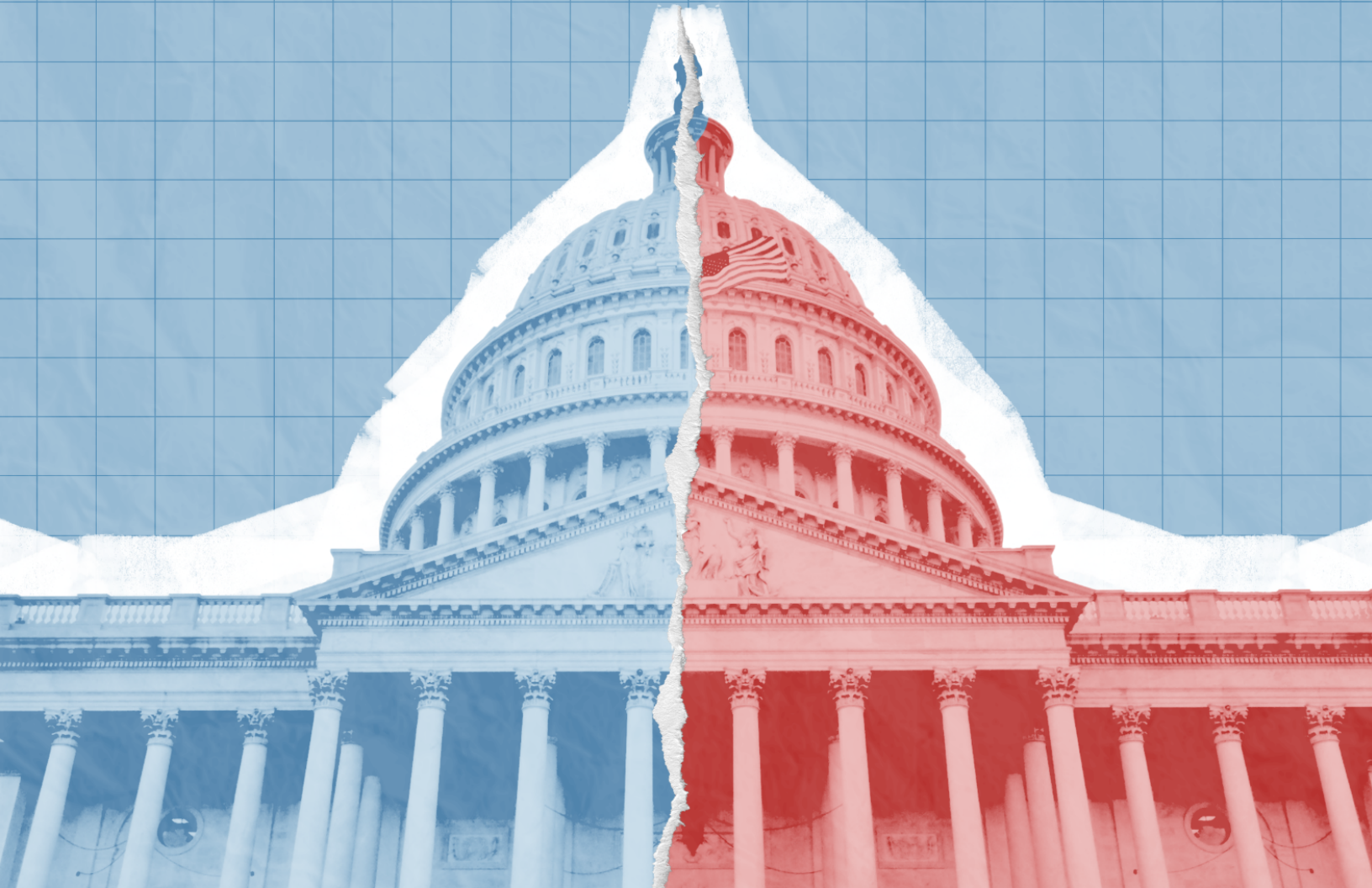


**INDIVISIBLE**

# **A PRACTICAL GUIDE TO DEFEATING MAGA**



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## Executive Summary

**What Happened:** Our movement helped fuel a huge Democratic overperformance nationally, defeating MAGA insurrectionists and election deniers across the country, creating new Democratic trifectas in several states, and even flipping a Senate seat to expand our majority! Unfortunately, MAGA Republicans still won the House, ending the Democratic trifecta we won in 2020, and temporarily closing the window for transformative legislation to save our democracy. MAGA Republicans won through a combination of voter suppression, historical patterns of the President's party losing seats in the midterms, and successful political messages on inflation and crime.

**The Stakes:** We face the dual threat of a MAGA landslide in 2024, and a Trumpist coup if the election would lead to Democratic victories. MAGA Republicans will attempt to achieve this by controlling the narrative and sabotaging the Biden administration and the economy, while using racism and tribalism to attempt to harden their political coalition. Indivisible's top priorities are winning electorally in 2024, so we can get back to delivering on our agenda.

**The Game Plan:** We don't back down from a fight, and we know the formula to win. Fundamentally we need two things:

1. **To continue to make Republican politicians pay an electoral price for their unpopular extremism locally.** That means getting them on-record about their most unpopular positions, making sure everyone knows how out-of-touch they are, and ensuring the entire MAGA brand is toxic.
2. **An even stronger, more broadly appealing Democratic party that can win and maintain majorities.** That means setting our expectations for Democrats right away, and consistently pushing them to fight *against* the MAGA agenda and *for* a popular Democratic agenda.

We have critical actions that every Indivisible group and member can take, whether they have a Democratic member of Congress (MoC), a Republican MoC, or if their state is a 2024 battleground. It's going to take all of us working together to beat back the MAGA movement and save our democracy.

## What Happened in the Midterms

We defied the pundits' predictions and powered an historic Democratic overperformance! Pro-democracy candidates won tons of races at the state level, in congressional races that had been written off, and even flipped a Senate seat in Pennsylvania! These victories are BIG and deserve celebration! Unfortunately, Republicans did win enough congressional races to get a majority in the House, closing the brief window we had with a Democratic trifecta in power. There's no point in sugar coating it - a MAGA majority in the House poses an alarming threat to our democracy. While we celebrate the remarkable gains we made with our movement, we share the anger, sadness, and fear being felt across the country at what this MAGA House majority means for our future.

### Why did this happen?

**As confusing as it is, there's just an historical trend of the President's party losing ground in the midterm election, regardless of the party in power.**

Obviously this was to our benefit in the 2018 midterm elections when Democrats made enough gains to take the House and fight back against the Trump administration. Republicans were banking on riding this trend to blowout victories this cycle, but we helped Democrats defy the conventional wisdom, limiting their losses and even gaining ground in critical states.

**It's not just historical trends of course - in our current moment we are up against a litany of right-wing forces that have spent decades chipping away at our democracy and democratic institutions.** The right-wing Supreme Court gutting the Voting Rights Act turned the stream of voter suppression tactics into a full blown river, allowing states to restrict access to the ballot and institute totally non-representative gerrymandered districts. Not to mention the already baked-in power imbalance of the Senate, an institution designed to give a disproportionate number of seats to a minority of the population, which heavily advantages the Republican party.

**There are also instances where Democrats did not have a strong enough response to GOP attacks, leaving them vulnerable on key issues like inflation.**

The United States is not the only country experiencing inflation, and in many ways the economy is far better here than much of the rest of the world, but the GOP's message discipline on prices going up was uniquely powerful because it is something that almost everyone experiences every day. This was aided by big corporations providing cover to the GOP by price gouging American families, but blaming Democratic policies (that actually put more cash in people's pockets!) for the increased costs. If it weren't for a handful of Democrats like Kyrsten Sinema

blocking Biden's agenda, we could have seen a much stronger and more unified message and policy response to address the strain on household budgets and forcefully regulate the giant corporations padding their profits on the backs of everyday folks.

**There are big wins worth celebrating!** Democrats (with the help of Indivisibles!) did make important gains, winning Democratic trifectas at the state level in Michigan, Minnesota, Maryland, and Massachusetts, electing John Fetterman to Pennsylvania's senate seat, and holding congressional seats Republicans spent millions on, proving that losses were not inevitable and that we have a formula to win. We did as well as we did because Democrats did good things with their trifecta, providing significant policies to point to and campaign on. We were also able to inflict political costs on the GOP for embracing the rabid extremism of the MAGA brand.

## Why the path forward gives us hope

Where do we go from here? We need to repeat the two strategies that *did* work, but better and in more places:

- Push Democrats to fight for important wins and sell those wins to the public, and
- Define the GOP as the unpopular extremists they are.

**We need an even stronger, broadly appealing Democratic identity that voters feel reflected by, and that makes it easier for Democrats to accomplish big wins when they have majorities.** Voters grow tired easily of “political gridlock” or other clichés that are, in reality, the result of Democrats failing to boldly pursue a popular agenda. Democrats must feel like a team, and a good and successful team that millions of voters want to be a part of. This team must challenge the powers that benefit from the status quo, making it clear they are fighting for a democracy and economy that works for all of us instead of just the super wealthy and well-connected.

**We must simultaneously shine more light on GOP extremism, which we know is both dangerous and unpopular.** The Republican party has taken a big gamble by adopting extreme views on everything from the right to an abortion to the right to clean drinking water, and we need to make sure they continue to pay the political price for that vulnerability. Just like we need to make the Democratic team broadly appealing, we need to make the Republican brand so repulsive that folks do not want to be associated with supporting their platform.

These are both monumental tasks, but that's what Indivisible was founded to do - we take on big fights, and we win. When Donald Trump won in 2016, we were in shock,

but we didn't give up. We organized a resistance, and fought against Trumpism across the country, building movements in hundreds of communities. So we know this task isn't too big for us, as long as we're in it together. We can win back the majority in 2024 and save democracy.

## The Stakes

While we minimized Republicans' gains this cycle, we still face a serious threat of a MAGA blowout in 2024, leading to full GOP control of Congress and the White House. Even if they can't win these elections outright, leaders at the highest levels of the Republican party have been preparing for a coup attempt. Indivisible is laser focused on preventing both of these outcomes from happening.

## An Attempted Coup in 2024

**It's important to state this plainly: Trump and the GOP tried to overturn the legitimate results of a democratic election in 2020, through both sham legal methods and political violence. They will try it again in 2024.** This election cycle, Republicans telegraphed their strategy for stealing a future election: win or retain control of key state legislatures, have them empowered by a MAGA SCOTUS, and use that power to declare a Republican the winner in 2024. Fortunately, because of our hard work this election cycle, their path to executing that strategy was drastically narrowed! But we can't let up while MAGA legislators continue making plans to completely toss out election results if they produce Democratic wins.

**Battleground states.** We also know a handful of battleground states are most likely to decide the next Presidential election, and are most at risk of a potential coup attempt by Republicans. These states are on the frontlines for several reasons, including at least one chamber of the legislature being controlled by Republicans, or perhaps election administration positions like a secretary of state are held by Republicans. They face ongoing, serious, and well-resourced efforts to weaken election infrastructure, pass anti-democratic laws, or shift decision-making authority to corrupt actors. These states require specific attention to diminish MAGA's foothold, and shrink their opportunities for election subversion. Fortunately, the same strategies we're deploying to strengthen our coalition and delegitimize MAGA at the national level will work here, too!

**MAGA hasn't won yet, and the fight for democracy isn't over.** Not while we have anything to say about it. What we do between now and the 2024 election can prevent both Republican electoral victories and the MAGA coup attempt, even if the fights ahead will be hard.

## Donald Trump is a Loser.

**Donald Trump kicked off the 2024 election cycle when he announced that he planned to run for president again on November 15, 2022.** Since then, he's continued to push his claims that the 2020 election was stolen and added that the Constitution should be **"terminated"** so he can be returned to power.

Donald Trump is a bad candidate with bad politics, which makes him toxic to most voters and unhelpful to Republicans in highly competitive districts and states. We saw that unpopularity take its toll again and again in the midterms, costing Republicans key seats in races where he hand-picked their nominee. But Donald Trump remains a very real threat. **His political base is small but resolute and increasingly willing to go to extremes to secure power.**

**We've beaten Trump before and we're going to beat him again.** We have to keep highlighting his MAGA extremism and keep uplifting the good things that the Democrats have done and will continue to do. Donald Trump is a loser. And as a movement, we'll return him to the ash heap of history where he belongs.

## State of Play: What will happen in Congress in 2023-2024?

**Unfortunately, without a governing trifecta, the prospects for transformative legislation are non-existent.** We know Republicans aren't going to pass meaningful democracy reforms, take action to combat the climate crisis, or enact policies that make the economy work for all of us - so we shouldn't waste our time trying to convince them.

While we expanded our majority in the Senate so that Democrats can continue to confirm judges and cabinet officials at an even faster rate, we shouldn't expect a ton of big, progressive legislation from that chamber. The filibuster (and let's be honest, Joe Manchin and Kyrsten Sinema) prevented Democrats from passing huge parts of their agenda in 2021 and 2022, including structural democracy reform. Indivisible had been clear for years on the need to eliminate the filibuster if we want to pass legislation needed to save democracy. But without a Democratic trifecta right now, the filibuster isn't the veto point that matters - it's the Republicans controlling the House of Representatives. So we need to beat them first. Don't worry though, the

filibuster hasn't heard the last of us yet, we'll be back the next time Democrats control both chambers.

**Republicans will take hostages and engage in sabotage to undermine the Biden administration.** This will look like threatening government shutdowns over unreasonable or harmful demands, brinksmanship with things like the debt ceiling ([Kevin McCarthy was openly threatening to do this before the election](#)), and refusing to engage on urgent legislation like disaster response. They are also sure to use their majority to undertake politically motivated investigations of President Biden, his family members, administration officials, or political opponents of any kind in order to gin up controversy, aided by right-wing media. It's also highly likely they use one or more of these "investigations" to attempt to impeach cabinet secretaries or President Biden himself.

**Some Democrats may respond to midterm losses by governing scared, looking to cut deals with the GOP majority even if they are incredibly damaging.** Instead of standing up to MAGA extremism and exposing how unpopular the GOP agenda is, they will operate from a defensive crouch, unwilling to take even the slightest risk to stand up for democracy and the Democratic agenda. An ineffective opposition to MAGA extremism is a huge threat in this congress.

**The Republican controlled House will wield agenda setting power and control what gets floor votes.** Democrats will face an uphill battle to direct the national conversation because much of the media will focus on the bills Republicans are putting on the floor, and Democrats will face challenges counteracting that by passing their own counter-proposals in the Senate while the filibuster remains in place.

**The rise of GOP authoritarianism will be on full display.** We'll still have a Democratic Senate and President Biden as backstops to block harmful legislation, but Republicans at all levels of government will feel emboldened to intensify their attack on our democracy.

## Our Gameplan

The fight for an inclusive, multiracial democracy is not over, and we're not stopping until we get there. In the face of rising authoritarianism, we still need structural democracy reforms to unrig our political system and make it work for everyday people. And we need to increase confidence and trust in our government by delivering material benefits to people, and by solving big problems like income



inequality and the climate crisis. **In order to achieve that vision, we need to win in 2024 and prevent the coup attempt we know is coming.**

At all levels of government, from local village boards, to state legislatures and governors' mansions, to senators and the White House, we need two big things.

1. **We need to hold MAGA Republicans accountable for their extremism.** That means forcing that extremism to the fringe and ensuring they pay the political price for it.
2. **Democrats need to show up as fighters.** We need them to tell a coherent and compelling core story about what it means to be a part of our coalition and refuse to collapse into passivity in the face of Republican extremism.

This strategy means every Indivisible group, every activist, every volunteer, every community member has a role to play, all the time, no matter where you live or who your representative is.

**Everywhere, but especially in the battleground states, we also need to defeat efforts to weaken election infrastructure, pass anti-democratic laws, or shift decision-making authority to corrupt actors.** While we know those will be tough, brutal fights with many dynamics unique to each state. We also know the best foundation we can lay for winning them is to get Democrats into fighting shape, continue to toxify MAGA extremism, and use both efforts to steadily build the power we'll need.

## The Republican Playbook

We don't need a crystal ball to predict what Republicans will do with control of the House while Biden is in the White House. We know because of what they did in the same scenario while Obama was in office, and we know because they've been publicizing their plan for months.

**Republicans will sabotage everything not nailed to the floor.** A concrete action to expect is threatening - or actually causing - government shutdowns by refusing to pass government funding bills. In 2013, Republicans came up with the genius plan of demanding Obama agree to repealing the Affordable Care Act, his signature piece of legislation, and promised they would block passage of a bill to fund the government until Democrats went along with this scheme. This resulted in a two-week government shutdown, disrupting necessary services for millions of people - but those consequences were meaningless to the GOP, whose only goal was chaos and hardship.

Months before this election, Republicans like Kevin McCarthy [began previewing their plan](#) to similarly risk the United States defaulting on our debt payments by insisting on deeply unpopular cuts to Social Security and Medicare before they will vote to raise the debt ceiling. The pain this would cause - both to our economy if we don't raise the debt limit, and to seniors if necessary programs are slashed - is the point. Republicans will intentionally harm the economy and government programs in an attempt to undermine Biden priorities.

**Republicans will demonize vulnerable communities** by fear mongering about immigrants, people of color, LGBTQ communities, and religious minorities. They'll pass laws targeting these communities for punishment, or making it more difficult for them to access existing programs, while feeding racist, xenophobic, transphobic, and other hateful narratives in an attempt to divide our communities and activate their own base.

**Republicans will force votes that have the *potential* to divide Democrats.** They've spent years practicing the "gotcha" vote, where they put a bill that could be controversial among Democrats on the floor to get a recorded vote, and if Democrats allow themselves to be divided, the right-wing media ecosystem whips up a frenzy about it.

**Republicans will obstruct the Administration's actions with endless investigations into Biden, his family, agency officials, and other prominent Democratic figures.** These will not be good-faith attempts to pursue good governance, but instead politically driven charades, meant to distract the public and the media from the extremist platform they are pursuing. It's even likely they will attempt to impeach a cabinet official or Biden himself, both to harm them politically, and to suck all of the oxygen out of the room (and cable TV news) to hide their attacks on democracy.

**Republicans will attack prominent progressives in Congress,** particularly immigrants and women of color, in attempts to silence them and pit Democrats against each other. This will look like efforts to remove them from their committee assignments, but will also include intimidation and threats of political violence.

## **The Democratic Playbook (And What We Want It To Be)**

We've seen the ineffective version of Democrats in the minority before. They look to cut bad deals for the sake of "bipartisanship," adopt right-wing framing on everything from economics to immigration, allow themselves to be divided and throw each other under the bus. They'll also defer too much to Democratic leadership, rather than taking the initiative to be a fighter, and will simply hide

behind “process” and “norms” as an excuse for their passivity. To sum it up, it’s complicity through inaction. And we can’t have that.

So, it’s up to us to make sure Democrats are using a new playbook - the one that helped us win and hold so many seats this cycle. A coherent and confident Democratic party, that prioritizes popular policies and is visibly fighting for everyday people, is both the best tool to combat GOP extremism and make the case that voting for Democrats in 2024 is the most appealing thing to do. **We must strengthen the Democratic brand in a way that makes it inevitable that elected Democrats are willing to truly fight for our priorities and save our democracy, and so millions more people choose Democrats at the ballot box.**

Like any good team, Democrats need to fill multiple roles that all contribute to this game plan. These roles are not static, and any given MoC may play different roles at different times, or even multiple roles simultaneously. Here are the roles we need Democrats to fill:

### **Role 1: Expose MAGA Extremism**

Democrats can expose MAGA extremism by taking the fight to the Republican party. Don’t fall for bad deals and bow to GOP pressure, but instead make the GOP own the consequences of their sabotage. And every Democrat should constantly talk about the most extreme parts of GOP agenda and legislation, tying all of them to their most extreme members and most dangerous aspects of their base, and making a mockery of GOP electeds and candidates.

Whether it's Trump or some Trump acolyte at the top of the Republican ticket in 2024, the 2022 election cycle gave us a concrete example of what this looks like. Trump’s candidates performed horribly in the elections. He’s a loser who picked other horrible, unpopular losers. We beat him once and we have the playbook to beat him, and any other Trumpists who come along, again. We just need to continue toxifying their brand, being strategic and disciplined about the issues we choose to fight them on (much more on that below), and resist with confidence.

### **Role 2: Set the Agenda**

Democrats must set the agenda and communicate the Democratic position. With their majority in the Senate, they should consistently bring votes to the floor that unite the Democratic caucus, but divide Republicans on issues we know are popular with the public. Elected officials have enormous attention-directing power, if they choose to use their platform to direct the public eye. This can look like official channels, like committee hearings or press appearances, but also stunts like protests, viral videos, or other ways of explaining the Democratic position and mainstreaming

popular progressive policy solutions within the party. They need to speak plainly, offering a clear case that supporting Democrats will lead to specific bills that will deliver meaningful benefits to people. President Biden has a role to play here too with the use of his bully pulpit, and also through aggressive use of executive action to deliver results and solve problems for people. None of them should be afraid to be caught trying, even if it means running up against procedural constraints like senate rules or long-held norms. We want people to pay attention to Democrats fighting for them, and attention requires conflict.

### **Role 3: Mitigate Harm**

An important role that Democrats must play in this new reality is to mitigate harm, when necessary, to prevent the worst pain the GOP majority will seek to inflict. Unfortunately, with Republicans in control of the House there will be some frustrating and gut-wrenching compromises when it comes to things like funding the government. Even still, fighting until the end in these moments can produce leverage to reduce the harm from such a compromise. It *isn't* harm mitigation to immediately adopt the GOP's framing of an issue, validating their critique, and then propose slightly less draconian policy solutions. That plays right into the GOP's hand, and they will not view it as a conciliatory gesture, but instead will smell blood in the water and fight even harder. We can't give them that chance.

#### **HOW TO NOT TAKE THE GOP BAIT: STAND TOGETHER AND PROTECT EACH OTHER.**

We need millions of voters to feel that being part of the Democratic Team is appealing to them - that only works if the Democratic Team acts like a team. Republicans will viciously attack prominent progressives, particularly when they are women of color and immigrants. **We need all Democrats to protect each other in these moments, and not allow the demagoguery to scare them into throwing each other under the bus.**

#### **REPUBLICANS WILL WANT TO FORCE VOTES THAT HAVE TRADITIONALLY DIVIDED DEMOCRATS.**

**We play right into their hand if we take the bait** and see vulnerable Democrats distancing themselves from their party and voting with Republicans.

But our agenda is popular, and **vulnerable members should receive backup from our movement** when they stick to it and keep the caucus together.

## What to Do if You Have a Republican Member of Congress

### Let's start with four facts about your Republican MoC:

1. **Their ideas are unpopular.** From a nationwide abortion ban and rolling back marriage equality, to tax giveaways for the rich and cutting public services like Social Security and Medicare, the Republican agenda is deeply unpopular nationally.
2. **They are scared of people knowing the truth about their unpopular ideas.** They will spend a lot of time attempting to distract from their real agenda, or use sneaky language to sanitize how extreme their views are. No matter how “normal” they sound, it’s fundamentally a front for dangerous ideas we can push to the fringe.
3. **They don’t have answers to questions about their unpopular ideas.** When truly pressed about the specifics of their policies, or the impacts on real people, they don’t have answers that will satisfy anyone but the most extreme members of their base.
4. **They are cowards who will run away from having to answer for their unpopular ideas or the most unpopular members of their party.** Sometimes they will literally run away from questions, and other times they will change the positions on their website and hope nobody notices, but fundamentally they are dishonest about their extreme positions and how much they agree with extremists in their party.

### What can we do about it?

**Get your Republican MoC on record.** While they may try to hide from criticism, every MoC holds some public events or press appearances, and we should use those opportunities to get them on the record explaining or defending their extreme positions. We can also publicize official correspondence from their office or campaign, like newsletters or responses to constituent letters. But the work doesn't

end there. We need to take those quotes and generate press narratives about them, share them on social media, write LTEs about them, and make sure there's a public narrative so the press follows up. Ideally, we want to make sure any time Republican MoCs are going out in public they are asked about their most toxic positions.

**Focus on their unpopular ideas and relentlessly tie them to their least appealing positions or controversies.** This can be difficult because often these Republican MoCs give us a lot to work with - we'll have more on issue selection later. But there are some techniques that will help us stay focused on a few extreme positions and make sure the public begins to associate the MoC with those positions. Nicknames and other branding efforts, like calling Ted Cruz "Cancun Cruz" after [he tried to sneak away on vacation](#) while his constituents dealt with a crisis, can remind folks how out of touch the MoC is.

Humor can also be a powerful tool, and Laughtivism is one of our favorite techniques! There have been many great examples of activists using humor to direct attention, like when [Indivisibles in Pennsylvania mocked Dr. Oz by dressing up as vegetables](#) and penned the slogan "Veggies For Fetterman" after Oz's bizarre "crudité" gaffe to draw attention to how out-of-touch his campaign was. We can do the same to our MoCs, and have some fun along the way.

There is endless creativity in the Indivisible movement, and directing that towards unique events, eye-catching stunts, or press-friendly protests all contribute to tying extremist Republicans to their extreme positions.

**Make the Republican brand toxic.** At the end of the day, our goal is to make their brand so noxious that they're scared to follow through with their agenda, and beating them in 2024 is inevitable. This means we need to start right away, but also be in it for the long haul. Maybe an attempt to brand them early on doesn't stick - that's okay! There will be more opportunities and we need to be ready.

We also need to take the fight to every GOP member, even when they seem just too extreme to listen or if your district reliably votes Republican. Some GOP members, like those who were just elected in more competitive districts, are probably more susceptible to the kinds of pressure we are describing here. That's a reason to go hard and see what happens! But even if your Republican MoC is in a safe district, you never know who will prove to not be able to take the heat, or who will overstep and make themselves vulnerable.

## Why would my Republican MoC care what I have to say?

Here's the thing: they might not! Even some electorally vulnerable Republicans, who you'd think would try to make appeals across the aisle, have embraced the MAGA

brand and are fully bought into all that entails - a nationwide abortion ban, racism, election subversion, and tax cuts for their billionaire friends.

Fortunately, they aren't really our audience. We know Ted "Cancun" Cruz doesn't care what we think. **But our friends, neighbors, and folks in our communities do care what we think. That's who we're trying to win to our side,** by showing them the truth about your MAGA MoC and the threat they pose to democracy.

Sure, we'd like to scare some politically vulnerable Republicans into a deep freeze, but we're more focused on pulling everyday people to our side. Often, that will look like using the tactics above—laughtivism and stunts—to generate media attention to pull the public to our side.

Depending on your state or district, that might mean that many people we need to convince don't fully share your views. That's okay! But that means you need to pick and choose your in-roads, and be strategic about what messages you pick.

Maybe climate change is not very motivating for them, but political corruption is their biggest issue - then let's focus there and show how your Republican MoC gets huge checks from corporations in return for policy favors.

The key is to pick issues that simultaneously fit two criteria:

1. The GOP position is wildly unpopular, and they are out of step with their own constituents, and
2. The Democratic position is popular and compelling. This opens up the possibility of growing our coalition in red and purple places – what we'll ultimately need to prevent a MAGA blowout in 2024, and win big enough to get back to enacting our agenda.

Sometimes there will be an issue bubbling nationally that fits this model (think nation-wide abortion ban). Sometimes it's a local issue, but one that has copycats all around the country (think book bans). When we have a strategic issue to recommend, we will! But we also know that you'll know your own community best. As long as it fits that basic model—their position is unpopular, ours is popular—there is progress to be made and power to be built.

We know this is hard! Obviously we want to focus on the issues that matter to us the most. But unless we build a broad enough coalition to prevent a MAGA takeover in 2024, we won't see progress on any of our priorities. So we need to meet people where they're at.

There are spillover effects, too, that can help us across the country. If you're able to successfully expose your Republican MoC's extremism, that contributes to our

nationwide effort to make the GOP a toxic institution that people do not want to be affiliated with. So even if your Republican MoC wins re-election, we'll keep taking ground, and you will have helped other Indivisibles kick their extremist Republican MoC out of office.

## Long Term Power Building: Deep Canvassing

One thing we have learned about this movement is that **the most effective way to make change in red areas is to connect with more of our neighbors** on the issues and causes they care about.

**Deep canvassing is one of the most powerful tools to accomplish this** and allows us the opportunity to directly connect voters to information that helps contextualize the things that matter to them.

**Deep canvassing is a voter outreach method that centers candid, two-way conversations where canvassers ask voters to take some time discussing relevant topics and their connections to the issues.**

How you do this can look different based on the program or goals you are trying to accomplish. For instance, deep canvassing can be casual neighbor-to-neighbor conversations, a team of people going door-to-door talking to community members to move them on an issue or a local group making targeted calls to potential voters to encourage them to participate in elections. **Deep canvassing has helped us strengthen relationships with Indivisibles and community members across the country, especially in red and rural areas.** This helps us build trust in our local communities, cultivate strong memberships within our local groups and create newly engaged/reactivated voting blocks in red territories. Deep canvassing is essential to changing political landscapes across the country and making progressive gains in even the most deep red districts.



# What to Do if You Have a Democratic Member of Congress

## Let's start with four facts about your Democratic MoC:

- 1. They are interested in the path of least resistance.** We have to make sure that path is fighting the GOP agenda and embracing a popular Democratic identity. Left to their own devices, many Democrats in Congress will capitulate to GOP demagoguery, be willing to accept bad deals, and try to simply be Republican-lite in ways that don't challenge the status quo.
- 2. They want to avoid bad news coverage, and desperately want good news coverage.** Images of them with a crowd of constituents in their local newspaper are like gold, while a story criticizing them surrendering to GOP extremism rather than fighting for their constituents makes them shake in their boots.
- 3. They want to pass the buck to the President, and claim there's little they can do without majorities in both Congressional chambers.** But we know there are important actions for them to take, either directly as MoCs standing up against the GOP agenda, or by pushing the Administration to take more aggressive Executive Action to deliver results for our families and communities.
- 4. They don't want to be seen as hypocritical or as flip flopping on previous positions or statements, even when external conditions change.** That means that even Democrats who have been squishy in the past can be convinced to stiffen their spines, but we need to create on-ramps for them to embrace the popular Democratic identity we need to win.

## What can we do about it?

**Make your expectations clear.** Be loud, early and often, about how you expect your representative not to go along with whatever BS the GOP is pushing. This also means not falling for bad-faith attempts to divide Democrats and pit them against each other. Be in direct communication with their office, whether by calling or requesting meetings, so they know you're paying attention and will be a thorn in their side unless they get on board. And make these expectations public, through LTEs, social media campaigns, community events, or other forums, so your neighbors and fellow constituents know the deal.

**Jump on opportunities to push your MoC to be a fighter.** It's impossible to predict the specific awful things the GOP will cook up, but we know that opportunities will

come early for Democrats to stand up, forcefully oppose the GOP agenda, and make it clear Democrats are on the side of the people. Are they pushing their fellow Democrats to be fighters, too? Sometimes fights within the Democratic party can be productive, as it teaches them that confidently standing with the people and against the MAGA agenda is the popular position.

We also need to make their actions big and public, and have their back! We're asking Democrats to fight in ways many of them are not used to doing. And we know they like positive press, and are concerned about blowback. So let's make sure the positive story is told, and we push back against lies about them. Branding, nicknames, and corny actions aren't just for our political rivals, they can work for our champions as well! (Remember how successful "[#BeBoldBob](#)" was!)

**Debrief regularly directly with your MoC.** This can look like providing feedback through calls, postcards, emails, or social media when they do things well or poorly. If you have an established relationship with their office and have regular meetings, be honest about how you think they acted in certain fights! Did they properly stand up against the GOP agenda? Could they have done more? Are they doing a good job, but could take on a leadership role in opposing MAGA Mayhem? Tell them!

## **A note on if you have both a Republican and a Democratic MoC**

Some Indivisibles will be able to play both roles - exposing GOP extremism, and strengthening the Democratic brand - at the same time. If, for example, they have a Republican Senator but a Democratic House Rep.

**Which should you prioritize?** It depends! There will be times when it's most important to stiffen the spine of your Democratic MoC, and others when we need to really put the heat on GOP MoCs. This could be because a certain MoC is more central to a political fight, like a committee chair or the main sponsor of a bill, or it could be because the battlefield is primarily in one chamber of Congress. We'll make sure to communicate about what is the priority.

It's most powerful when we're doing both - that way our communities will see the starkest contrast between a MAGA Republican and a strong Democratic MoC taking the fight to them.

## How to Get Involved

### Find Your Indivisible Group

You can use our [Find Your Group](#) tool to find already-active neighbors and community members in your local Indivisible groups, and get plugged in to the amazing work they are doing all across the country.

### Find or Register a Local Event, or Join a National Training

You can keep tabs on local Indivisibles putting on events in your community, or host an event yourself and get the word out to your friends and neighbors! We also host national trainings and other virtual events you can attend. Here's where to [search events](#), and the link to [register your own event](#) so it shows up on our shared map.

### Tried and True Local Advocacy Tactics that Work

Take a look at our [tactics from the original Indivisible Guide from 2016](#), which are still relevant and urgently needed now! These will get you started, and we are excited to see all the creative new things Indivisibles come up with!

## We Will Win

You did it! You read *The Practical Guide to Defeating MAGA* and took the first step to prepare for the fights ahead. We've got a lot of work to do, together, and we can't wait to tackle these challenges with you.

**We're going to fight back against the Republican-controlled House** to prevent them from taking legislative hostages and counter their attempts to control the narrative. **We're going to make the MAGA brand toxic**, exposing unpopular extremism and attacks on our democracy, and building our own coalition for electoral victories in 2024.

**We're going to work for an even stronger, broadly appealing Democratic party** that is prepared to fight against the MAGA movement in the way we need. A more coherent Democratic identity will help make a more compelling case for voting for Democrats in 2024, and will better prepare Democratic MoCs to deliver real results for people once elected.

**We all have a key role to play, whether you have Republican or Democratic MoCs.** The Indivisible movement has your backs, and because of all of you, we're confident we can win the power we need to save our democracy.