



Community Messengers Program

Overview: The **WisDems Community Messenger Program** is a 52-week initiative launching on **November 3, 2025**, and running through **Election Day 2026**. This program is designed to mobilize trusted voices within communities across Wisconsin to help us reach voters who may not typically engage with Democratic campaigns during a traditional election cycle.

Through weekly tasks and intentional outreach, Community Messengers will play a vital role in expanding our reach, deepening our relationships, and amplifying our message in every corner of the state.

What Is a Community Messenger?

Community Messengers are trusted, engaged individuals who serve as a direct link between WisDems and our communities. They share key campaign updates, relay rapid response alerts, and deliver critical information to people in their personal networks, especially those less politically active.

They are not traditional volunteers. Instead, they are everyday community members who influence and engage people in their daily lives.

Who Can Be a Community Messenger?

Anyone! There's no one-size-fits-all profile, but ideal Community Messengers might be:

- Local leaders and trusted community figures
- New or first-time volunteers who may not be ready for canvassing or phone banking
- Voters who are just beginning to engage politically and want a simple way to get involved
- People with wide personal networks who can influence others

Note: Community Messengers should operate **outside** of our existing volunteer infrastructure. They should have access to personal or social networks that include **less politically engaged voters**.

Other Helpful Information

November 3, 2025: Community Messenger Info-Session

How do messengers stay involved with the program?

Take Action Tuesdays - Messengers will receive two notifications every Tuesday - one via Reach and another by email. These notifications will serve as both an alert and a reminder to complete the required task or action.

- **Examples of tasks Messengers may be assigned -**
 1. Share an article about how Trump's tariffs are impacting farmers in Wisconsin to their personal network or on their social media
 2. Share voter registration information with their network to ensure everyone has the information they need to cast their ballot
 3. Share a graphic about the loss of health care access due to the Big Ugly Bill
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