



## Candidate Victories Through Early Relational Organizing

Relational Organizing is both groundbreaking and the oldest organizing method in the book--the simple yet powerful act of co-workers connecting with co-workers and their community members to create meaningful change in their communities. Exemplified by the civil rights movement, United Farm Workers movement, and other organizing efforts throughout the 20th century, and modern progressive electoral organizations who have only recently truly begun to measure its effectiveness in helping to influence outcomes.

The independent scientific political research organization called the Analyst Institute has shown Relational Organizing to be the most impactful organizing tactic, outperforming things such as going door to door, tv ads, phone calls, mail, and text messages. Relational Organizing is more than a GOTV tactic, and Relational Organizing programs started early, scale best.

### Candidates

*Doors* – A good door program is the foundation of many candidate campaigns, but the impact of that outreach decays over time. Relational organizing builds over time. Candidates can add constituents whom they had good conversations with to the Empower App, and then reach out monthly for follow-up and increased engagement. The Empower App makes it easy, with one touch calling, texting or sending FB messages from directly within the app.

*Donor Relationships* – Breaking into power donors requires a strategic approach. The Empower App allows fundraisers to map relationships and follow up with key influencers for increased engagement.

### Kitchen Cabinet

A robust and large kitchen cabinet can be key to success for a candidate, but volunteers often have different ways they want to assist, making it challenging to manage. Tags in the Empower App can help ensure that kitchen cabinet members are seeing Calls to Action they want to participate in, and our Organizer App makes follow up easy.

- *Event Fundraising* – Hosts can build their list and track event invites in the Empower App.
- *Grassroots Outreach* – Local leaders can use the Empower App to track conversations so you can always see what they are hearing out in the community.
- *Digital Influencers* – Weekly campaign messaging can be pushed out using the Empower App, so your digital army always has the right words to advocate for the candidate.

Through Empower Innovations, statewide candidates and state parties can access the Empower App for \$100/month and Congressional and State Legislative candidates can access Empower for \$10/month.



**Empower**

**Our approach to Relational Organizing is 20% tech and 80% people, because we understand the power of connections to make real, positive change. Want to see for yourself? Visit [getempower.org](http://getempower.org) today.**