GALVANIZE USA'S THEORY OF CHANGE

Harnessing the power of women to build an America that works for everyone.

We offer year-round programming to our audience, providing opportunities for community, connection, and conversations on the issues that matter most to them.

STRATEGY 1: INCREASE CIVIC ENGAGEMENT

- Empower women, particularly ideologicallymoderate women who are open to new ideas and perspectives, with information and tools to build their civic knowledge, confidence, and agency.
- Meet our audience at their values to inspire active participation in protecting democratic norms and ideals.
- Foster a resilient public by addressing the economic anxiety and fear that can be a barrier to standing up for rights and freedoms.

SHORT-TERM OUTCOMES

- Deeper understanding of how core democratic principles (e.g., checks and balances in government) are functioning or failing.
- Increased will to defend democratic norms and structures, recognizing the vital importance of protecting individual rights and freedoms.

MID-TERM OUTCOMES

- Increased knowledge and skills to actively defend and promote democratic norms, structures, and individual rights.
- Adoption of practices that support accountability and transparency in government.

LONG-TERM OUTCOMES

- A national audience actively defending democratic norms and structures.
- Increased advocacy for the protection of individual rights and freedoms for all people.

VISION

Women are an active part of a broad, multiracial coalition building a durable democracy and an America where everyone can thrive.

STRATEGY 2: BUILD SOCIAL COHESION & DECREASE OTHERING

- Foster a sense of shared responsibility and inclusivity, strengthening the sense that we are all part of the same society whose well-being is connected.
- Support women, particularly ideologicallymoderate women who are open to new ideas and perspectives, to stand up against prejudice and discrimination.
- Counter "us vs. them" narratives that position "the other" as a threat by strengthening a shared commitment to the rights, freedoms, and laws that benefit everyone and uphold democracy.

SHORT-TERM OUTCOMES

- Deeper understanding of what "othering" is, how it creates division, and ways exclusionary narratives and practices can be challenged.
- Increased respect for people from different backgrounds and stronger sense of shared responsibility for building an inclusive society.

MID-TERM OUTCOMES

- Increased sense of security, belonging, and connection grounded in shared values (e.g., compassion) that transcend individual differences.
- An audience empowered to take tangible actions to combat "othering" and discrimination.

LONG-TERM OUTCOMES

- A national audience with a strong sense that their individual well-being is intricately tied to the well-being of others.
- Increased action
 to support people
 across differences as
 essential members
 of a common
 democratic project.

