ELECTION RIGGING
RESPONSE ACT

Reach App Guide

Important: Our program for Prop 50 is focused on leveraging the direct contacts of folks who live in California. If you're not someone with direct contacts in California, your time would be better spent helping us contact voters there via **phone banking**. Thank you!

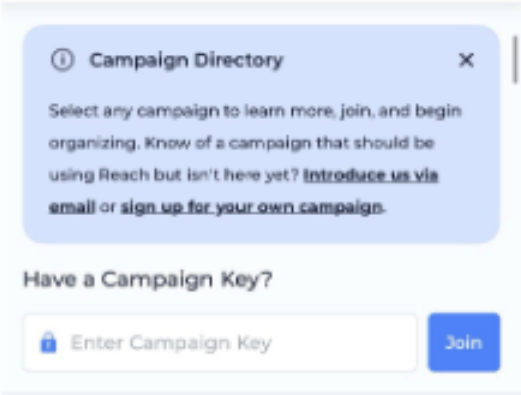
The Reach App

Reach is a grassroots canvassing app that lets you meet potential voters where they already are. Reach makes it easy for you to identify targeted voters in your contacts and network, and reach out to them about Prop 50, the Election Rigging Response Act. Like any organizing tool, **you're going to get out of it what you put into it**, so integrating regular Reach use to your normal organizing activities is very important.

How To Join Reach

1. **Download Reach App:** First, download the reach app on your mobile device. **Search "Reach Canvassing" in your app store.** It has a blue logo with a white rectangle on it.

2. **Join The Campaign:** When you have downloaded Reach and set up your account, you'll be prompted to enter a "campaign key" to join a campaign. Use the following keys.
    a. **California Resident:** 28EK6B
    b. **Non-California Resident:** SHA9VZ



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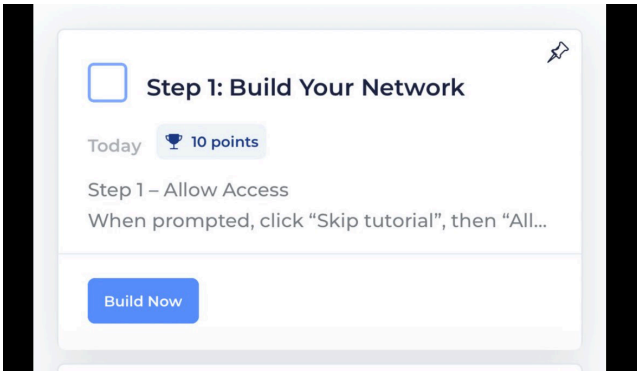
Using Reach

Once you've joined the "Election Rigging Response Act" campaign on Reach, you will land on the "Home" screen. This is where you'll find our priority actions, our library of content to share online, and more. **Before taking action, you must build your network.**

- Building Your Network
- Contacting Your Network
- Content Library & Sharing Content
- Searching Individual Voters
- Adding Non-Matched Contacts To Network

Building Your Network

1. Tap the Action Card on the home screen that says **"Build Your Network" or the "Build Now" button.**



2. Read the instructions provided for building your network and then **tap "Build Now."** This will tell you how many contacts you have in your network that you can import to match for California voters you know.

3. Select the **"Match All Contacts."** NOTE: The import function is NOT importing your contacts in full to the campaign. This is only a matching process and your data is still yours.

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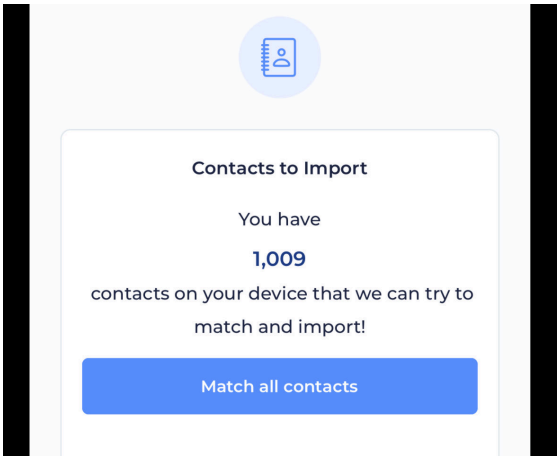

4. The next screen will let you know your contacts are being matched. This may take a moment.

5. After your contacts are completed with the matching process, you'll see a screen that says **"Start Matching"** with a rocket at the top. This will be a list of all contacts that were matched to California voters.

    a. Anyone with a **"Great Match" tag** in blue means they were successfully matched to someone in California.
    b. Tap on a contact with a "Great Match" tag.
    c. This will take you to a contact view. In the middle screen it says I have 1 Great Match. In some cases you may have multiple matches, so you'll want to verify it is the right person.
    d. You can **tap on the four arrow icon in the top right corner of a contact** to view more info. This will allow you to verify the contact information, location, voter registration information, and voting history.
    e. This allows you to do two things: verify it's the right person and verify their party registration. **If it looks like the right person, just tap the X at the top left to return back to the contact screen.**

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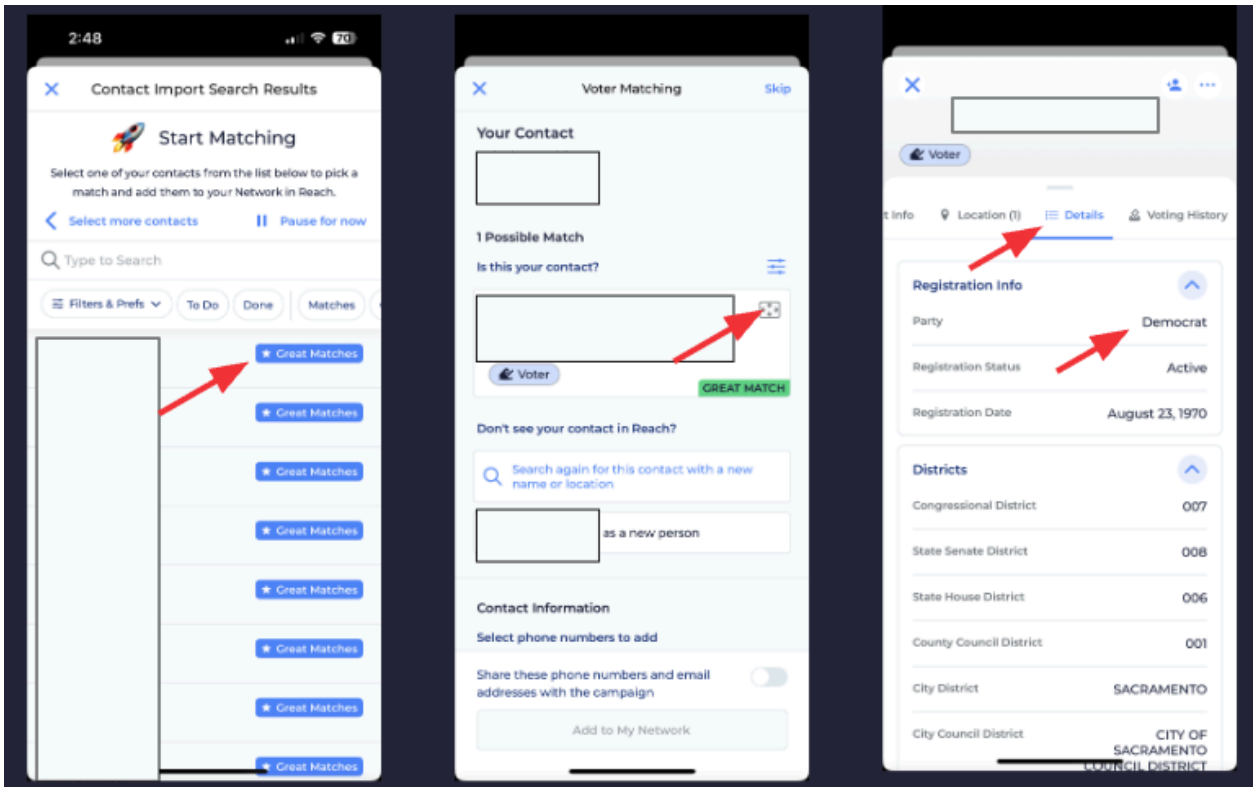

6. Now that I've verified they are the right person, **I'm going to add them to my network.** I can tap the bubble of their name as shown in the screen in the middle, and the button will then turn blue at the bottom.

    a. **Tap "Add to My Network" to add them.** After you add them, the app will automatically cycle through the next contact that is a great match.
    b. At any point you can exit the screen and return to add more people. When you visit the "My Reach" tab as shown on the far right screen, you'll now see the voter you added to your network.

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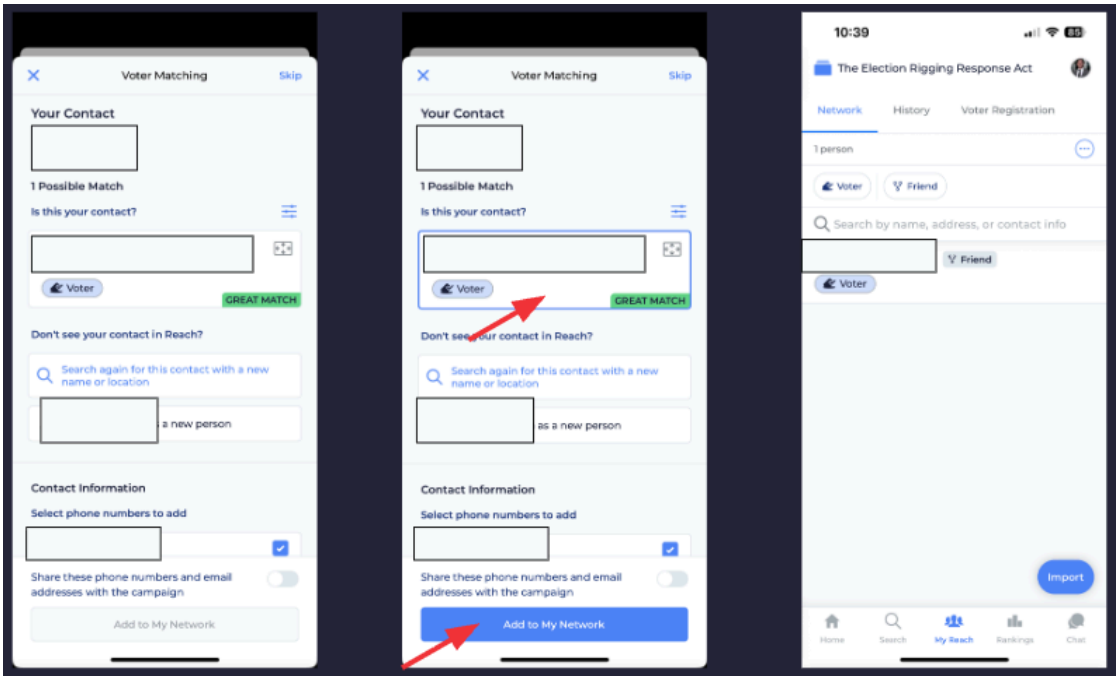
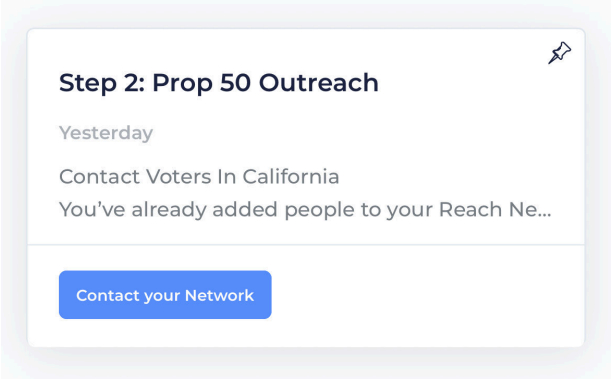


Contacting Your Network

Now that you have added contacts to your network, it's time to start organizing them! Use the instructions below to complete your first outreach action.

1. Visit the home screen and tap the Action Card that says **"Step 2: Prop 50 Outreach." NOTE:** This is only relevant if you have California voters in your network.



2. View the instructions and the template message you'll send to your contacts. **Tap the pencil icon if you want to edit the message in your own voice.**

3. **Tap the "Contact Your Network"** button when you're ready to reach out to voters. This will pull up your network list, narrowed to matched voters in California.

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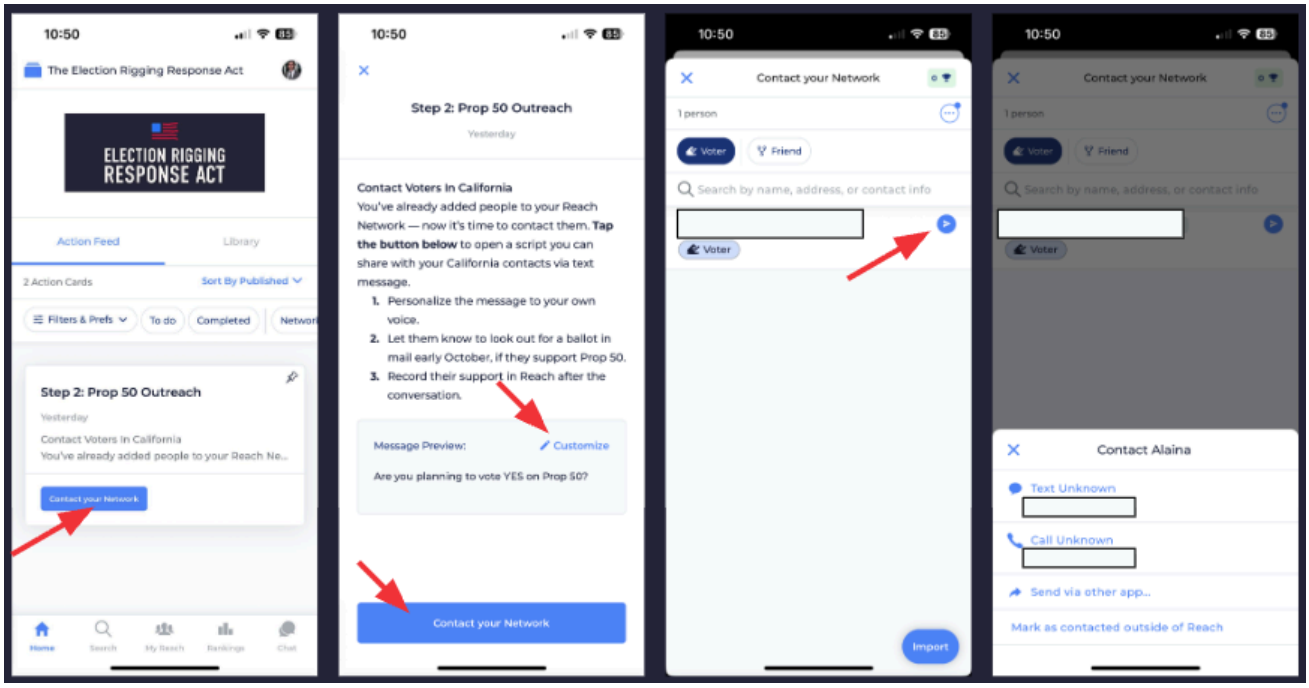
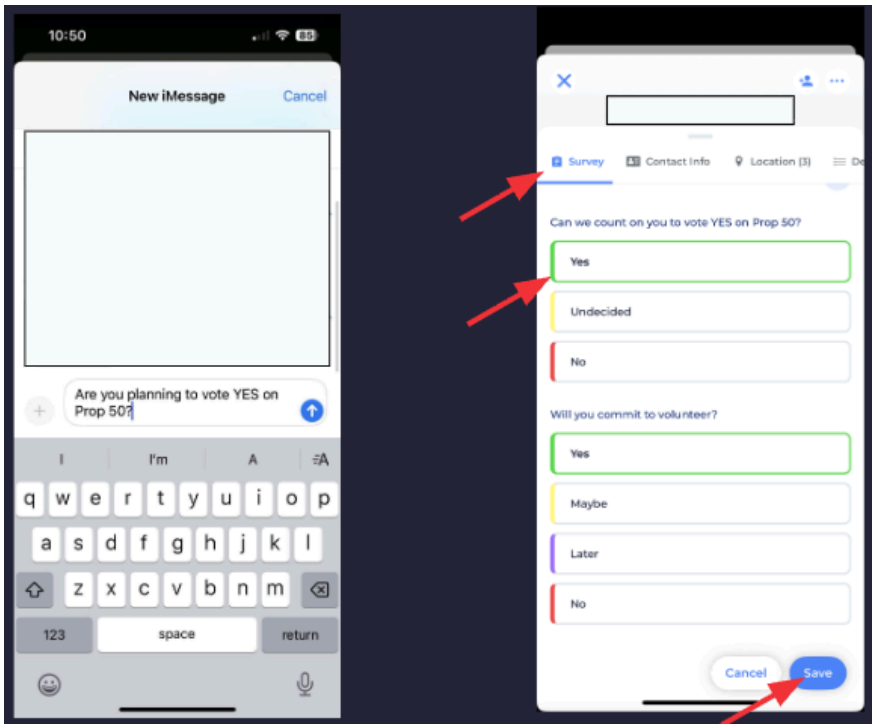


4. **Tap on a contact** you want to reach out to. Then, select how you want to reach out to them. Text, call, or another app. In this example, we're sending a text message.

5. After you've reached out to your contact and you have spoken with them, come back to your contact and Reach and **complete the survey.**



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Content Library & Sharing Content

On the home screen of Reach, you can access our “Library.” In the library you can access Prop 50 and Gavin Newsom content to share on your social media channels. As we mentioned in our training, social media continues to play a larger role year over year. Help us get the word out by engaging and sharing in your networks online.

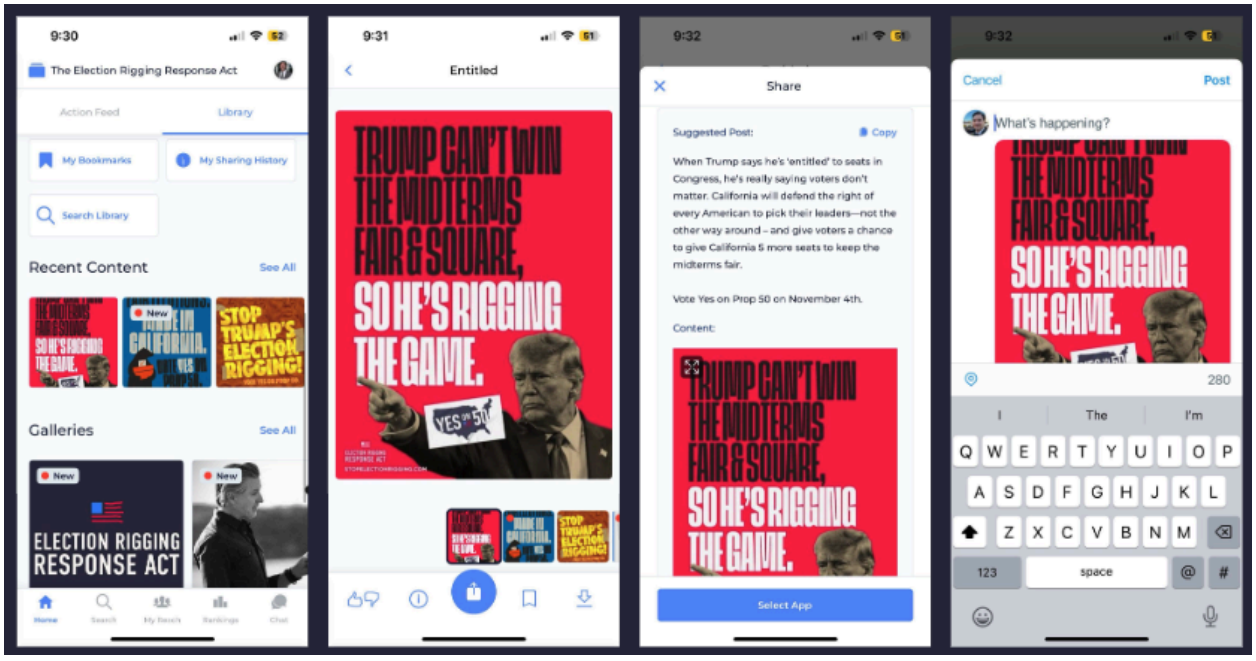
1. **Visit the Library** on the home screen of the Reach app.

2. **Tap on a content icon** or a gallery to view gallery-specific content. You can swipe to view other content in the order it was published.

3. If you’d like to share content, **tap on the blue round button.** This will provide you with a suggested copy to accompany your post. **Tap the “Copy" button.**

4. **Tap the “Select App” button** to select the platform you’d like to share to. This will automatically populate the image or video and you can paste the copy, or write your own.

5. After you’ve shared the post, in 24 hours you’ll receive a notification in Reach to let us know how engagement went!



Searching Individual Voters

Whether you meet someone in-person at a fair, club, or the grocery store, or you just want to find an individual. The search function in Reach is great for many use cases to find and survey individual voters that may not already be in your contacts.

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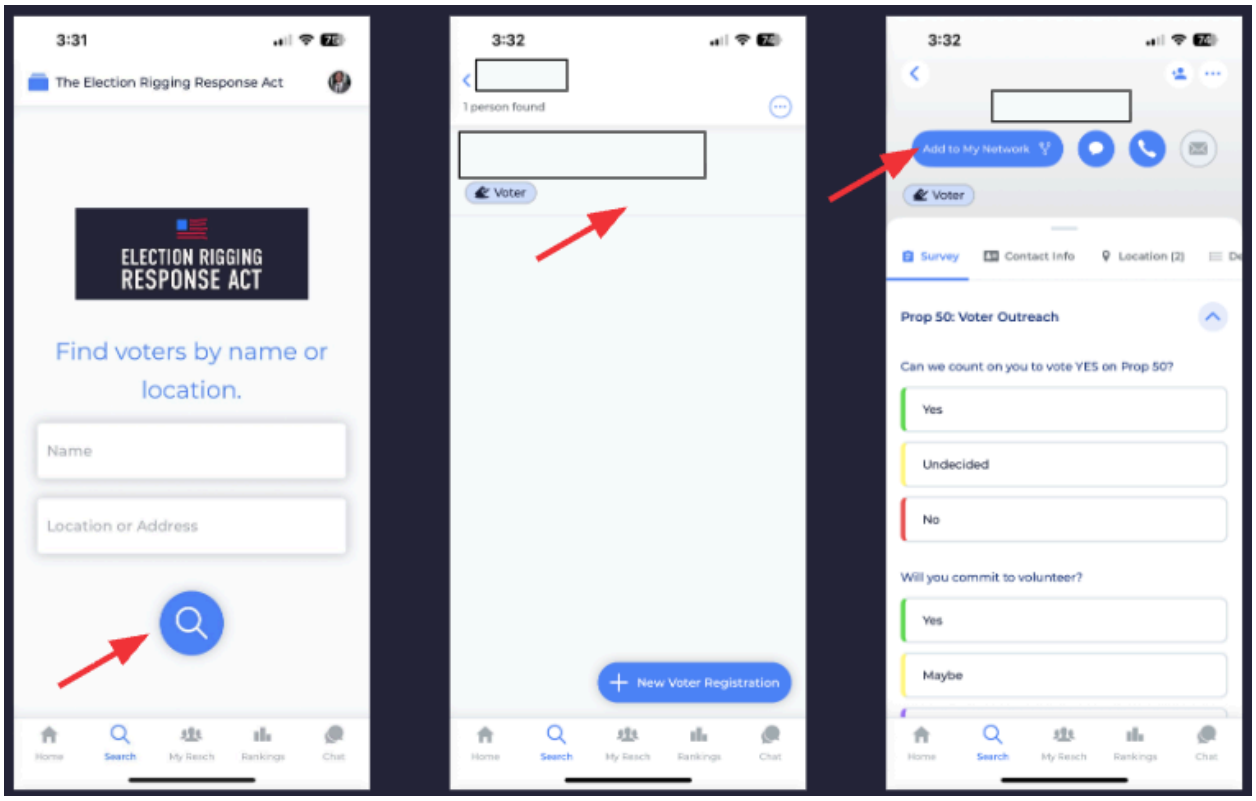
1. **Tap the "Search" icon** at the bottom of the screen.

2. **Include the name of the contact you're trying to find.** First and Last name is ideal. You don't need the full location, but even a city can be helpful in narrowing the location. *Location is not necessary to conduct a search.*

3. **Tap the search icon and review the results.** Find the contact that matches the individual you're looking for. You can add the relevant relationship type (friend, colleague, etc) and survey them, too.

4. Tap **"Add to My Network."**



Prop 50 Talking Points

What is the Election Rigging Response Act / Prop 50

California's legislature voted to put our new, bluer maps on the ballot this November. It commits to fair redistricting, it's temporary, and gives you and me (the voters) the power to approve it.

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We shouldn't mess with the current system

This isn't permanent. Prop 50 is democracy's best chance to defend against Trump's scheme while preserving California's award-winning redistricting system long term. Knowing that, are you more likely to support Prop 50?

Seems like this just helps Democrats

Prop 50 isn't about one party. It's about fairness. It makes sure the midterms are conducted on a level playing field and ensures California's diverse communities are represented fairly. Knowing that, are you more likely to support Prop 50?

Why should California even get involved?

Prop 50 levels the playing field so our communities aren't silenced by gerrymandering elsewhere. As a voter, I feel that California has a duty to defend democracy. Do you agree with me?

This just feels like rigging too

Prop 50 is different from Trump's plan. It's temporary, fair, and requires voter approval. California only acts if Republicans go through with their power grab, and the maps expire in 2030. Knowing that, are you more likely to support Prop 50?

I don't like the way the maps were drawn for this measure

This isn't politics as usual. It's an emergency for our democracy. Each of us may have our own differing personal opinions about the details of how the maps were drawn or anything else about this measure, but the bottom line is that we are facing a national crisis. Here in California we need to do our part to stop Trump from getting two more years of unlimited power. Now is the time to set aside differences on the details and work together to save our democracy.

Background & FAQ

YES ON PROP 50 - BILINGUAL ENG/SPN - BACKGROUND AND FAQS - 8/31/25

1. **There's an election coming up? When? ¿Hay elecciones? ¿Cuándo?**

Yes! There's a special election happening on Tuesday, November 4th. Just like the last couple of elections we've had in California, everyone will get a mail ballot sent to their home in early October so you can conveniently vote by mail or drop off your ballot at a drop site.

¡Sí! Hay elecciones el martes, 4 de noviembre. Como en pasadas elecciones, todos los votantes en California recibirán una boleta por correo a principios de octubre. Así se nos hace conveniente a todos votar por correo ó depositar nuestra boleta en un buzón electoral.

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2. **What's this election all about? ¿Sobre qué son estas elecciones?**

Donald Trump and Texas Republicans are making an unprecedented power grab to steal congressional seats and rig the 2026 election before voting even begins. Other Republican states are following suit. They want to grab enough seats to control Congress regardless of how the people vote. This isn't politics as usual. It's an emergency for our democracy. That's why Governor Newsom and the State Legislature put Proposition 50 on the ballot, to counter Texas' moves and fight back.

Las movidas hechas por Donald Trump y los republicanos en Texas para robar escaños congresionales han puesto en riesgo la integridad de las elecciones del 2026 antes de que siquiera empiece la votación. Otros estados bajo el control de los republicanos también están actuando en contra de nuestra democracia. Quieren manipular los escaños para asegurarse de que van a controlar el Congreso sin que importe cómo vota el pueblo. Estas movidas no son política normal. Tenemos una gran emergencia para nuestra democracia. Por eso, el gobernador Newsom y nuestra legislatura estatal decidieron avanzar la Proposición 50.

We've already seen how Trump has illegally imposed tariffs, causing prices to go up and hurting California families. He's denied disaster assistance to fire victims and ordered mass deportations. The 2026 election for Congress is our only chance to provide an essential check and balance on Trump's dangerous agenda. If Californians don't act now, Donald Trump will seize total power for two more years – our families, our communities and our democracy can't afford that.

Ya hemos visto cómo Trump impone tarifas ilegales que aumentan precios y lastiman a nuestras familias. Él denegó la ayuda que necesitan las víctimas de los fuegos y ordenó las deportaciones masivas. Las elecciones federales del 2026 son nuestra única oportunidad para parar la agenda peligrosa de Trump. California tiene que combatir este azote de Trump. Nuestras familias, nuestras comunidades y nuestra democracia no pueden aguantar estos ataques por dos años más de poder total.

3. **How would this measure work? ¿Cómo funciona esta medida?**

These are the key parts of the plan that will be on the ballot for California voters to vote on:

- Because Texas and possibly other Republican-held states are changing their district boundaries to elect more Republicans to Congress in next year's 2026 elections, California will also temporarily change their boundaries to make it easier to elect more Democrats in next year's elections. This will make the situation more fair on a national level and hopefully prevent Republicans from rigging the whole system to keep unlimited power for Trump for two more years.
- The measure keeps California's commitment to national redistricting reform. We would still have the California's Citizen Redistricting Commission and they would go right back to regular redistricting after the 2030 census. This measure specifically declares it is California state policy to support the use of fair, nonpartisan redistricting commissions nationwide.

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- Any California district map changes are only triggered by Republican actions in other states. If Texas and other Republican-held states had kept their own current maps, then we would have kept California's current commission-drawn maps and nothing would change here.

Prop 50 tiene 3 partes clave:

- Porque Texas y posiblemente otros estados republicanos están cambiando las líneas de sus distritos congresionales para elegir más republicanos, California cambiará temporeramente sus líneas a favor de los demócratas contrarrestando los esfuerzos ladrones de MAGA y Trump.
- Esta medida mantiene el mandato de California a la reforma justa y no partidista para la redistribución de distritos congresionales a través de toda la nación. Prop 50 reafirma el compromiso de CA para usar nuestro California Citizen Redistricting Commission y su obra habitual de redistribución después del censo de 2030.
- Los cambios de Prop 50 al mapa congresional de California solo son vigentes una vez otros estados republicanos actúen. Si los mapas no cambian en TX y otros estados, el mapa congresional actual hecho por nuestra comisión independiente es válido y nada cambia.

4. **This sounds kind of undemocratic to me. Isn't this a slippery slope to having gerrymandered districts in California like the ones in Republican-controlled states?**
   Esto me suena medio anti demócratico. ¿Por qué tenemos que manipular los distritos en California?
   Trump and Republicans don't fight fair. Democrats need to recognize this and stop playing with one hand tied behind our backs. MAGA is trying to steal congressional seats in Texas and other GOP states to keep their majorities in Congress. We can't afford to let that happen and there's no way to stop it without California doing our part. It's time to fight fire with fire. This is a fair and proportional response to what MAGA Republicans are doing nationwide.

   Los demócratas tenemos que reconocer que Trump, MAGA, y los republicanos están actuando como ladrones, robándose escaños en el Congreso en Texas y otros estados para asegurar su mayoría en el Congreso. No se lo podemos permitir y no hay forma de impedirlo sin que California haga su parte. Prop 50 es una respuesta justa y proporcional a las acciones de MAGA a través del país.

   Also, this move is temporary. Even though we have to do this right now to counter the national Trump agenda, this measure still keeps California committed to fair, non-partisan national redistricting reform. That's why nobody is forcing us to do this here in California. Every registered voter in California will get to vote to decide if we should make this temporary change or not. And if Proposition 50 passes, we will go right back to having our California Citizen Redistricting Commission do their regular job redistricting after the 2030 census as usual.

   Además, esta medida es temporera. Aunque en este momento tengamos que contrarrestar la agenda nacional de Trump, California mantiene el compromiso con la reforma justa y no partidista para la

redistribución de distritos congresionales a través de toda la nación. Si se aprueba Prop 50, CA volverá a usar nuestra California Citizen Redistricting Commission y su obra habitual de redistribución después del censo de 2030.

5. **Who's supporting this ballot measure? ¿Quién está apoyando esta medida?**

This measure is being put forward by California Governor Gavin Newsom and has strong Democratic and progressive support including:

- President Barack Obama;
- CA Democratic Congressmembers including current House Democratic leaders Hakeem Jeffries & former House Speaker Nancy Pelosi;
- CA Senators Alex Padilla and Adam Schiff;
- Labor unions including the CA Federation of Labor, the CA Teachers Association and the SEIU CA State Council;
- Planned Parenthood Affiliates of California.

Esta medida fue propuesta por el gobernador de California, Gavin Newsom y tiene el apoyo de demócratas y otros progresistas como:

- Presidente Barack Obama
- Senadores Alex Padilla y Adam Schiff
- Entera delegación demócrata del Congreso de CA, líder Hakeem Jeffries y la ex presidenta de la Cámara de Representantes, Nancy Pelosi
- Sindicatos laborales incluyendo el CA Federation of Labor, la CA Teachers Association y el SEIU CA State Council.
- Planned Parenthood Affiliates of California.

6. **Who's against this ballot measure? ¿Quién está en contra de esta medida?**

Some of the biggest opponents of this measure are:

- Charles Munger – rightwing billionaire who uses his private organization to block abortion access and target LGBTQ youth including promoting "conversion therapy" for LGBTQ youth and opposing same-sex marriage.
- Carl DeMaio – CA Assemblymember who is one of Trump's most vocal allies in California, supporting mass immigration round-ups, unlawful tariffs, and withholding CA emergency response money.
- Thomas Hiltachk & his law firm – go-to lawyers for Trumps's legal & election work in CA who have worked to bust unions and prevent Trump from having to disclose his tax returns as required by CA law.

Algunos de los adversarios de esta medida son:

- Charles Munger – billonario derechista quién usa sus entidades para atacar a nuestra juventud LGBTQ+ promoviendo terapias charlatanas, para oponer el matrimonio entre personas del mismo sexo y para impedir el acceso legal al aborto
- Carl DeMaio – asambleísta quién es uno de los portavoces de Trump en CA y defiende las deportaciones masivas, las tarifas ilegales y el impedir la ayuda de emergencia para los desastres en CA
- Thomas Hiltachk y su bufete legal – los abogados de Trump quienes han obrado en contra de los sindicatos y los requisitos legales de divulgación de las planillas de impuestos para candidatos presidenciales en CA.

7. I don't like the way the maps were drawn for this measure, so why would I vote for it?
No me gusta el proceso que usaron para hacer estos mapas nuevos. ¿Qué razón tengo para votar por ella?

This isn't politics as usual. It's an emergency for our democracy. Each of us may have our own differing personal opinions about the details of how the maps were drawn or anything else about this measure, but the bottom line is that we are facing a national crisis. Here in California we need to do our part to stop Trump from getting two more years of unlimited power. Now is the time to set aside differences on the details and work together to save our democracy.

Tenemos una emergencia en nuestra democracia. Esto no es política como de costumbre. Podemos poseer opiniones personales sobre los detalles de cómo se trazaron los mapas o cualquier otro aspecto de esta medida, pero la conclusión sigue siendo la misma, estamos enfrentando a una crisis nacional. Aquí, en California, debemos hacer todo lo que nos corresponde para impedir que Trump consiga dos años más de poder ilimitado. Este es el momento de dejar atrás las diferencias sobre los detalles y trabajar juntos para salvar nuestra democracia.

8. How and when can I vote in this Special Election? ¿Cómo y cuándo puedo votar en estas elecciones?
Here are the key election dates:

- The last day to register to vote for the November 4, 2025, Statewide Special Election is October 20, 2025. People can do same day registration but their ballot will not be counted until their voter registration form has been validated.
- All California active registered voters will receive a vote-by-mail ballot for the November 4, 2025, Statewide Special Election.
- Your county elections office will begin mailing ballots by October 6, 2025.
- Ballot drop-off locations open on October 7, 2025.
- Vote-by-mail ballots can be returned by mail, at a drop-off location, or your county elections office.
- Vote centers open for early in-person voting in all Voter's Choice Act counties beginning on October 25, 2025.

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- Vote-by-mail ballots must be postmarked on or before Election Day and received by November 12, 2025.

Fechas clave para las elecciones del martes, 4 de noviembre:

- Último día para inscribirse para votar: lunes, 20 de octubre de 2025. *CA permite inscripciones hasta el mismo día de las elecciones, pero su voto no contará hasta después de que su inscripción sea validada.
- Todo votante inscrito en CA recibirá una boleta por correo para las elecciones del martes, 4 de noviembre, 2025.
- La oficina electoral de su condado enviará las boletas el 6 de octubre.
- Los buzones electorales estarán disponibles desde el martes, 7 de octubre.
- Las boletas pueden ser entregadas por correo, en un buzón electoral o en las oficinas electorales de su condado.
- Los centros de votación para votar en persona abren a más tardar el sábado, 25 de octubre.
- Si va a enviar su boleta por correo, lo puede hacer de donde quiera, siempre y cuando la boleta tenga matasellos del 4 de noviembre o antes y sea recibida a más tardar el 12 de noviembre.

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