

## RELATIONAL ORGANIZING IN THE DIGITAL SPHERE USING REACH

If you are interested in doing some relational organizing in the digital space, try the **REACH** App. I'm using REACH to do relational organizing with friends and family in support of Kamala, Tim and the Democrats. You can join me by downloading the app and signing up here: <https://democrats.org/reach-dems>

If you need a campaign code, try using **ZUMT5Q**

What is relational organizing?

"Relational organizing" is a strategy used in election campaigns where supporters leverage their existing relationships with friends, family, and community members to mobilize voters. Instead of relying solely on traditional campaign tactics like cold-calling or door-to-door canvassing by strangers, relational organizing taps into the trust and influence people already have within their personal networks.

Why It's Important in an Election Campaign:

1. **Trust and Credibility**: People are more likely to listen to and be persuaded by someone they know and trust. When a friend or family member shares why they support a candidate or cause, it can have a stronger impact than a message from a stranger.
2. **Higher Engagement**: Relational organizing often leads to higher voter turnout. When someone receives a message or encouragement to vote from a person they know, they are more likely to take action.
3. **Efficient Resource Use**: Campaigns can reach voters more effectively by tapping into existing relationships. This can be more cost-effective than broader, less personalized outreach methods.
4. **Sustainable Community Building**: Beyond just one election, relational organizing helps build long-term networks of engaged citizens who can be mobilized for future campaigns and causes.
5. **Adaptability**: This approach is particularly valuable in today's digital age, where people can easily connect and organize through social media and other online platforms.

In summary, relational organizing leverages personal connections to create more meaningful and effective voter engagement, which can be a decisive factor in the success of an election campaign.

My personal examples of relational organizing are listed below. The goal of each of these examples is to start a conversation in which I can use my voice to amplify the campaign, encourage people to vote, identify their vote, and find ways of ensuring that they do vote. This information is then communicated to the campaign using REACH.

**Example 1:** I know most of my tennis friends support Kamala and I want them to engage in the campaign.

I write an email to all of my tennis buddies who know me and are likely to read my email. I share with them an interesting item I've read or a meme and I ask them to engage the campaign with this stock phrase: I'm using an app called Reach to organize for Kamala and the Democrats. Join me! You can download the app and sign up here: <https://democrats.org/reach-dems>

As a result of the email, I may get several responses. I engage in an email or person to person contact with those who respond, using my personal voice/story to do several things: make sure the person is registered to vote; encourage them to vote; share why it's important; ask them to donate to the campaign; ask them to volunteer for the campaign through digital organizing or other; find a way to get them to the polls if needed.

**Example 2:** Posting information about the campaign to social media platform with an invitation to use REACH. Responding to those who like my post with personal messages.

I post to my facebook, linkedin, instagram or x accounts with a statement or meme and I include my invitation: I'm using an app called Reach to organize for Kamala and the Democrats. Join me! You can download the app and sign up here: <https://democrats.org/reach-dems>  
I follow up with any responses creating a conversation about the campaign.

**Example 3:** Using an existing contact with a group to amplify the campaign.

I have a personal email to my family every week that includes 30 people. I make sure to include my phrase and I encourage them as above. We have ongoing conversations about the campaign.

**Example 4:** Hosting an online gathering.

I host a "family zoom" every Saturday night for 30 of my family members (usual attendance is 8-12) and we discuss the campaign.

**Example 5:** Using a txt chain.

I have a text chain with volunteers who are organizing trainers. I message them about the campaign and encourage their participation.

**Example 6:** Messaging within groups or personal messaging on social media platforms.

I use social networks to touch base with my groups, being careful not to break group rules/protocol about political speech. When I sense I can have a good conversation, I message people directly. Every day, I message friends directly on social media to renew ties and invite people into the campaign.

**Example 7:** During the course of regular email correspondence, I use the opportunity to encourage engagement in the campaign.

I write 100's of emails weekly and I've changed my signature to the one which encourages voting and engaging with the campaign.

Digital relational organizing is a critical part of this campaign and any amount of effort in this regard is a huge plus, especially in swing states.

You can do this! Download Reach to do relational organizing with friends and family in support of Kamala, Tim and the Democrats. Join me! You can download the app and sign up here:  
**<https://democrats.org/reach-dems>**

In solidarity, Martin