

the skinny on **FORCE MULTIPLIER**

What is FM doing in 2019-2020?

FM is a small grassroots group of volunteers that raises funds for Democratic candidates for House and Senate seats in Republican/Trump districts and States. In the 2020 election cycle, we will support both House freshmen who won by very slim margins, and Democratic House challengers who have a reasonable chance of winning in "Purple" districts. When Force Multiplier determines that Democratic Senate challengers have a reasonable chance of flipping a Republican seat, or a vulnerable Democratic Senator has a reasonable chance of keeping the seat, we will support that/those candidates.

In addition, we will support local voter empowerment groups in Presidential battleground states where turnout could be meaningful or even decisive. These grassroots groups are hard at work in their communities registering voters and organizing for the 2020 election to assure that voter turnout is high. When turnout is high, Democrats win.

We do this with relational networking... people talking to people.

We do in-depth research on national Democratic candidates and voter empowerment groups and provide our networks with easy ways to contribute and make a difference.

Our candidates are neither "longshots" nor "sure bets", but rather, are running effective campaigns against vulnerable Republican incumbents or challengers. We look for races where the modest amounts of money that we raise can have an impact on the campaign. Our support helps candidates hire staff, produce materials and ads, and discourage opponents.

Our voter empowerment groups are well vetted and are busy enrolling voters and organizing in their communities in high-impact states. Our support helps these groups hire staff and cover operating expenses that allow them to do this critical work in the field.

We are currently supporting groups in the high-impact states of Florida, North Carolina, Michigan and Wisconsin.

We assess the changing political landscape often to ensure that your money is spent wisely; our slates of candidates and high-impact states will evolve accordingly.

How did we begin?

Living in a blue state limits the number of impactful things we can do to affect the national political scene. In early 2017, we recognized that raising funds for Democratic challengers in out-of-state House races could make a difference in those contests—especially in districts where the Republican incumbent was vulnerable.

We supported 15 Democrats, most of whom had never run for political office. **Thirteen of our 15 candidates won;** most by very slim majorities. They are campaigning for reelection now, in "purple" districts, many which voted for Donald Trump in 2016.

Who are FMers?

We are concerned citizens who want to do something to create change in Washington. We are volunteers who live in the Metro-Boston area. About 20 of us serve on Force Multiplier committees. More than 60 people actively reach out to our networks to support FM-endorsed candidates and voter empowerment groups. We call them

"Multipliers".

We are always looking for new Multipliers.

How do we Multiply?

As our name suggests, Force Multiplier raises funds using "relational networking." We believe that each of us has a network of friends, family, neighbors, and colleagues who want to **Turn Washington Blue in 2020**. However, most members of our networks have neither the time nor the resources to do the deep dive necessary to make wise political investments. We do that work on behalf of our networks.

Because our donors are hearing from a trusted source (you and me) that Force Multiplier is also trustworthy, they come to rely on Force Multiplier when making political fundraising choices. Our networks are the source of our power. We invite our networks to candidate events, and encourage them to donate to political campaigns and voter empowerment groups.

How do we select candidates and voter empowerment groups?

In 2017-2018 our strategy was simple and straight forward: Help the Democrats take back the House. Our focus was on "flippable" seats where Republican incumbents were vulnerable to strong, well organized challengers. We looked for districts and campaigns where we thought our support could make a difference. Our criteria was pragmatic and we did not have any issues

litmus tests. We created a slate of 15 Democratic challengers; thirteen of them won. Our dollars helped buy media and lawn signs, staff campaign offices, and hire organizers.

The political landscape is more complex now.

We've analyzed the data and concluded that Force Multiplier will concentrate its fundraising efforts on:

- Re-electing Democratic House freshmen who won in 2018 by slim margins **HOLD THE HOUSE!**
- Electing Democratic House challengers in flippable districts **HOLD THE HOUSE!**
- Supporting voter empowerment groups in battleground states where voter turnout will be meaningful in the Presidential and Senate races. **GET OUT THE VOTE!**
- Electing Democratic Senate challengers in races we think are winnable **FLIP THE SENATE!**

So what about the money?

Force Multiplier has no role in the collection or disbursement of funds. We never touch the money.

100% of the money we raise goes directly to the campaign. In every email solicitation, and throughout our website, we direct readers to donate to candidates and groups via ActBlue. **ActBlue** is the premier online fundraising platform for Democratic candidates and progressive organizations. Donations are accepted by ActBlue and then sent nightly to the campaign. ActBlue collects all data required by the FEC and charges a credit card processing fee of 3.95% to the campaigns.

For those who are uncomfortable with online contributions, FM will forward your checks to the campaigns at our events or instruct you how to send checks directly to the campaigns.

FM is a self-funded group.

What do we do with email addresses?

We never share your contact information.

We will send you periodic emails, alerting you to fundraising opportunities and inviting you to Force Multiplier events. Occasionally, we will let you know about events hosted by other progressive political organizations. ActBlue gives you the option of sharing your contact information with the campaign/organization. Note: While we don't share your information with candidates, ActBlue does report donor info to the campaigns as required by the FEC (name, address, employer, but not email)

What's our goal?

By Election Day 2018, we had raised almost \$700,000 from more than 1,200 donors. We had far exceeded our best expectations.

We have ambitious new goals for the 2020 election cycle. We want to build our community to 2020 people by 2020, and hopefully raise \$2,020,000 by November 2020.

We have a lot of work to do.

What sets us apart from other grassroots activist groups?

- We work strictly on fundraising.
- We work with candidates for federal offices and voter empowerment groups beyond the Blue Bubble.
- We bring national candidates to Boston for events where small dollar donors can meet and hear from candidates face-to-face.

How can you help?

We're a small and dedicated group with no operating budget that relies on the power of people to spread the word. If you like what you have heard then here are a few ways you can help:

- **TALK to your friends and family about what you've heard tonight.**
- **TELL people on your social network. We have a facebook page you can follow and share.**
- **HAND OUT business cards to anyone you meet who shares your political outlook, and encourage them to go to our website and to attend events.**
- **ATTEND an FM Event to meet the candidates face-to-face and feel the energy of the assembled group of like-minded people who are interested in helping.**
- **HOST a House Party or ask another friend to do it with you. The more the merrier.**
- **BECOME a Multiplier by forwarding our weekly emails to your network and encouraging people to attend our events and support our initiatives. Maybe, do a Multiplier training to get inspired.**

forcemultiplierma.org is the best source of information about Force Multiplier. For more info contact tom.hallock2@gmail.com or weisellaura@gmail.com.

