

2025 ROADMAP



We envision **an America where everyone can thrive, but we're at risk of moving further away** from that vision every day. 2024 was a challenging year, fraught with disinformation intended to sow fear and discontent, further polarize our country, and—at its worst—incite violence. The current landscape has left many Americans disillusioned or disengaged, with fundamental rights under attack and our democracy hanging in the balance.

Galvanize USA (c3) and Galvanize Action (c4) were founded seven years ago to combat the rising polarization and authoritarianism threatening to destroy our democracy. We are the **national experts on engaging ideologically-moderate women who are open to new ideas and perspectives**, especially moderate white women living in suburban, rural, and small town communities. Our research-backed nonpartisan programming is proven to **inoculate against the disinformation our audience sees daily** and **increase their support for issues critical** for thriving communities and a healthy democracy (e.g., care economy, reproductive freedom, gender equity, immigration, voting).

By effectively connecting with this audience, we are **filling a critical gap in the field** and providing a complement to the important work ally organizations are doing to engage historically-marginalized communities. **Together, we are building support for a strong, multiracial democracy** and a vibrant, inclusive society.

OUR PROVEN APPROACH

We work at the intersection of data science, behavioral psychology, and neuroscience to find women who share a vision of an America that works better for everyone but are not yet fully utilizing their power to get us there, **connect with them on their values, and impact their civic behavior**. Our research-informed programming increases **civic knowledge, confidence, and agency**, supporting women to play an active role in building a country where we all thrive.



RESEARCH, MEASUREMENT, & EVALUATION

We deeply **understand our audience**, the issues they care about, barriers they face, and the programming that aligns with their values. We **continuously evaluate and measure** our impact using data-driven insights to refine our strategies.

ISSUE EDUCATION & DISINFORMATION DEFENSE

Our programming on key topics—such as reproductive freedom, the economy, healthcare, equity, climate, immigration, safety, and democracy—**helps women cut through the noise, understand what's at stake, and embody prosocial behaviors**. We equip our audience with the skills to identify and counter polarizing, fear-based narratives and address the internalized barriers that may make them vulnerable to these authoritarian messaging strategies used worldwide.

COLLECTIVE IMPACT

By intentionally sharing our research, messaging, and learnings, **we amplify our impact across the field**, accelerating the movement toward an America where all can thrive.

2025 STRATEGIES



DELIVER TAILORED CONTENT ACROSS DIGITAL PLATFORMS

- Develop and deliver **research-informed cultural content** to moderate women across demographics who are members of Galvanize USA's digital community, Galvanize Together, to build their civic knowledge, confidence, and agency.
- Expand our **cultural programming** in new media ecosystems and double the size of our audience.
- Conduct a randomized controlled trial to **measure the causal impact** of Galvanize Together programming and **inform strategic programmatic decisions**.



BOLSTER UNDERSTANDING OF MODERATE WOMEN

- **Analyze** our 2024 impact with data from our 2024 experiments, issue campaigns, and verified voter data. **Refine future strategies based on data-driven insights.**
- Complete a three-part qualitative study to **understand how our audience is processing the election results** and current developments. Explore the traits and issues that informed their civic engagement (including vote choice), and are continuing to shape their attitudes. Identify their primary programming **needs for long-term transformational change.**
- Conduct **comprehensive research** on the ongoing and emerging barriers and opportunities among moderate women, with a focus on unconscious biases such as internalized sexism and racial resentment.
- Identify unique challenges and opportunities to **better understand moderate women** across race for potential effective engagement in the future.

ADVANCE STRATEGIC EXPANSION OPPORTUNITIES

- Assess audience and geographic expansion opportunities across programmatic efforts to **strategically scale** our impact moving forward.
- **Strengthen and expand strategic partnerships.** Radical collaboration is core to our work. We regularly update our digital playbook and creative licensing to share research, messaging, and ads with state and national partners. We've built strong relationships with over 100 organizations, and more than 45 partner organizations across 25+ states have applied our research to their work or licensed our ads this past year alone.

Galvanize USA and Galvanize Action's work is needed now more than ever as we engage millions of moderate women to safeguard our freedoms and protect our democracy.



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