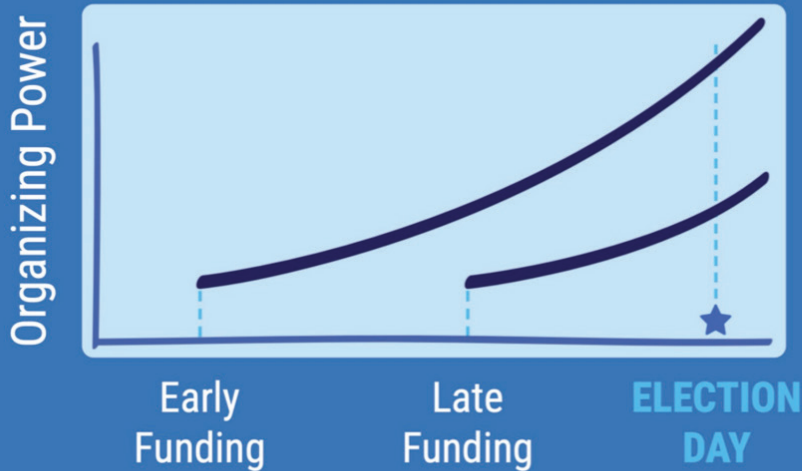


# Early Money Helps Groups:



## 1. Staff up

Retain a strong, skilled team

## 2. Scale up

Build an engaged constituency

## 3. Level up

Digital tools, voter data, and other critical infrastructure

Every dollar today yields more votes than a dollar closer to Election Day.

This graphic from our collaborators at Movement Voter Project helps to conceptualize how much more effective early money is than the same amount of money given closer to an election.

Intuitively this makes sense: you can't really give someone a check the night before an election and expect them to build a powerful grassroots community.

This work is slow and sustained, but it is also effective—and it is the future: in places like Virginia and Georgia we've seen how dedicated grassroots groups can shift states from red to blue.

The window for early money is rapidly closing.

ActBlue QR Code to donate:

[www.walkthewalkusa.org](http://www.walkthewalkusa.org)





As always, we did our research into the latest maps, and the most effective voter engagement tactics. Then we worked with MVP, Rural Democracy Initiative, state donor tables, and other trusted advisors to identify the best, underfunded, proven grassroots organizations that met all these criteria:

- + Focusing on engaging and electorally empowering communities of color and led/co-led by people from those communities.
- + Utilizing person-to-person relational organizing and deep canvassing “trusted messenger” community engagement techniques.
- + Working in the U.S House and state legislative districts in these states that will be most competitive—that is, from the bottom up.
- + Are underfunded and might not raise the necessary funds without our intervention.

Then the WtW Partners Committee committed to providing grants to help scale their relational organizing capacity this year and/or expand their footprints into critical areas.