

the skinny on **FORCE MULTIPLIER**

FM is a self-funded grassroots group of volunteers that raises funds for Democratic House and Senate candidates in races that can tip the balance of power, and voter empowerment groups in Presidential battleground states.

2016-2018	2018-2020
12 original members became 1,300 people	1,300 grew to 4,500+ people + still growing
15 House races 13 of these races won!	9 House + 6 Senate races + 3 Voter Empowerment Groups
raised almost \$700,000	raised more than \$2.4M since inception + still going

Interested?

So where did Force Multiplier begin?

After the shock of the 2016 election, we knew we had a lot of work to do. Since the Massachusetts Congressional delegation was solid blue, we decided to focus on races where out of state candidates needed resources to challenge entrenched Republican incumbents. Our dollars could help buy media and lawn signs, staff campaign offices, and hire organizers mostly in places where there were no strong Democratic organizations.

We created a slate of 15 Democratic challengers, most of whom had never run for political office. Our focus was on **flippable seats** where Republican incumbents were vulnerable to strong, well-organized challengers.

**We raised \$700,000 for these candidates.
13 of our 15 candidates won,
most by tiny margins.**

How?

Force Multiplier raises funds using **relational networking**. Each of us has a network of friends, family, neighbors, and colleagues who want to turn Washington Blue in November. However, most of us don't have the time or resources to do the research necessary to make the wisest political investments. Force Multiplier has a team that works on your behalf, and keeps our slates current by closely following the latest available information. Because our donors are hearing from a trusted source (you + me) that Force Multiplier is trustworthy, they can rely on Force Multiplier when making choices about political giving.

Our networks are the source of our power.

We're currently supporting:

5 HOUSE FRESHMEN who won by very slim margins and have challenging races in purple states.

4 DEMOCRATIC HOUSE CHALLENGERS who have a reasonable chance of flipping a seat in a purple district.

6 DEMOCRATIC CANDIDATES FOR SENATE seats in battleground states Georgia, North Carolina, Colorado, Iowa, and Montana where Democratic challengers have a good shot at flipping a Republican seat.

3 VOTER EMPOWERMENT GROUPS THAT ARE... ...ORGANIZING THE VOTE

Movement Voter Fund (MVF) supports 57 local non-profit grassroots groups working to get out the vote in high-impact presidential states where turnout could be meaningful or even decisive. These community groups are working hard and using creative ways to register, educate, and organize voters for the 2020 election.

...PROTECTING THE VOTE

Fair Fight is a national organization started by Stacey Abrams with a mission to promote free and fair elections for all through litigation, legislation, and advocacy. Fair Fight funds training and voter protection operations in 18 state Democratic Parties. Fair Fight is leading the fight to address the threats to democracy presented by the COVID-19 pandemic.

...LITIGATING THE VOTE

The Democratic Senatorial Campaign Committee's (DSCC) Legal Fund fights back against State election laws that make it harder to register or vote. Their geographic focus is on states with key Senate races.

YOU X ME = DEMOCRACY
forcemultiplierma.org

How do we select candidates?

We carry out in-depth research on national Democratic candidates and provide our networks of donors with easy, but effective, ways to make a difference in critical, out-of-state races. We assess the changing political landscape often to ensure that our dollars and yours are invested wisely, and our slates of candidates change accordingly.

Our candidates are neither **long shots nor sure bets**, but have a plausible chance of defeating vulnerable Republican incumbents or challengers. We look for races where modest amounts of money can have a major impact on the campaign.

We look for races where your investments will make a difference. We use lots of publicly available information. We read local newspapers and blogs. We talk to the candidates. We consider:

RATINGS: races rated Toss-Up, Lean D or Lean R by the most respected political analysis organizations (e.g., Cook, Sabato, Inside Elections)

CONFLUENCE: races in places where voters have more than one competitive contest, especially at Senatorial or Presidential level.

IMPACT: races where the Democrat is underfunded relative to their opponent and will benefit from FM support.

INTELLIGENCE: Applying our judgement and considering factors such as diversity.

Whenever we assess that a race has become a 'sure bet' or a 'long shot,' we remove that race from our roster and replace it with a campaign where our fundraising will make an impact.

2 things you should know...

WE NEVER TOUCH THE MONEY

We receive no funds from any source, and our organization consists entirely of volunteers. **One hundred percent** of your donation goes directly either to candidates or to the voter empowerment organization you choose through Act Blue, a non-profit fundraising platform for Democratic candidates and progressive causes.

WE NEVER SHARE YOUR CONTACT INFORMATION

We'll send you periodic emails alerting you to our fundraising opportunities and inviting you to Force Multiplier events. ActBlue gives you the option to share your contact information with the campaign/organization.

What about YOU? are you...:

FRUSTRATED + TERRIFIED

at the prospect of four more Trump years?

DESPERATE to reclaim democracy in November?

LOOKING FOR A POSITIVE

and effective way to get involved in creating change?

LOOKING TO JOIN A COMMUNITY

that is welcoming and active?

READY TO DO SOMETHING?

Here is how you can help

INVEST in our candidates + House Slate + Senate Slate

DONATE to our three voter empowerment groups

TALK TO YOUR FRIENDS + FAMILY ABOUT FM

Ask them to go to our website and get involved.
forcemultiplierma.org

TELL PEOPLE ON FACEBOOK

We have a Facebook page you can follow and share:
[facebook.com.ForceMultiplierMA](https://facebook.com/ForceMultiplierMA)

ATTEND A ZOOM FM EVENT to meet the candidates and feel the energy of the assembled group of like-minded people who are getting involved. It's easy to join a Zoom event from anywhere in the country.

ATTEND A FM INFORMATIONAL SESSION

A one hour info session with Q + A to find out more about FM. Dates are found on our website.

HOST A ZOOM FM HOUSE PARTY House Parties offer guests the opportunity to learn about FM without any obligation to make a financial commitment and are a great way to ignite your network. You don't even have to have a house to do one! Consider a one hour Zoom house party of your neighbors, your high school friends, your college/grad school friends, all your cousins. We will help you put a house party together and make it fun and successful. Email fernfisher@rcn.com

BECOME A MULTIPLIER by forwarding our weekly emails to your network and encouraging people to attend our events and support our initiatives. Email jonsax@comcast.net to find out more

Questions? info@forcemultiplierma.org

