

Swing Your District From a Distance

Swing Left volunteers live in every corner of the country and every single one of us is needed to help flip the House in 2018. If your nearest Swing District is not within easy driving distance, you can still play a crucial role in three areas:

1. Build your local Swing Left community
2. Raise awareness on social media
3. Research your Swing District

Build your local Swing Left community

Relationships remain one of the most important parts of political organizing. Building a strong, local community of Swing Left volunteers will help us continue to grow the movement and keep up the momentum until the mid-term elections. By recruiting new people, you can help bring in important new ideas, skills, relationships, partnerships, money, and knowledge to Swing Left.

Direct voter contact remains the most effective way for us to impact the elections, especially in late 2018. And even if your closest Swing District is far away, as the elections get closer, your community can help with on-the-ground Get Out the Vote efforts. Consider planning a road trip or packing a plane full of your new Swing Left friends!

Attend or Host Events

Commit to attending or hosting one event per month in your area where you can sign up new volunteers and connect with other Swing Left volunteers. During your house parties, brainstorm a list of events in your area and then task a few volunteers with putting together a calendar of events.

Try to find at least one event a month that is big enough for you to all go together. Here are a few ideas to get you started:

- Town hall meetings
- Other local progressive group meetings (like ACLU or MoveOn or Women's March huddles)
- Concerts and other music venues
- Food fairs and outdoor farmers markets

Host a recruitment phone bank by inviting over a friend or two and asking them to call 10 - 15 of their friends to talk to them about Swing Left. Make it fun! Food and drinks are always a great icebreaker and will keep people coming back.

As you recruit new volunteers, you may discover new approaches that you want to share with us - we're all about fresh ideas. Best practice sharing will help improve our strategies and actions nationally, and allow us tap into the experience and creativity within the Swing left community. Keep us posted by emailing team@swingleft.org.

Raise awareness on social media

Through social media, you can draw attention to what's happening politically in your Swing District. If an incumbent Republican votes against progressive values, post about it and ask your friends to share. When an incumbent Democrat stands up to Trump, applaud them. The goal of social media work will be to a) **keep public attention focused** on 2018 House races and b) **recruit new volunteers**.

Weekly social media checklist:

1. **Send a message to two people each week.** Help them learn about Swing Left. Encourage them to volunteer.
2. **Share an update about Swing Left each week.** When you post, you can tag friends to recruit them to join Swing Left.
3. **Email your networks** asking people to sign up and join your next group meeting.
4. **Send a mass text to your friends:** "I just signed up at swingleft.org! Check it out!"
5. **Hold your representatives accountable.** Create a Google alert for your Swing District representative and follow them on Facebook, Twitter, and Instagram. Track their votes in Congress and post every time you agree or disagree. We need to remind our networks how important it is to protect Democratic seats and flip Republican ones.
6. **Use the hashtag #SwingLeft** for all Swing Left-related posts.
7. **Tag Swing Left's social media handles:** Facebook @swingleftorg, Twitter @swingleft, Instagram @swingleftorg

The internet is a big place. Your feedback is valuable. Are there posts relevant to your Swing District that are getting a lot of likes? What hashtags do people use to discuss a certain representative? Keep an eye out for these trends and send your observations to team@swingleft.org.

Research your Swing District

You can be anywhere in the world and still contribute to Swing Left's online research efforts. We're learning as much as we can about Swing Districts, incumbents, and allied organizations in order to attract new volunteers, inform our volunteers, and guide each Swing District's strategy.

Sign up at swingleft.org/research