



INTERESTED PARTIES MEMO

October 28, 2025

Introduction

In May 2025, Fair Share America (FSA) launched a pilot grassroots canvassing and outreach program across eight Congressional Districts: WI-01, MI-10, IA-01, NE-02, PA-08, NY-11, AZ-06, and CA-22. The goal was to test a simple but powerful idea: that conversations rooted in shared economic experience and populist policies can cut across partisan lines and move people to action.

Over the course of the program, canvassers knocked over 146,000 doors across the political spectrum, and recruited over 21,000 new supporters to FSA's platform – taxing the rich and corporations to pay for things that bolster everyone's economic wellbeing. Over 13,000 individuals committed to taking action, with 7,500 signing a pledge card. The program also created local jobs and identified a new tier of leaders ready to take action in their communities.

The findings from this pilot offer valuable insights for funders, press, and partners interested in what's working on the ground and how FSA is building a scalable model for engaging everyday Americans around economic fairness and accountability.

Methodology

Fair Share America's grassroots outreach program was designed to test whether authentic, face-to-face conversations could bridge political divides and inspire action around shared economic concerns.

Locally Rooted Teams:

Canvassers were recruited directly from within the target districts, ensuring that outreach was grounded in local context and community trust. Each canvasser participated in daily issue briefings and skills training led by full-time FSA organizers on the ground. These sessions emphasized storytelling, active listening, and connecting policy impacts to everyday experiences.

Targeting Approach:

Unlike traditional partisan electoral programs that focus narrowly on likely supporters, FSA intentionally expanded its targeting to include all registered households with a partisanship score of 20 or higher — reaching independents and soft partisans on the conservative end of the spectrum often ignored by campaigns. In later phases, the canvass pushed further, engaging voters with scores as low as 10%, including those identified as conservatives or



Trump supporters. Voters with partisan scores under 50 represented 15% of the target audience but were nearly 20% of those who supported or committed to take action with FSA.

This approach allowed FSA to test how conversations framed around economic populism, affordability, and checking billionaire power resonated across ideological lines. Results showed that lower-partisanship voters were often open, curious, and willing to engage — many even taking action after hearing FSA's fairness populist message.

Conversation Design and Calls to Action:

The canvas script was structured to build connection through shared experience rather than persuasion. Following the initial script, each canvasser shared a short personal story about how proposed cuts or billionaire-friendly policies might affect them and their community. This values-based storytelling invited reciprocity — encouraging voters to share their own experiences and concerns.

The script was simple. After describing how their congressperson (without identifying political party) voted to take away Medicaid from millions of Americans and for their premiums to skyrocket in order to give more tax breaks to billionaires and big corporations, the canvasser shared a few examples of how many of their neighbors in the district would lose their health care and food assistance, especially children. The voter would then be asked,

- *Do you agree that millionaires should pay their fair share in taxes?*
- *Have you personally felt the impact of proposed cuts to healthcare and food assistance?*

Following those questions, Voters were then offered several tangible ways to get involved immediately, including:

- **Sign a Pledge Card:** to demonstrate support and provide updated contact information.
- **Display a Lawn Sign:** as a visible show of solidarity and community presence.
- **Attend a Citizen Town Hall:** to connect with others and hear directly from local leaders.
- **Become an FSA Mobilizer:** through follow-up texts, calls, and meetings with trained organizers who offered pathways for deeper involvement.

This structure — pairing relational storytelling with clear, accessible actions — transformed one-time interactions into the foundation for an ongoing organizing network rooted in shared economic values.

Key Findings

People Are Hungry for Economic Populism Across Party Lines

When canvassers led with values, not partisanship — talking about billionaire power, affordability, and economic fairness — voters leaned in.



If we only speak with traditional registered Democrats, we miss a huge opportunity:

- Of identified supporters, 20% had partisan scores under 50, 12% scores under 30.
- Of Citizen Town Hall attendees matched to the file, 25% had partisan scores under 50.
- 18% of those willing to talk with their friends and family had partisan scores under 50.
- Nearly 20% of those willing to join FSA's campaign had partisan scores under 50.

Many Trump or conservative-leaning voters not only agreed that “the system is rigged for the wealthy and corporations” **but overperformed** relative to voters with other partisan leanings:

Republican voters we spoke with overperformed relative to their share of our target audience. In most districts, voters with partisanship scores below 50 were about 15% of our target audience but 20% of those who committed to take an action. Even those with the lowest partisanship scores (below 30) represented double-digit percentages of those who agreed to take an action with FSA.

Kenneth, a voter in Bakersfield, CA who had voted for Republicans in the past, didn't hold back when we knocked on his door. At 72 years old, he's beaten cancer twice, lives with his third pacemaker, and credits Medicaid with saving his life. "I would probably be dead by now if not for Medicaid. I now have more time with my family."

Kenneth is deeply opposed to the One Big Beautiful Bill Act (OBBA), saying it will never help everyday people. "Millionaires need to pay their fair share", Kenneth said, adding that for him it comes down to community and helping each other, over tax breaks for the wealthy.

Messages of Economic Populism Unlock Conversations

Voters who would not engage with partisan campaigns welcomed values-based conversations from a group framed around fairness and accountability.

"I've never seen canvassers be received so well in so many different communities. By leading conversations with an issue that everyone was feeling, voters were willing to spend time with canvassers: sharing their story, asking questions about our plan, and signing up." - Kimberly McCoy, Organizer

Door-to-Door Works

Unlike text or digital outreach, canvassing broke through the noise. Through this program, FSA engaged voters who may not have committed to take the same volume of actions digitally. Many had never been asked for their perspective before. The sheer volume of supporters and activists



identified through door-to-door conversations simply could not have been achieved through other channels.

At the doors, canvassers didn't deliver a script — they built a conversation. Each interaction began with listening: asking voters about their experiences, their challenges, and what fairness means in their daily lives. Canvassers then shared their own stories — about paying rent, feeding kids, or caring for an aging parent — and connected those experiences to the policies and power structures shaping economic opportunity in their communities.

In the most literal sense, canvassing made nearly 30,000 people feel *seen*, and that, in turn, made them more willing to act. Voters spent time talking, updating their contact information, and signing up for follow-up engagement. We believe that FSA's canvassing program reached people unreachable by traditional media or digital lists.

Organizers Became Leaders

Our canvassers/organizers were recruited from the communities they were canvassing. Many began as first-time organizers and left as issue campaign advocates. Through daily storytelling and shared experience, canvassers developed their own voice as trusted community messengers. Beyond the data, the experience was transformative for the canvassers themselves. Many joined the program with little or no political background. By learning the issues, sharing their own experiences, and seeing their neighbors respond with reciprocity and interest, canvassers grew into confident advocates and community leaders. Each conversation strengthened not only FSA's supporter network but also the civic capacity of the communities themselves.

"Fair Share helped me understand the impacts of the BBB on my community and let me be a part of the solution. Everyday, I got to hear people's stories and give them opportunities to be a part of the solution too." - Indian Hill, Fair Share America Canvasser

Conclusion

Fair Share America's 2025 grassroots pilot proved that when we meet people where they are, literally and figuratively, conversations about fairness, accountability, and economic justice can cut through cynicism and division. Across eight Congressional districts, voters from every background responded to an approach that centered shared experiences rather than partisan labels. They listened, engaged, and took action because someone finally asked them what they thought, not what party they belonged to.

This work affirmed that face-to-face organizing remains the most powerful way to move people from frustration to participation. The canvassing program not only identified thousands of supporters; it also built new civic capacity by training and employing local organizers who are now trusted messengers in their own communities.



Looking ahead, FSA is focused on building on this momentum in areas with mixed political leanings and participation. Our next phase will:

- Invest in leadership development: providing ongoing training and resources so supporters can become organizing leaders in their own neighborhoods.
- Scale relational outreach: growing a network of trusted messengers who can help educate their neighbors about public policies and share reminders about key civic moments from voter registration to early voting.
- Deepen engagement: continuing to identify individuals who are primed to support candidates and policies that side with everyday Americans over billionaires.
- Strengthen cross-partisan branding to build participation in support of economic reforms.

FSA's model of organizing through connection, not division, shows what's possible when everyday people are given the chance to see themselves as part of the solution. With continued investment, this work can become not only a program but a movement: one rooted in fairness, powered by relationships, and capable of transforming the political landscape from the ground up.