

Jan. 2023

the scoop FORCE MULTIPLIER NEWS

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

Welcome to 2023. The holidays are over + the long midterm election season is past, though not its effects. But politics have no "off seasons" just "build seasons!"

Mass media predictions to the contrary, the anticipated red wave was only a trickle. Voters saw through most of the election deniers. It was Force Multiplier + hundreds of other groups like ours that orchestrated a "bottom-up" victory. And voters are seeing that with Democrats, things get better in their lives.

We cannot ignore that the new Republican House, though holding a miniscule majority, is using that advantage to change the rules of the game. Kevin McCarthy has given away his prerogatives to the most dangerous factions + they immediately removed Democrats from key committees, initiated investigations into legitimate Democratic processes, prosecuted Federal employees for simply doing their jobs, removed more civil protections from vulnerable groups + more.

FM is here! We're gearing up for 2024 + beyond. Our goals, as always, are to place + keep Democrats everywhere in House + Senate seats + to ensure that all eligible voters have the opportunity to vote unimpeded. In these early days of 2023, our no-fee Community Conversations are keeping our supporters informed about what happened in the midterms, what to expect in this session of Congress + how to maximize strong messaging to donors.

Beginning this March, we will identify our next slate of House candidates who can best use early money. And as the cycle progresses, we'll closely watch the landscape + make recommendations accordingly so that your political money is invested in the most impactful ways. We'll continue to identify the most effective grassroots organizations working in communities in purple states to make sure that people **CAN + DO VOTE.**

One seat at a time, in the most pivotal places, we will build the Democratic majority. We have an information battle to win every day. **We're glad you are with us.**

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.**

Let's talk about FM + Voter Empowerment **IMPACT**

Our Force Multiplier community raised \$765,000 for the *Blue Surge Turnout + Georgia RunOff Funds* in a partnership with the *America Votes Action Fund*. *America Votes* reported that our steady stream of funding helped

helping to turn out Blue Surge Voters + holding off the “red wave”

Here are some examples of the work our dollars supported:

Arizona 1. *Our Voice Our Vote*: hiring a new Political and Field Director.

2. *Rural Arizona Action (RAZA)*: sustaining a GOTV campaign in Pinal, Coconino + Yuma counties through election day.

Georgia 1. *Asian American Advocacy Fund (AAAF)*: expanding a multilingual program to increase voter turnout

2. *New Georgia Project Action Fund*: hiring organizers to knock on more than one million doors despite a short ramp period.

Nevada 1. *One APIA Nevada*: closing a canvass program funding gap + reaching the goal of 100k APIA (Asian Pacific Islander American) doors knocked in crucial counties across the state.

2. *Nevada Advocates for Planned Parenthood PAC*: engaging progressives + suburban women early in the election cycle + helping set the narrative for incumbent Democrats .

New Hampshire 1. *Next Gen Climate Action*: hiring additional college campus organizers + increasing voter contact efforts throughout the state.

2. *Planned Parenthood NH Action Fund*: expanding outreach to engage progressives + suburban women early in the election cycle.

North Carolina 1. *A. Philip Randolph Education Fund*: expanding canvas program to reach crucial exurban + rural areas throughout the state.

2. *Planned Parenthood Votes! South Atlantic*: expanding outreach to engage progressives + suburban women early in the election cycle.

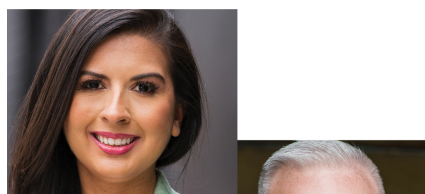
Pennsylvania 1. *Pennsylvania United*: expanding organizing infrastructure in the increasingly diverse Collar Counties outside of Philadelphia, such as the Lehigh Valley + Monroe + Pike counties.

In addition to their impact on the Midterms, these grassroots groups bring voters into the political process in ways that can bring about lasting change.

Force Multiplier sees supporting Voter Empowerment groups like these as an essential + ongoing part of our work.



Force Multiplier's Community Conversations series continues with three programs featuring speakers we have turned to for wisdom over the past year. These conversations are designed to help us understand the current political moment + the work we need to do this year.





Wednesday, January 25

7:00-8:00pm ET

Winning Jobs Narrative: Effective Messaging on the Economy

The Winning Jobs Narrative Project Director **Melissa Morales** + Senior Advisor **Bobby Clark**

Why do voters favor Republicans on economic issues when Democrats consistently produce better economic outcomes? Based on extensive field research, the Winning Jobs Narrative offers ways to correct this narrative + restore connections with working people across race, geography + issue concerns. The speakers will provide an overview of the Winning Jobs Narrative + how it's being used by candidates + grassroots organizations.

[REGISTER for this Free Event](#)



Wednesday, February 8

7:00-8:00pm ET

Anat Shenker-Osorio

Principles of "Mobisuasion":
How to Persuade + Mobilize Voters

Anat is the host of the *Words to Win By* podcast, author of "Don't Buy It: The Trouble with Talking Nonsense About the Economy," + Principal of ASO Communications. She will speak about messaging that proved effective in the midterms, messaging challenges of the post-election moment + how the members of our community can be more effective in communicating with people in our personal networks.

[REGISTER for this Free Event](#)

[Listen to Anat's podcast](#)



Wednesday, February 22

7:00-8:00pm ET

Michael Podhorzer

Red Wave, Blue Undertow

Mike Podhorzer is former Political Director of the AFL-CIO + a leader in evidence-driven progressive politics. He founded organizations such as the Analyst Institute + the Polling Consortium + helped to found America Votes + Working America. In 2020, he played an important role preparing for Trump's attacks on the election + attempts to overturn the results. Podhorzer will speak about the threat of the MAGA movement + the emergence of a new majority that opposes it.

[REGISTER for this Free Event](#)

These events are all without charge but require advance registration. After registering, you will receive a confirmation email containing information about joining the meeting on Zoom.

We hope you will join + stay in community + in conversation with us!

Community Conversation #1 Take Aways: What did you think?

By Susan Caraher, Chicago

226

of us were on the call last week with seasoned political data mavens, **Simon Rosenberg + Tom Bonier** explaining "**The Myth of the Red Wave + How it Shaped the Midterms.**" Prior to the midterms, they had consistently predicted no red wave + of course, they were right.

Simon + Tom tracked the reasons that there was only a red trickle: SCOTUS overturning Roe v. Wade, pro-choice results in special elections in Nebraska, New York, Alaska + especially Kansas, early voting data, Hispanic registration rates + their deep analysis of data indicating Democrats over performing.

By that point in their presentation, I had my first "takeaway:" **We must be positive about '24.**

As their talk expanded, their messaging about positivity expanded. I was buoyed by their assessment of the strength of the Democratic party today—stronger than it's been in 30 years, due primarily to groups like us. They see the midterm results as a "bottom-up victory" not to be underestimated + that should be part of our messaging.

Speaking of messaging, I found most inspiring their emphasis on the rank + file as "information warriors" who can consistently communicate the spectacular gains normal people make when Democrats are in control. "**We have to win the information battle every day**", especially on the economy.

Simon + Tom had concrete suggestions for Force Multiplier + I think we should take those to heart. They recommend we emphasize positive sentiment in our discourse, especially on the economy. More concretely, they think we need to focus on the House, on new + irregular voters + the Hispanic vote.

TAKE AWAYS FROM OTHERS WHO ATTENDED

"With optimism, organization + energy we can make this a more democratic + egalitarian society."

"The importance of spreading the word in addition to financial contribution." Roger Kellman

"Don't buy into the negative narratives about the democratic party, its ideas + its accomplishments... be proactive in counteracting the negative with the real information to family, friends + your community." Nancy Yeldin

"The idea that pollsters could be so wrong because of incomplete context or statistically flawed research. How even reputable organizations (like the Cook Report) got carried away by old-think analysis that propped up so many of the Red Wave polls: that the incumbent President always loses control of Congress in the mid-term elections of their second term." Pete Tasker

If you missed this event, you can [watch the video here.](#)



Anne Weisberg: New Steering Committee Member

With her FM work,
Anne is living her belief that
**“The antidote to despair
is action.”**

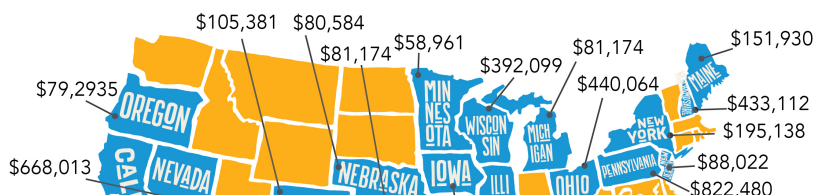
When Anne Weisberg, of Manhattan + Connecticut, retired last April, she knew she wanted to become an activist in two spheres: clean energy + politics. Her professional career had been in diversity, equity + inclusion in large firms; politically, she was also very involved with Executive Women for Hillary, that became Executive Women for Her after 2016.

Anne’s journey to Force Multiplier started by attending a house party hosted by a friend’s friends. She then hosted several of her own, using her various networks; then several of her friends hosted house parties. She saw the power of Force Multiplier’s brilliant strategy of relational networking to get people involved in political fundraising first hand.

Anne was also impressed with the clear + strategic ways we choose candidates, advising her about the most effective ways to spend her political money. She agrees that candidates’ positions on issues are not as important as the likelihood of winning a seat for the Democrats. Anne + her husband had donated significantly before, with a 50% win rate, but she wanted to increase their success rate + not waste money.

Anne loves Force Multiplier’s slogan: **You x Me = Democracy** and the high standards we maintain in communications, operations, strategy, political research + data collection. Anne joined our Fundraising Committee in 2022 + has recently become committee co-chair with Laura Weisel. As a result, she was asked to join the Steering Committee, which she did at the end of 2022. **We’re excited to have her.**

FYI: this is where you invested in the 2022 Midterm cycle.





This graphic represents money raised for candidates, as well as voter empowerment groups, except for the Rural Democracy Initiative that has a different way of tracking their giving.

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

Please join us on Social Media! Share us + Tweet us + Repost us



You are receiving this email because you signed up for Force Multiplier emails or you opted in by making a donation through ActBlue to a Force Multiplier-endorsed candidate or group. Want fewer emails? [Click here](#) to receive only our monthly newsletter and occasional announcements.

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

