



**MULTIPLIER** MARCH 2021  
**NEWS}** YOU X ME = DEMOCRACY

**ready set go!**

## FM's Early Impact House + Senate Slates + Voter Empowerment Partners

In 2020, the Democrats won the White House, the Senate and House by the narrowest of margins. We have a nine seat majority in the House and an even split in the Senate. What we've learned from the passage of the COVID Relief Bill is that even with these small margins, we can make a big difference in the lives of the American people.

The party in power loses an average of 26 seats in the House and 4 in the Senate in Midterm elections. We can't afford to let that happen in 2022.

We need to make sure to protect our governing majority so that voters will be absolutely clear that a Democratic government improves their lives.

Since the election, Force Multiplier has been analyzing data and speaking with advisors, candidates, and groups to find ways to have the most impact in this cycle.

**As our first step, we have selected candidates for our 2021 Early Impact Slates.**

### Early Impact House Slate

10 Representatives who won by less than 5% or are in districts won by Trump in 2020.

#### **DONATE TO THE HOUSE SLATE**



Cindy Axne  
Iowa 03



Steven Horsford  
Nevada 04



Tom Malinowski  
New Jersey 07



Lizzie Fletcher  
Texas 07



Susan Wild  
Pennsylvania 07



Carolyn Bourdeaux  
Georgia 07



Haley Stevens  
Michigan 11



Jared Golden  
Maine 02



Susi Lee  
Nevada 03



Tom O'Halloran  
Arizona 01

### Early Impact Senate Slate



Rev. Raphael Warnock  
Georgia



Catherine Cortez Masto  
Nevada Senate



Maggie Hassan  
New Hampshire



Mark Kelly  
Arizona

After competitive and expensive campaigns, these candidates need early money now to retain staff and discourage potential challengers.

We'll revise these slates quarterly and add viable challengers as they emerge.

This year we also face new threats to voting rights and fair elections. Republicans have already filed more than 250 bills in 43 states that would restrict voting rights. 2021 is the year of redistricting and it is critical that fair maps are created and that the integrity of this process is guaranteed.

We have chosen our first two Voter Empowerment partners in this work and they are now on our website:

[The National Democratic Redistricting Committee +](#)  
[The Democratic Senatorial Campaign Committee Legal Fund](#)

We will have events with both groups, so stay tuned!

**Let's work together, build the foundation for victory + make an early impact on 2022!**

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## FUNDRAISING! Why so soon?

*Laura Weisel, FM Co-chair*

Because, as a former Congressman told me recently, "a dollar raised at the beginning of an election cycle is worth \$4 in the last month before the election."

According to our friends at 538 and the Center for Responsible Politics, the House candidate who spends the most, wins more than 90% of the time. The Senate candidate who spends the most wins more than 80% of the time. It's hard to say whether these favorable odds for the wealthier campaign are associative or causative, but either way....

Let's do our best to out-fundraise the Republicans.

### Here's how early money works...

- Candidates can hire staff and build out campaign infrastructure, including donor and voter databases.
- Large war chests discourage Republicans from mounting challenges.
- Early money supports research to identify voters' primary concerns and to uncover crucial information about opponents
- Early money allows candidates to build a two-year budget to enable a long term offensive and defensive communications strategy and time-sensitive topical communications responses.
- Early money creates a virtuous investment cycle. When a candidate raises a lot of money early, it signals to power brokers, unions, environmental, pro-democracy and other good-guy PACs that the campaign is viable and the candidate is strong, which encourages more investments.
- If there's cash on hand in the last quarter of the election cycle, candidates can spend less time calling donors and flying to out-of-town fundraising events and more time in-district, talking to voters themselves.

Since election day we have done a lot of work looking at ourselves + thought that we would share these with you.

**OUR VISION** is of a federal government aligned with democratic values and committed to building a **JUST + SUSTAINABLE + INCLUSIVE SOCIETY**.

**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**.

**OUR STRATEGY** is to use **DATA-DRIVEN ANALYTICS** + the power of **RELATIONAL NETWORKING** to raise funds for **HOUSE + SENATE RACES** that can tip the balance of power in Washington. We also raise funds for voter empowerment groups working to ensure that **PEOPLE CAN + DO VOTE**.

## UPCOMING EVENTS!



### FM's FIRST 2021 FUNDRAISER

#### Join Rep. Katherine Clark in Supporting Force Multiplier's 2021 Early Impact House Slate

Assistant Speaker of the House, Rep. Clark will help us launch our 2021 House Slate and provide an insider's view of the 117 Congress.

Supporting these candidates before March 31 has a big impact! *See Laura's Fundraising piece to the left.*

**Tuesday, April 6, 2021**

**7:00-8:00 pm ET on Zoom**

**REGISTER + DONATE**

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**NEXT: COMMUNITY CONVERSATION #5**  
**Class and Politics in the U.S.A. Meet Joan Williams**

**A FREE event for everyone**

Joan Williams has played a central role in reshaping the conversation about work, gender, and class over the past quarter century. She is Professor of Law, Founding Director of the Center for WorkLife Law at the University of California and author of *White Working Class* among many other books. See her TED talk: "We won't fix US politics until we talk about class."

Last NEXT: Community Conversation  
**Thursday, April 22, 2021**  
**7:00-8 pm ET on Zoom**

**REGISTER: FREE EVENT**

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## **HELP WANTED**

**As we grow + change + contemplate** the work that we need to do in the future we need to expand our bench.  
Get involved + volunteer at  
[info@forcemultiplierma.org](mailto:info@forcemultiplierma.org).

### **The pay is lousy**

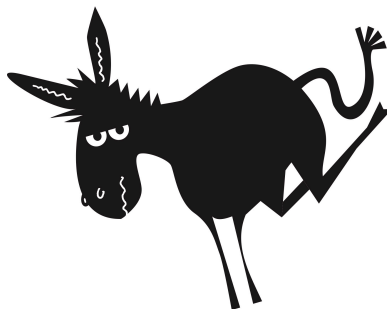
*(we're ALL volunteers)*

**but the rewards are great. :)**

- Graphic design support, Adobe Suites
- Social media posting, practices + analytics
- Public relations experience
- Marketing research + email marketing
- Extensive knowledge + expertise in databases
- **Motivated Interns** to help with data management, research, and other support tasks.

**THANK YOU!**

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**We're planning a series of**  
**FM INFO SESSIONS**

**on Zoom that will be a great place to find out more about FM + ask questions. STAY TUNED**

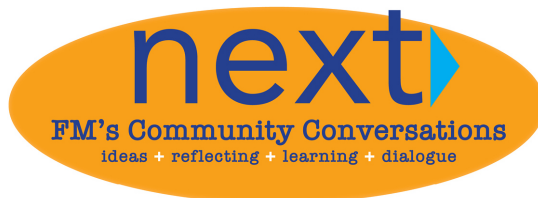
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Force Multiplier grows

strong with the power of **RELATIONAL NETWORKING!**

**Thanks to you FM has donors in virtually  
all 50 states!**

**THAT'S PEOPLE POWER!**



**Bev**



**+**



**Dave**

**We asked a couple of FM's to tell us what they heard/learned/thought about  
at the first three NEXT: Community Conversations with  
Professor Danielle Allen + journalist, Anna Palmer + activist, Ai-Jen Poo.**

**Beverly Cooper-Wiele, retired educator, essayist, activist + aspiring world changer**

**Believe in America? Believe in America? Believe in America.**

After the shock of 2016, four years of confoundingly incompetent “leadership,” partisanship, and an insurrection at the Capitol, how can one have faith in that claim? As a woman of color who dutifully follows politics, I have had a range of beliefs in America’s promises, from “Okay, I’ll dare to hope,” to “Honey, we’re moving to Canada.” Instead of moving to Canada, I beat on against the current, hoping not to be taken into the insults and injustices of the past. On November 7th, 2020, I joined my neighbors, who gleefully danced in the streets and banged. But even after Democrats miraculously gained two Senate seats, I knew that Republicans would stand steadfast in opposition and that little would change.

Two speakers, from different fields and outlooks, encouraged us to act and to hope. Professor Danielle Allen, of Harvard University, sees the world of American Democracy from a telescopic view, using history, popular voice, and academic analysis to describe the journey to our political present. Anna Palmer, *Politico* veteran, uses a magnifying glass to reveal the minute details of how Congress works. Her thrice-daily email, *The Punchbowl News*, works in real time. It describes the deals, power plays, and personal foibles that commingle as legislators transact the bills that eventually become laws. Ideology counts, but personalities and factors outside of the law count as well.

Their vantage points are different, but their themes common. They agree that the nation and the Congress are indeed in an “existential crisis.” The January 6<sup>th</sup> invasion exacerbated the well-established gulf between parties and philosophies. The MAGA insurrectionists showed the degree to which this disaffected group would use violence to seize power. Insurrectionists in suits craft ways to deprive others of theirs.

Power — getting it, keeping it, and using it to form the shape of government — will be the goal for 2022

democracy, both locally and nationally. Allen, in fact, is a member of the group that wrote the book entitled “Reinventing American Democracy for the 21<sup>st</sup> Century.” It is a study and guide for people across the range of political beliefs to open conversations, first on issues in which we have a common interest. Given success in those first ones, perhaps we will be able to approach the stickier ones.

Listening to either speaker informs you, discourages you, and makes you shake your head at how very few people control our collective lives. Although I’m still skeptical, each one had a way of saying that the most important vote we cast or the most important action we take, won’t only be on behalf of a candidate or a cause, but on saving the future of American Democracy—the “big D” kind. If these women, a scholar and a chronicler, can advise it, then maybe I should listen.

Believe in America? Believe in America. I will hope along with their hope, but the question mark remains.

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### **David Szczerbacki, PhD, higher education administrator**

I attended the first three NEXT: Community Conversations and found them all relevant to the political moment we are in. These remarkable women, all leaders in their own right, presented a wide array of perspectives that got me thinking.

Dr. Danielle Allen addressed polarization and disaffection in the body politic. She detailed what divides us and cited erosion of trust and “absence of solidarity” as threats to democracy. She views the fight over voting rights as a fight over who presides over a dysfunctional government. Dr. Allen also offered hope – where “government delivers solutions that work and empower.” She was one of the authors of *Our Common Purpose*, which details ways to restore democratic institutions by building civic capacity and developing shared values.

With a very different voice, Anna Palmer provided a birds-eye view of the politics of governing. With her journalistic lens, she thinks President Biden’s call for unity may be dated and that polarization is already deeply entrenched. Encouragingly, she believes the Biden administration will be able to take credit for COVID relief by taming the pandemic and stimulating the economy. Sadly, she thinks Republicans are also well-positioned for 2022.

Ai-Jen Poo addressed the movement to organize domestic workers for economic, narrative, and political power. She spoke passionately about current initiatives that need addressing: the caregiving economy; the labor crisis in the home health care sector; immigration reform; and voter suppression. She called the 2022 election the second most important election in our lifetimes with an outcome which can “make the agenda real” during this “moment in governing.” Like Dr. Allen, Ms. Poo defined action agendas and a call to arms that inspire us to work for both good public policy and a winning election strategy.

While Ms. Palmer reminded us of the precarious nature of legislative politics, Ms. Poo and Dr. Allen provided us with a robust agenda for progressive change, with a clear-eyed sense of challenges and the urgency of now. Both left me with a message of hope and in the words of Ms.Poo, the opportunity to “think big.”

*Recordings of the NEXT: Community Conversations found [here](#)*

*Details on the last NEXT: Community Conversation are found in the right hand column.*

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[forcemultiplierma.org](http://forcemultiplierma.org)

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Sent via [ActionNetwork.org](http://ActionNetwork.org). To update your email address, change your name or address, or to stop receiving emails from Force Multiplier, please [click here](#).

