



# Field Team 6 Donor Brief

## Field Team 6 is a volunteer army on a mission: Register Democrats. Save the world.

We are the **one and only** national organization proudly registering Democratic voters all year, every year, in swing states where just a few votes decide elections. We are laser-focused on registering women, people of color, young people, and the LGBTQ+ community, to defeat the existential threat to our democracy and fulfill the promise of America.

## THE BEST VALUE PROPOSITION IN ACTIVISM

By the '22 midterms, Field Team 6 delivered **2.3 million Democrats and independent voters**. ('24 numbers coming spring '25.) Other orgs spend \$2-300 to register a voter. We do it for a dollar. These voters elected Biden in '20 – averted a Red Wave in '22 – and in '24, helped win 5 Senate and 43 House races.

## WHAT MAKES US UNIQUE

- We do partisan voter registration. We explain what Democrats stand for. We say candidates' names. 80% of our new voters are Democrats and independents.
- Our secret weapon: the first-of-its-kind database containing **44.2 million** unregistered likely Democrats in swing states. The basis for all digital outreach!
- We use every outreach method there is: email, text, phone, geofencing, direct mail, targeted ads, social media storms, postcards, and live voter drives.
- 33k volunteers nationwide and a gung-ho volunteer staff of 120 activists who lead 25 specialized teams, stretching every donor dollar to the limit.

## PROOF OF EFFICACY

In the '22 cycle we reached out to 5 million unregistered, likely Democrats. 1.57 million registered. 660,000 voted. We spent \$1.47M total, bringing our cost to roughly a dollar per new voter and **\$2.24 per vote**. That doesn't just beat every other model we've seen. **It breaks the paradigm.**



Friends & Partners of Field Team 6

## YOUR HELP COULD WIN IT ALL

Field Team 6 is a machine that mints Democrats. Your dollars are the fuel. Those new voters will flip the House in '26, and take back the Senate and White House in '28 – pass voting rights and abortion rights – and crush Trumpist fascism once and for all.

At \$1 per new voter, your support can literally swing elections.

For 2025 and '26, our goal is to raise \$4M to deliver 4M new Democrats and independent voters to the battleground states and districts where we need them the most.

**Please partner with us today to save our democracy, and make as meaningful a contribution as you can. And let's win!**

Need more info or a Zoom call? **Contact: [contributions@fieldteam6.org](mailto:contributions@fieldteam6.org)**