

August 2022



the scoop FORCE MULTIPLIER NEWS

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

August is **ALL ABOUT** our **HOUSE NEW VOICES!**

August is **New Voices Month** at Force Multiplier. So far, we have been successful raising funds for our beloved incumbent Congresspersons, but keeping the House also requires that Democrats hold vacant seats + flip Republican seats to Blue. We have added thirteen excellent candidates to the House slate over the past few months. Because of redistricting + late primaries, they are behind in fundraising. Our donations will truly make a difference in these races.

Seven of these contests would flip Republican-held seats. Facing a well-funded incumbent is always difficult, but these races are in districts Biden won in 2020 by from six to thirteen points. They are within reach, but our candidates need increased funding to be competitive.

Six other races would hold onto an open Democratic seat or, in some cases, win a new seat. Our candidates' advantage is that opponents are also starting with little funding. All six districts were won by Biden with from two-to-eight-point margins in 2020. These races are absolutely within our reach.

We cannot hold, much less expand, our majority in the House without winning these seats. Fortunately, we have a wonderfully qualified group of candidates. Eight have experience as elected officials. Two are veterans. Five are women. They have professional expertise in medicine, law, voting rights, immigration issues + the environment. Many of their opponents are extremely right wing; some have been endorsed by Trump.

The candidates' fundraising recently reported ranges from \$600,000 to a high of \$2.9 million. These races will cost at least \$4-7 million to win. Force Multiplier's donors' contributions will matter a lot.

Flips: Rudy Salas *CA 22* | Christy Smith *CA 27* | Jay Chen *CA 45* | Hillary Scholten *MI 03* | Gabe Vazquez *NM 02* | Greg Landsman *OH 01* | **Welcome new slate candidate:** Tony Vargas *NE 02*

Open or new seats: Yadira Caraveo *CO 08 (new district)* | Eric Sorensen *IL 17* | Wiley Nickel *NC 13 (new district)* | Emilia Sykes *OH 13* | Jamie McCleod-Skinner *OR 05* | Christopher Deluzio *PA 17*

[TO LEARN MORE CLICK HERE](#) + scroll down a bit.

BUILD THE HOUSE EVENTS: New Voices. New Leaders.
Meet 4 candidates in each event.



Greg Landsman
OH 01



Christy Smith
CA 27



Wiley Nickel
NC 13



Jamie McLeod-Skinner
OR 05

Build the House Event #3: Wed. August 24, 7:00-8:00pm ET

Meet Chen + Vasquez + Deluzio + Sorensen [**REGISTER + DONATE**](#)



Jay Chen
CA 45



Gabe Vasquez
NM 02



Chris Deluzio
PA 17



Eric Sorensen
IL 17

(a new narrative)
what a week!

All spring + summer we've been subjected to pessimism in the media about the Democrats prospects in the midterms. We always believed there was more to the story.

The events of the past week have borne that out:

On August 2nd, Kansans rejected an amendment to the state constitution that would have threatened the a right to abortion + reproductive health care. The vote was 59% 'No' to 41% 'Yes' with turnout twice that of the 2018 primary. These results not only showed broad support for abortion rights, but that this issue dramatically increased turnout, something that is critical to Democratic success in November.

Catalist + *America Votes* report that "since the *Dobbs* decision new voter registrations increased dramatically among women + Democrats in Kansas + the battleground states of Arizona + Pennsylvania relative to each state's electorate + well above rates at a similar juncture in 2018.

On August 6th, gas prices declined for the 50th straight day.

On August 8th, the Senate passed the Inflation Reduction Act giving Democrats “the most substantial climate change policy in history” (WaPo). This bill will simultaneously lower carbon emissions + the cost of health care. It will make it easier + cheaper to buy electric cars + to heat + cool homes without fossil fuels + lower the cost of certain prescription drugs by enabling the government to negotiate their prices with Medicare.

On August 8th, Democrats erased their 2-3% disadvantage in the “generic congressional ballot” polls. They are now polling even with the Republicans.

On August 9th, Republicans nominated another right wing extremist as their Senate nominee in AZ, prompting Sabato's Crystal Ball to write: “The quality of candidates on the Republican side is such an issue that we think the race for the Senate majority is basically a Toss-up.”

It's a volatile time + the story will undoubtedly change many times before November, but the events of the last week dramatically illustrate the differences between the two parties. While MAGA Republicans veer more deeply into extremism + authoritarianism + conspiracy theories, Democrats are showing how democratic government can work to improve people's lives.

The voters will notice the difference. Early voting starts in just 60 days in Arizona + soon thereafter in North Carolina + Georgia + Nevada.

We have two more months to make an impact.

Let's give it all we've got!

YES! we did it!

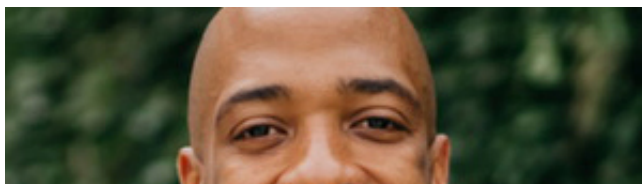
\$11million+ raised

Jan-June we added approx. 35 new donors per week to our list.

THEN CAME SCOTUS

+ we've been adding approx. 86 new donors per week.

Keep pushing all the way to the midterms. People are starting to pay attention.





WISCONSIN'S MANDELA BARNES BESTS EIGHT IN PRIMARY!

NEW TO OUR FM SENATE SLATE

Force Multiplier has added Mandela Barnes, Wisconsin Lt. Governor, to our Senate slate of candidates. He is a recognized leader in progressive economic policy + gun violence prevention + strengthening democracy. Before he was elected Lt. Governor in 2018, Barnes served two terms in the Wisconsin State Assembly + several years as a community organizer + advocate. As Lt. Governor, he has lead Task Forces addressing climate change + criminal justice reform + violence against women + financial literacy + the 2020 Census count. Barnes is committed to rebuilding the middle class, bringing manufacturing jobs back to Wisconsin + supporting family farms.

Barnes will face Sen. Ron Johnson who is seeking a third term. Johnson has been an avid Trump loyalist + has strong ties to both the January 6th insurrection + efforts to invalidate the results of the 2020 Presidential election in Wisconsin. Johnson has taken extreme + controversial positions about Covid-19 + most recently (8/2/22) has questioned the need for both Social Security + Medicare + is calling for the Senate to vote them out of existence.

Wisconsin has become a hotbed of anti-democratic efforts to undermine the integrity of free + fair electoral systems + to advance deeply partisan, pro-MAGA interests. But Wisconsin has a long history of progressivism + Barnes' emergence is representative of that.

He's ready to expand our majority in the Senate.

MEET + SUPPORT MANDELA BARNES

Late breaking news: We've just added TIM RYAN from Ohio to our FM Senate Slate!

Visit our [website](#) for more info.



Abigail Spanberger + Tom Malinowski

We've also added a couple of our alumni candidates back into the House slate. Their races are heating up + they need our help to get their messages out in their very competitive districts. We believe that their races can be won!

[DONATE TO ABIGAIL](#)

[DONATE TO TOM](#)



galvanizingwomenpower

Kansas demonstrated the power of women when they go to the polls + vote their values. Women, many moderate + conservative women + their male allies, registered + turned out at a previously unimagined scale to protect reproductive rights.

How did that happen? The Dobbs decision was pivotal. But many Kansans did not think their vote mattered or didn't understand the intentionally confusing language in the bill, or struggled to reconcile their own personal opposition to abortion with government policy. A tremendous, coordinated effort convinced them to vote and led to a 59-41 victory for abortion rights. Organizers used sophisticated messaging - ads + digital media + door-to-door canvassing + text/phonebanks to engage voters to vote their values. Voters across the state - rural + suburban + urban responded.

Galvanize, one of the groups in Force Multiplier's Rural Victory Fund + the tax-advantaged Heartland Fund slates, recognizes the power of women. They're focused on empowering white, non-college educated woman, like those in Kansas, to vote their values. They conduct research on the values of moderate white women to identify the [traits + values](#) that determine voter choices. They create messaging that speaks to those values + then fine-tune that messaging in the field.

Here is their recent [abortion ad](#). In addition to their own extensive direct outreach to voters, they've created a dynamic resource that provides progressive + pro-democracy activists with [scores of ads](#) designed to move moderate white women voters on issues including choice + climate + democracy + CRT + the economy + healthcare + and immigration. They also give partners the tools + knowledge to create their own ads using Galvanize's methodology.

White women are the single largest voting bloc in this country and will continue to hold outsized voting power simply because of the states where they live.

White women represent **39%** of voters

In these states, they significantly outnumber every other bloc of voters, with white men at 33% + all black voters at 13%. Progress requires a two-pronged approach: support the critical organizing work being led by communities of color to address voter suppression + turnout AND persuade more white women to join this coalition to get the numbers needed for a durable majority.

Change doesn't happen on its own. It's imperative that we connect with moderate women—many of whom are targeted with disinformation—to make sense of the complex issues facing us today and support them to fully align their vote with their hopes for America's future.

JACKIE PAYNE Executive Director, Galvanize USA & Galvanize Action

Enable Galvanize to reach more voters right up through Election Day.

DONATE TO OUR RURAL VICTORY FUND

DONATE TO OUR HEARTLAND FUND (tax-advantaged)

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**.

EVENTS on a roll!

**Let's give these
candidates a boost!**

BUILD THE HOUSE

New Voices. New Leaders.
Come meet our non-incumbents

Wednesday August 17

7:00-8:00pm ET Zoom

Greg Landsman OH 01 + Christy Smith CA 27 + Wiley Nickel NC13 + Jamie McLeod-Skinner OR 05

All have MAGA opponents

REGISTER + DONATE

Wednesday August 24

7:00-8:00pm ET Zoom

Jay Chen CA 45 + Gabe Vasquez NM 02 + Chris DeLuzio PA 17 + Eric Sorensen IL 17

REGISTER + DONATE



Meet Mandela Barnes

We'll host Lt Gov Mandela Barnes who is now official Wisconsin Senate Democratic nominee. He'll face MAGA Republican Sen. Ron Johnson. Wisconsin supported Biden in 2020 + this race gives us one of our best chances to expand our Senate majority.

Thursday, Sept 8

7:00-8:00pm ET Zoom

[DONATE + REGISTER](#)

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 registering for our events as early as possible. Doing so will avoid delays in sending you the Zoom links.**

THANK YOU

for coming + for donating! Your generosity is making a difference!

447 people donated **\$52,000** to **John Fetterman's event** bringing the total that we have raised for him in five months to **\$95,000**.

Our Roe event in support of the **FM House Slate** with **Lee + Pappas + Craig + Slotkin** raised **\$35,000** from **223** donors.

Our first Build the House Event supporting **Salas + Scholten + Sykes + Caraveo** raised **\$40,000** from **240** donors.



FM INFO SESSION!

Stop by our FM Info session + talk with someone on our leadership team. These sessions are helpful to the curious + FM newbies + anyone in the FM community.

Mon. August 22, 12:00-1:00pm ET

[REGISTER for the LINK](#)

Tues. Sept 6, 7:00-8:00pm ET

[REGISTER for the LINK](#)

Tues. Sept. 20, 7:00-8:00pm ET

Multipliers@work

Our Multiplier program continues to be a great success. Multipliers + their networks account for 65% of funds raised; in July alone, 22 new people signed up to be Multipliers. But only about half the Multipliers regularly forward invitations to their networks. We're reaching out to these "inactive" Multipliers hoping to entice them back in the game. Multiplying is the lifeblood of FM. **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](#).

Summer is a great time to host a Zoom FM house party

In 2020, we held 28 of them in August alone. People are waking up + are more eager than ever to do something. Do them a favor + invite them to a one-hour informational meeting to learn how Force Multiplier can advise about making the most impactful contributions to keep Washington blue.

Let's do it! Talk to Fern + Let's get your party started! Email [Fern](#)



(stick it) True Blue Colors!
FM Bumper Stickers!!!!!!

For the price of shipping and handling, \$2.00, we'll send one out to you. **Let us know if you need more than one.**
[email to order](#)

DO SOMETHING August Checklist

1. Continue the search for the ultimate soft-serve ice cream.
2. Buy school clothes + supplies.
3. Double-check voter registration.
4. Vacuum all sand from the car.
5. Support Force Multiplier's 13 new House candidates.
6. Invite your friends to a Zoom house party
7. Consider working the polls on Election Day.
8. Shun all pumpkin-spice products before late September.
9. Buy next summer's bathing suits now. (They're on sale.)
10. Share the next FM email with a dozen friends.
11. Read one last "beach book."

Great to see ya!

Thank you all for coming out (on Zoom or in person) + celebrating at our 5th birthday party. **We have a lot to be proud of!**

[More pictures.](#)



REMEMBER...

We ARE the majority!

Encouraging The habit of voting with your young friends + family

The mid-terms are fast approaching + November 8th will be here before we know it. Now is the time to connect with our young friends + family members + remind them to vote.

76% of citizens over 65 can be counted on to vote
50% of young Americans (18-29) turn out to vote

Polls show that the 18-29 age group have two major concerns - school shootings (gun safety generally) + climate change. Democrats in the Senate + the House are strong supporters of both but Republicans will be inclined to reverse direction if they regain control of Congress.

Reproductive health has emerged as a third important voting concern for young people. As we recently saw, it was a motivating factor for voters in Kansas. As the data is being analyzed, it seems that thousands came out specifically to vote on reproductive rights + a strong majority voted against changing the state constitution to allow for more restrictions on abortion.

Many young people wonder:
“Why should I vote?”
My vote doesn’t matter + all politicians are the same!”

It is our responsibility as their elders (who they really do respect even if they don’t want us to know they do...) to get their attention. We need to learn how to talk about the impact their vote has on matters of deep concern to them now + for years to come. And that Democrats are the only ones that can be counted on to protect their interests in reproductive choice + LGBT+ rights + the survival of the planet + gun safety + closing the gap between rich + poor + protection of intellectual truth + the rights of women + all people. **Young, committed voters become lifelong voters.**

Please take some time to communicate with the young people in your life in person or text or however they like to do it + explain how important it is to VOTE. If someone in your life is leaving for college, be sure they know about mail-in/ absentee voting or registering in their college state.

Reminder to all of us: Be sure YOUR voting status is up to date too + that YOU VOTE along with the younger generation.

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!



YOU X ME = DEMOCRACY



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