



2024 ROADMAP

We envision **an America where everyone can thrive**, but we're at risk of moving further away from that vision every day. In the past year, we've seen fundamental rights stripped, racial and gender equity attacked, and an increase in othering. Disinformation narratives designed to fuel division are on the rise, as is the tendency to engage in violence. The current landscape has left many Americans disillusioned or disengaged—a situation that has serious consequences for our democracy.

Galvanize USA and Galvanize Action **combat this rising polarization and authoritarianism by engaging with millions of women** in the moderate middle to grow their support on key issues and increase pro-democracy behavior. We've developed **specific expertise** with women in rural, small town, and suburban communities, and with white women—the single largest voting bloc in this country. By effectively connecting with this audience, we are **filling a critical gap in the field** and providing a complement to the important work ally organizations are doing to engage historically-marginalized communities. Together, we are building support for a strong, multiracial democracy and a vibrant, inclusive society.

OUR PROVEN APPROACH

SUSTAINED PROGRAMMING

Year-round engagement with our audience allows us to **deeply understand** what matters to them, the disinformation they are seeing, and how their opinions shift over time.

ROOTED IN RESEARCH

We work at the intersection of data science, behavioral psychology, and neuroscience to find the women in our target audience, **connect with them on their values**, and impact their civic behavior.

MULTI-ISSUE APPROACH

The moderate women in our audience are not single-issue voters; we provide tailored programming and a **hopeful, solutions-based narrative** on the range of issues they care most about.

RADICAL COLLABORATION

We **scale our impact by sharing** our research, audience insights, and full library of messages and creative with the field.



A seven-month **randomized controlled trial** demonstrated that our programming had a **significantly larger impact** than the average political persuasion program, proving the value of this approach.



WHERE WE WORK

We root our work in the Rust Belt, with a focus on Michigan, Wisconsin, Pennsylvania, and Ohio.

2024 STRATEGIES & OBJECTIVES

Building on our **proven success strengthening support for progress**, our 2024 strategies will focus on **connecting with four million moderate women** and **reaching millions more through partnerships** with local, state, and national allies. We will:

FOSTER LONG-TERM CIVIC ENGAGEMENT through **unique cultural programming** that meets the moment, growing our digital community nationwide.

→ Utilize research-informed content, like our *Dear Grace* advice column and *In Focus* community conversations to connect with women on the issues that matter most, building their civic knowledge, confidence, and agency, and supporting them to play an active role in our democracy.

BOLSTER OUR UNDERSTANDING OF MODERATE WOMEN with **rigorous testing** of our programming to learn which narrative frames and value sets are most effective at mobilizing our audience, as well as strategies that most **effectively overcome identified barriers** to civic engagement.

→ Conduct an eight-month randomized controlled trial and tracking survey to evaluate the impact of our programming over time, across issues, and with different subsets of our audience so that we can improve our strategies in real time.

ADVANCE THE COLLECTIVE POWER OF THE MOVEMENT by sharing our research, messages, ads, and audience insights with organizations seeking to **advance progress and protect our democracy**.

→ Develop and share the next iteration of The Art & Science of Persuasion Playbook to bring the lessons of neuroscience and behavioral psychology-informed persuasion work—and our full library of rigorously-tested creative—to allies for use in 2024.

DRIVE MEASURABLE CHANGE through sustained, proactive communication with our audience in key states to **shift their perspectives and positions**.

→ Build support for progress and inoculate against polarizing narratives by developing and deploying targeted, research-driven digital ads on kitchen table issues (economy, caregiving), culture wars (abortion, LGBTQ+ rights), and democracy (faith in elections, value of voting).



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