GALVANIZE ACTION'S THEORY OF CHANGE

Harnessing the power of moderate women to build an America that works for everyone. We work to truly understand the barriers our audience faces, as well as opportunities to engage them in standing up for our rights, freedoms, and democracy.

STRATEGY 1: INCREASE CIVIC & POLITICAL ENGAGEMENT

- Empower women, particularly ideologicallymoderate women who are open to new ideas and perspectives, with information and tools to build their civic knowledge, confidence, and agency.
- Meet our audience at their values to inspire active participation in protecting democratic norms and ideals.
- Foster a resilient public by addressing the economic anxiety and fear that paves the way for the appeal of a strongman leader.

STRATEGY 2: BUILD SOCIAL COHESION & DECREASE OTHERING

- Foster a sense of shared responsibility and inclusivity, strengthening the sense that we are all part of the same society whose well-being is connected.
- Support women, particularly ideologicallymoderate women who are open to new ideas and perspectives, to stand up against prejudice and discrimination.
- Counter "us vs. them" narratives that position "the other" as a threat by strengthening a shared commitment to the rights, freedoms, and laws that benefit everyone and uphold democracy.

SHORT-TERM OUTCOMES

- Deeper understanding of how core democratic principles (e.g., checks and balances in government) are functioning or failing.
- Increased will to defend democratic norms and structures, recognizing the vital importance of protecting individual rights and freedoms.

SHORT-TERM OUTCOMES

- Deeper understanding of what "othering" is, how it creates division, and ways exclusionary narratives and practices can be challenged.
- Increased respect for people from different backgrounds and stronger sense of shared responsibility for building an inclusive society.

MID-TERM OUTCOMES

- Increased knowledge and skills to actively defend and promote democratic norms, structures, and individual rights.
- Adoption of practices that support accountability and transparency in government.

LONG-TERM OUTCOMES

- A national audience actively defending democratic norms and structures.
- Increased advocacy for the protection of individual rights and freedoms for all people.

VISION

Moderate women are an active part of a broad, multiracial coalition building a durable democracy and an America where everyone can thrive.

MID-TERM OUTCOMES

- Increased sense of security, belonging, and connection grounded in shared values (e.g., compassion) that transcend individual differences.
- An audience empowered to take tangible actions to combat "othering" and discrimination.

LONG-TERM OUTCOMES

- A national audience with a strong sense that their individual well-being is intricately tied to the well-being of others.
- Increased action to support people across differences as essential members of a common democratic project.



