

MetroWest Blue & Beyond Orientation

www.mwblueandbeyond.com



MetroWest Blue & Beyond (MWBB) is an all-volunteer fundraising group focused on providing financial and volunteer support to grassroots organizations in key swing states critical to reelecting President Biden and electing Democratic candidates up and down the 2024 ballot.

MetroWest Blue & Beyond Orientation

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- First organized in 2021 to support the 2022 mid-term elections
- Effect political outcomes in states beyond our own
- Work with local organizations doing on-the-ground voter enrollment, education, action
- Focus on underserved and low propensity to vote communities, and other key voters
- Support the Democratic ticket, not any particular candidate

Fundraising Strategy

- People are being bombarded with political solicitations
- Many people don't know who or what to support so do little or no giving
- MWBB cuts through the noise with researched and proven organizations worthy of support
- Our "How You Can Help" emails inform our donors about the states and groups we support
- We use our personal networks and MWBB website to spread the word
- People that know us have a high confidence in supporting groups we recommend

Fundraising Strategy

- Our fundraising for 2024 is focused on Arizona, North Carolina and Pennsylvania
- MWBB will host two Zoom fundraisers for each state throughout 2024
- Potential donors will hear directly from senior representatives of each supported organization
- Contributions will be made through ActBlue links
- Links will be provided for phone banks, text banks and postcard writing

2024 Fundraising Focus

Arizona:

MWBB is working with the Arizona Democratic Party to support voter registration and get out the vote efforts, particularly among Latino, Indigenous, and Black Arizonans, to ensure Democratic victories up and down the entire 2024 ballot. Arizona is a critical swing state for Biden/Harris (11 electoral College votes) and for retaining Democratic control of the U.S. Senate. Arizona is an opportunity to pick up Democratic House seats as well.

<https://azdem.org/>

North Carolina:

North Carolina A. Philip Randolph Institute (APRI), a Black-led organization that consistently runs the largest voter registration programs in NC - they have collected over 160,000 registrations since 2016. In 2023, they registered 7,000 voters in Mecklenburg County.

www.ncapri.org

Action for the Climate Emergency is building the largest community of high-school aged climate advocates in the country and will focus on registering first-time youth voters in Charlotte in 2024.

acespace.org

2024 Fundraising Focus

Pennsylvania:

The New Pennsylvania Project (NPP) is a voting rights organization with a year-round primary focus on voter registration, civic education and mobilization. NPP centers on historically disenfranchised and often neglected Black, Indigenous and other people of color, immigrant communities and the youth in their work. Through civic engagement, NPP ensures all eligible voters feel compelled to exercise their freedom to vote in the Commonwealth. <https://www.newpaproject.org/>

Turn PA Blue organizes in Pennsylvania to help Democratic candidates earn every vote every year for every election. TPAB supports the entire Democratic slate from top to bottom by working in often over-looked red and purple districts to increase Democratic voter turnout across Pennsylvania. <https://www.turnpablue.org/>

How You Can Get Involved

- Donate
 - North Carolina – <https://secure.actblue.com/donate/mwbb-nc2-22>
 - Pennsylvania – <https://secure.actblue.com/donate/mwbb-pa-22>
 - Arizona - <https://secure.actblue.com/donate/mwbb-az-22>
- Become an Outreach Donor and contact your personal network
- Take action through phone banks, text banks and postcard writing
- Talk with your out-of-state contacts to vote Democratic in November

Proposed 2024 Zoom Event Calendar

North Carolina – Zoom fundraiser with All in for North Carolina
Wednesday, March 6 at 7:30PM EST

Pennsylvania – Zoom fundraiser
Thursday, April 25 at 7:30PM EST

Arizona – Zoom fundraiser
Tuesday, June 4 at 7:30PM EST

Next Steps

- North Carolina Zoom Fundraiser – Wednesday, March 6
 - Register at our website: <https://www.mwblueandbeyond.com/register-2024-03-06>
- Invite your network
 - Use our email template and feel free to make it your own
 - Send your email address to mwblueandbeyond@gmail.com
- Donate before, during and after the event:
<https://secure.actblue.com/donate/mwbb-nc2-22>
- Promote MWBB to your friends, family and anyone wanting to make a difference in critical swing states

THANK YOU FOR HELPING!

**YOUR ENERGY AND SUPPORT IS
CRITICAL TO SAVING OUR
DEMOCRACY.**