



WE MOVE MARGINS BY MOTIVATING MODERATE WHITE WOMEN IN BATTLEGROUND STATES TO RELIABLY **VOTE FOR PROGRESS.**

the PROBLEM

Our nation is deeply divided and disproportionate power is being concentrated in rural, whiter states. In order to advance progress nationally, we need to improve the margin among white voters in key states.

the GALVANIZE ACTION SOLUTION

We're helping to build a multiracial coalition for progress by improving the margins among white women voters in rural, small town, and suburban America. Galvanize Action uses cutting-edge science and data technology to identify who we can reach, what barriers prevent them from reliably voting for progress, and how values-based messages can move them.

We
ARE:

STRATEGIC

In partnership with Grow Progress, we use psychographic modeling to identify the most moveable voters and determine which messages they will respond to based on their values.

SCIENCE-BASED

We use principles from neuroscience and behavioral psychology to understand how decisions are made as we craft and rapidly test innovative messages that resonate with voters.

COLLABORATIVE

We share what we know with the entire field to strengthen our democracy and advance progress for all.

OUR ROADMAP *for* 2022

RESEARCH

- **In-depth research & modeling** to understand our audience, their values, motivations, and susceptibility to disinformation
- **Ecosystem mapping and voter profiles** to identify hidden drivers of political behavior

PERSUASION

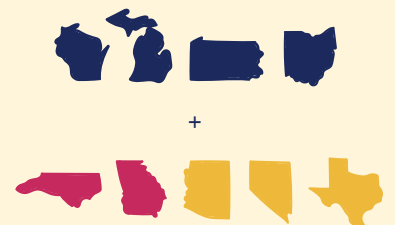
- **Develop, field test, and deploy** values-based messages that move voters toward progress and inoculate against disinformation
- **Apply principles of deep canvassing** to create programming that's proven to have a long-lasting impact

BUILDING THE FIELD

- **The Art and Science of Persuasion Interactive Playbook** packages cutting-edge, multi-disciplinary lessons in effective voter persuasion for easy application by our allies, including neuro-psych fundamentals from the Mindbridge Center and the opportunity to learn from and contribute to **messaging insights from the field.**
- **Share our research, lists, and effective persuasion ads** for use by our allies to expand impact & win

WHERE *we* WORK

We'll continue to **root our work in the Rust Belt** (MI, WI, PA, OH) and expand into the Southeast (NC, GA), and Southwest (AZ, NV, TX).



SUPPORT *us*

Help us build a durable progressive majority. Galvanize Action is raising \$12.85M over the next three years and must raise \$4.25M for 2022. [Give online now](#) or contact Jillian Laux at jillian.laux@galvanizeaction.org to support our work or learn more.