airtime on TV, cable + streaming services** to communicate with voters
- **Produce more ads** in response to news-of-the-day, attack ads + a changing political climate
- **Send targeted mailings** to specific voting blocs + employ digital techniques (Facebook, Instagram) to reach as many voters as possible
- **Buy all kinds of Get-Out-The-Vote materials** for the last two weeks of the campaign

In tight races, like the ones Force Multiplier supports, communicating with voters is the name of the game. Democrats are already seeing staggering TV buys by Republican Super PACs. Because Democrats are playing defense this cycle, Republicans are targeting just a

Every dollar is important in these final weeks.  
Our very democracy depends on our collective efforts.

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**Tim Ryan is our newest Senate Slate Candidate.**

A ten-term Congressman, Rep. Ryan is running to fill an open seat created by the retirement of Republican Rob Portman. His opponent is J.D. Vance who has Trump's endorsement. To win, Ryan understands he needs to reach out to independents + disaffected Republicans—which he is aggressively doing.

He has focused on the needs of working families + the ability of the U.S. workforce to compete globally. His signature campaign phrase captures this commitment: "I'm running for U.S. Senate to fight like hell to cut workers in on the deal." As a Senator his policy priorities will include raising wages, ensuring affordable health care, continuing to rebuild infrastructure + revitalizing manufacturing.

Attend our September 29 event for Ryan [\*\*REGISTER + DONATE\*\*](#)

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# The BLUE SURGE TURNOUT FUND

**Knock Knock. Who's there? American Votes!**

Across eight midterm battlegrounds - Arizona + Georgia + Michigan + Nevada + New Hampshire + Pennsylvania + North Carolina + Wisconsin - the America Votes coalition is engaging **11.9 million voters** through at least **28.6 million in-person door knocks** to make the strongest case for *how* and *why* to vote at every level of the ballot.

This highly coordinated field program is nearly **50% larger** than it was before the 2018 midterms, designed to not only engage a larger + growing electorate in each of these states - including millions of "Blue Surge" voters that powered our wins in 2018 + 2022 - but also to counter the Republican push that continues to drive historic voter engagement in their primary elections.





**Cecile Richards** will introduce America Votes Blue Surge Turnout Fund at our event on October 11th  
**+ we're so excited!**

Cecile Richards is a giant among progressive leaders. Most notably, she served as president of the Planned Parenthood Federation of America + was president of the Planned Parenthood Action Fund from 2006 to 2018. In spring 2019, Richards co-founded Supermajority, a women's political action group that works to create a multiracial, intergenerational movement for women's equity. Earlier, she was a founder + president of America Votes, the national organization that aims to co-ordinate + promote progressive issues + is Force Multiplier's partner in the Blue Surge Turnout Fund.

There are few living Americans with Richards' social + political activist pedigree. She is the daughter of former Texas Governor + feminist trailblazer Ann Richards + **civil rights lawyer** David Richards. She was deputy chief of staff to Nancy Pelosi. Richards founded the Texas Freedom Network, an organization formed to counter the Christian right. She serves on the boards of advisors of the Ford Foundation + Let America Vote/End Citizens United.

Please join us for the America Votes Blue Surge Event on October 11. [REGISTER + DONATE](#)



**destination  
democracy**  
fm blue boots  
on the ground

“Glad to know my one-on-one conversations with northern Mainers on their doorstep could potentially make a real impact in swing races like Jared Golden’s that may be decided by only a few 100 or 1000 votes.”

“I had to travel to a conference for my job but then I realized I was going to a conference near Minnesota’s 2nd Congressional District - I was excited to help Angie Craig’s campaign while I was out there. I canvassed in two different areas, got help from some really awesome and enthusiastic field organizers, and it really meant a lot to me to be able to help in a swing district like this one!”

Testimonials from past campaign volunteers

Early voting starts soon + it’s less than eight weeks until Election Day. We can keep Congress blue if we all work together.

Do you want to do more to help our candidates?

Do you have time to go help one of our campaigns?

Do you want to leave a Blue Bubble + experience a battleground district?

**Once again, FM has done the research + wants to make it easy for you to go volunteer.**

**FM’s *Destination Democracy* can help you:**

- learn what campaigns need and when they need it
- plan your arrangements for transportation, housing, training, etc.
- connect to the campaign(s) that are the best match for you

**FM-endorsed campaigns need you to:**

- turn out more voters
- help voters overcome barriers erected by voter suppression legislation
- reinforce the importance of voting in midterms when turnout is often low

Go on your own, join a group trip, or organize a group of friends. Experience democracy in action. Take the next step + turn your commitment into action!

**Register** for a Destination Democracy Information Session on Thursday, September 29, 12:00-1:00pm ET [here](#)

**Register** for a Destination Democracy Information Session on Monday, October 3, 7:00-8:00 ET [here](#)

**Or Email** FM volunteer Esther Kaplan at [DestinationDemocracy@gmail.com](mailto:DestinationDemocracy@gmail.com)

## OUR MISSION

is to empower people and 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.**

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## FM EVENTS





**Come meet these  
4 NEW candidates**

## **BUILD THE HOUSE**

**New Voices. New Leaders.**

**Come meet our non-incumbents Tony Vargas NE 02 + Josh Riley NY 19 + Francis Conole NY 22 + Jevin Hodge AZ 01**

**Monday September 19**

**8:00-9:00pm ET Zoom**

**REGISTER + DONATE**



## **Meet TIM RYAN**

**Senate Candidate from Ohio**

running to fill an open seat against J.D. Vance, whom Ryan is consistently out-polling + out-fundraising. Let's help him win!

**Thursday, September 29**

**6:45-7:45pm ET**

**DONATE + REGISTER**

The BLUE SURGE  
TURNOUT FUND 



Tuesday, October 11  
7:00-8:00pm ET  
[REGISTER + DONATE](#)

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## Bear with us please!

As we get closer to this very competitive Mid-term election we find ourselves having to take extra measures to ensure security at our events. We work hard to create an environment that allows candidates to speak freely + work to screen out unwanted trackers. **Help us by signing up for our events an hour in advance of the start time. Doing so will avoid delays in sending you the Zoom links. thanks**

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## THANK YOU

for coming + for donating!  
We've been busy + you've been generous!

**Our three August Build the House Events were a huge success thanks to your generosity.**

### Salas + Scholten + Sykes + Caraveo

We raised \$41,000 from  
240 donors.

### Chen + Vasquez + Deluzio + Sorensen

We raised \$67,000 from  
384 donors.

### Landsman + Nickel + Smith + McLeod-Skinner

We raised \$43,000 from  
262 donors.

### Mandela Barnes Event:

We raised \$46,640 from  
359 donors.

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## FM INFO SESSION

Tues. Sept. 20  
7:00-8:00pm ET  
[REGISTER for the LINK](#)

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# ASE

## connect your friends

We're having 2 Zoom info sessions around specific issues that will be affected by the Midterms. **Please reach out to your friends who care about these issues** + we'll connect the dots between the issues + electing Democrats + FM's work.

**These are NOT fundraisers!**

### CLIMATE CHANGE:

Tuesday, September 27

7:00-8:00pm ET [REGISTER](#)

### REPRODUCTIVE RIGHTS:

Wednesday, September 28

7:00-8:00pm ET [REGISTER](#)

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## Multipliers@work

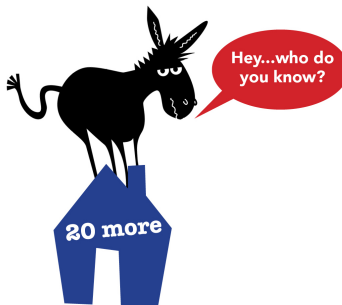
We have seven weeks to go + only a few more events coming up. You — all 279 of you — have been major drivers of our success. Now is the time to pick up the pace. Please invite your networks to all of our upcoming events. Try to attend as many of them as you can. This is the final push to the midterms.

**please do what you can.**

If you're interested in learning more + becoming a Multiplier, reach out to [Bill Petri](#).

If you're a Multiplier + need advice, or support reach out to [Steven Krugman](#).

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## We're trying to book 20 Midterm Majority Zoom **HOUSE PARTIES**

**They are the single most effective way for FM to spread the word.**

Pick from [this list](#) of available dates. Send a couple of options to [Fern Fisher](#). You invite your friends + family from coast to coast. **We do everything else. PLEASE HELP**

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## (stick it)

### FM Bumper Stickers!!!

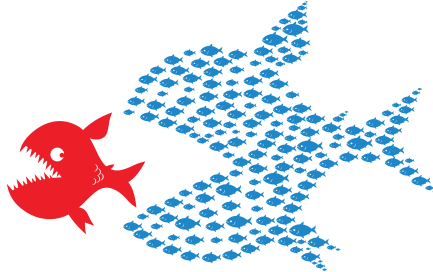
For the price of shipping and handling, \$2.00, we'll send up to five stickers out to you.

[email to order](#)



### VOTING state by state

While the midterm election is scheduled for November 8, early voting options exist across the country – both by mail + in person. Here is a [link](#) to a state-by-state roster of early voting options.



## We can do this!

Help FM spread the word... that's how it works!

Please pass this news on to friends who may be interested. The more the merrier!

People are starting to pay attention to the elections so talk to everyone.



YOU X ME = DEMOCRACY





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You can [unsubscribe from this list](#).

