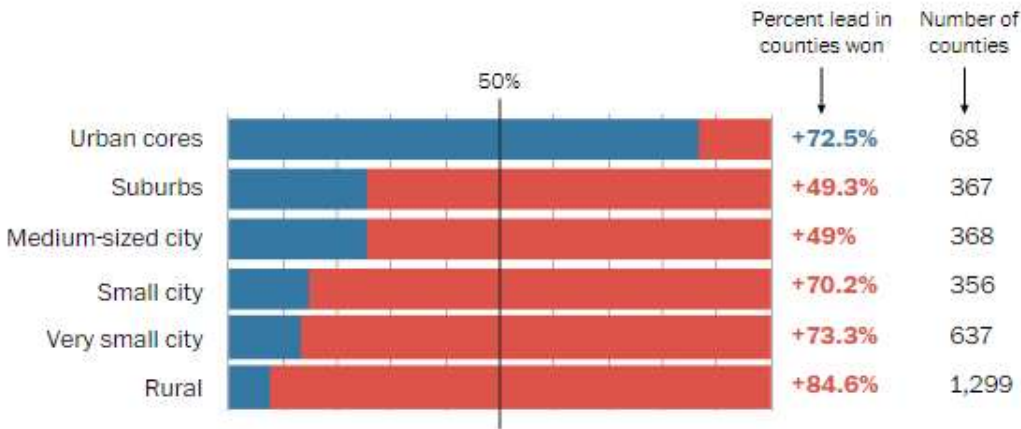


“In order to develop a winning strategy, we need to know where we are starting from and where we are going.”

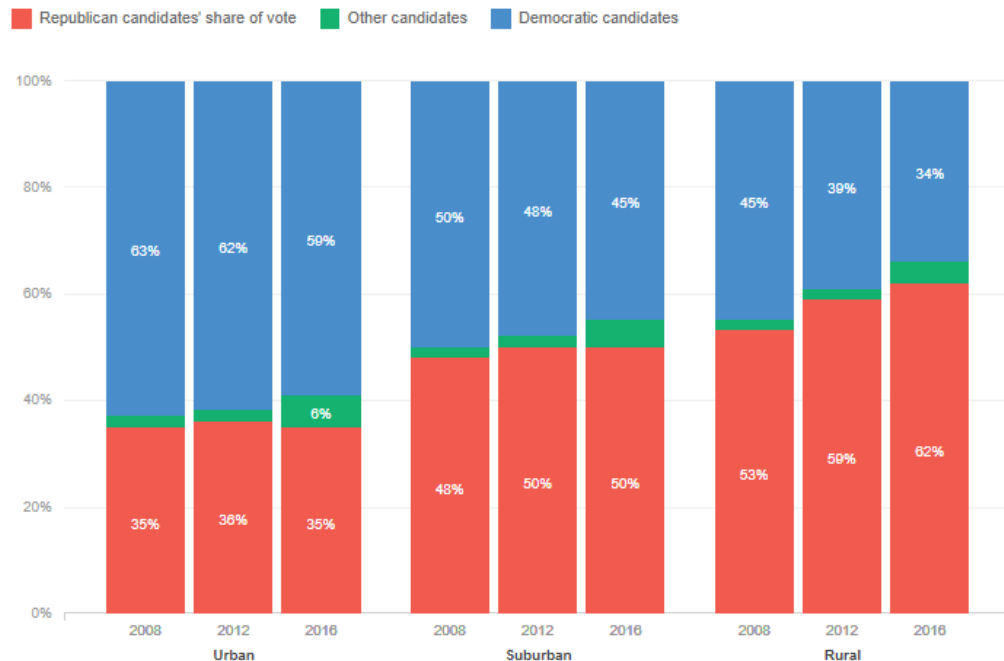
Taj James, *Movement Strategy Center*





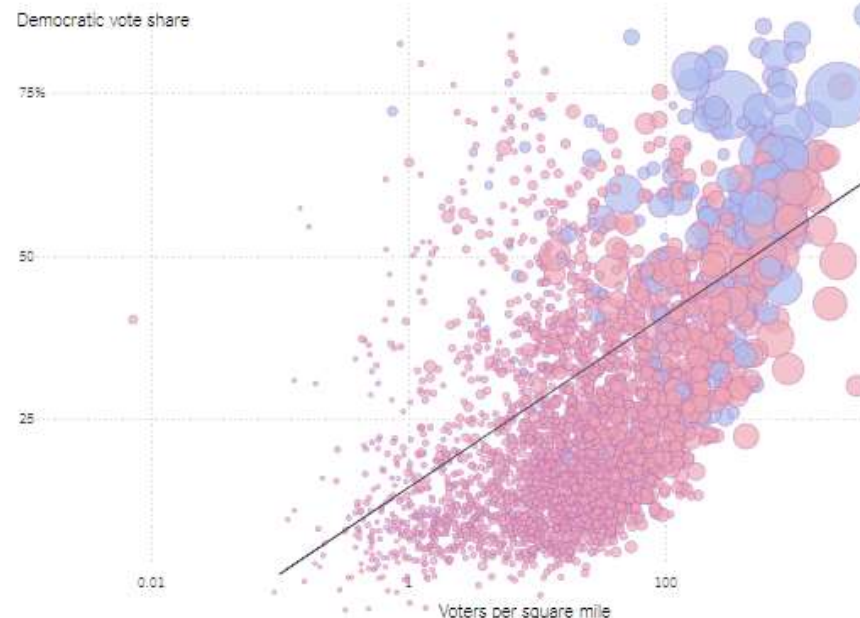
Rural Voters Have Shifted Strongly Toward Republicans

According to exit polls, support for GOP presidential candidates among urban and suburban voters has held steady since 2008, and support for Democrats has dropped slightly in those places. But in rural areas, Republican gains and Democratic losses have both been considerably larger.



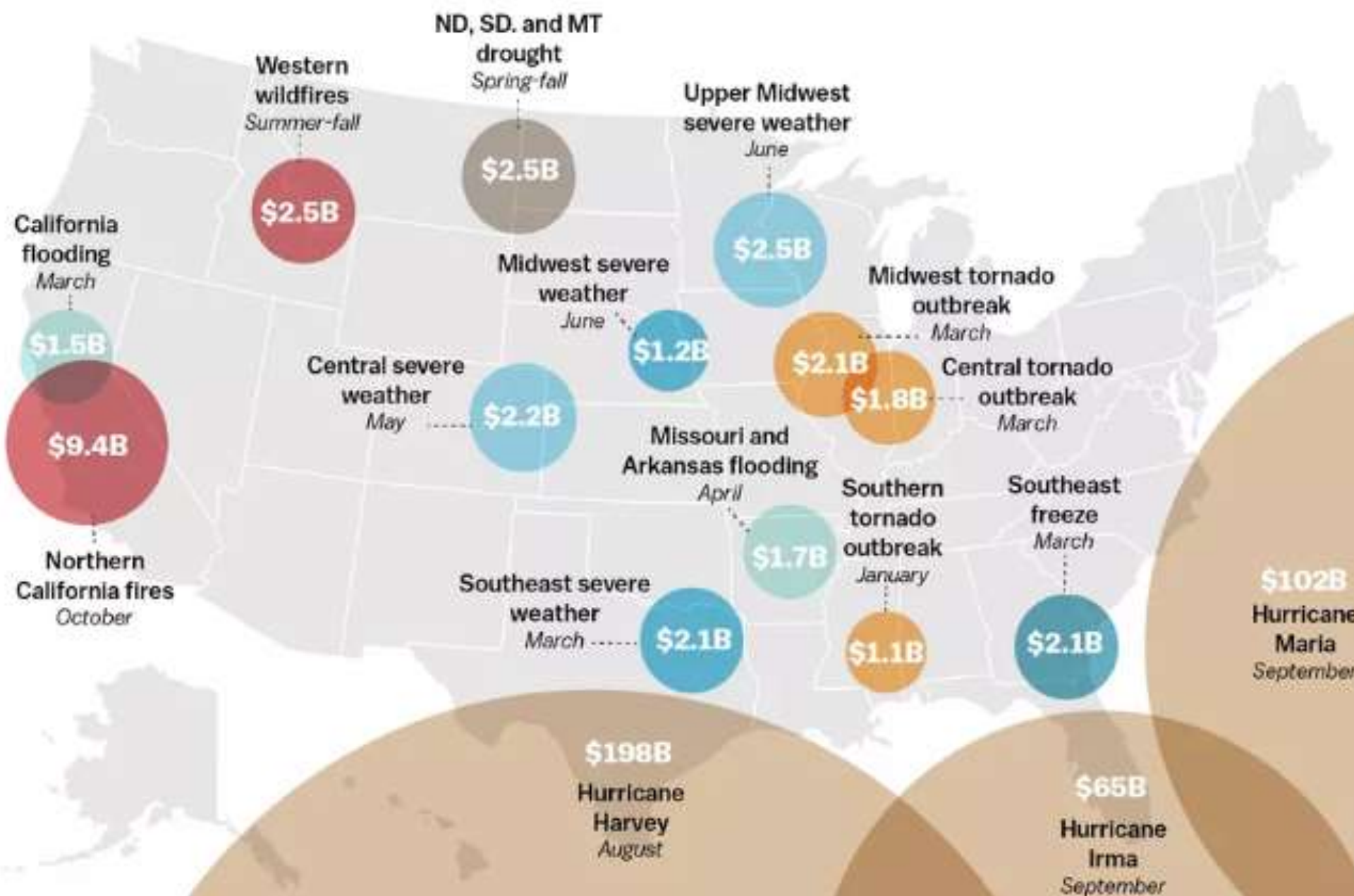
The Election Highlighted a Growing Rural-Urban Split

2012 | 2016 Presidential Election





Billion-dollar disasters of 2017 in the US



“THE CONVERSATION IS OFTEN ABOUT WHITE RURAL AMERICA OR FARMWORKERS. BUT THOSE GROUPS HAVE MORE IN COMMON THAN WITH WEALTHY GROWERS AND RANCHERS OR OIL EXECUTIVES.”

Caroline Ferrell, Center on Race, Poverty and the Environment

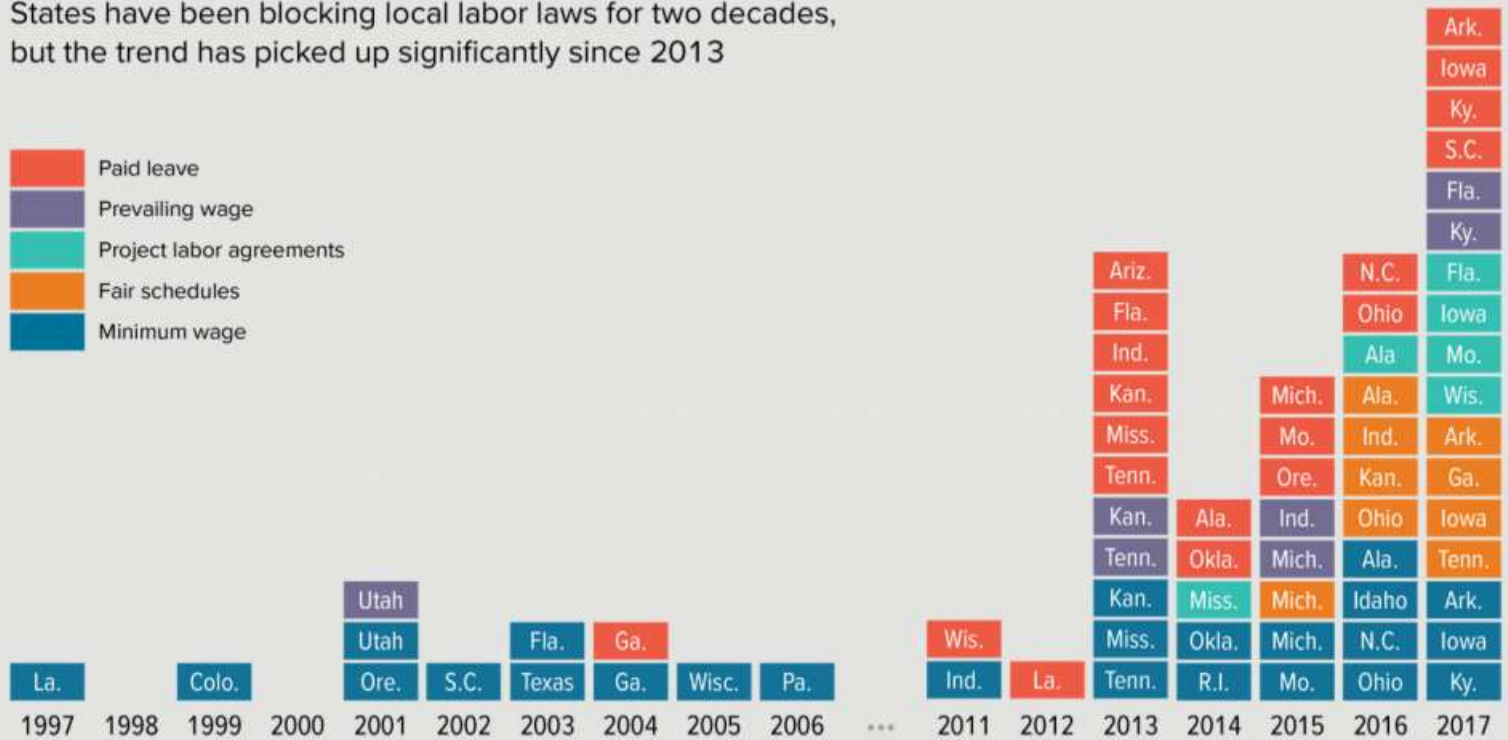




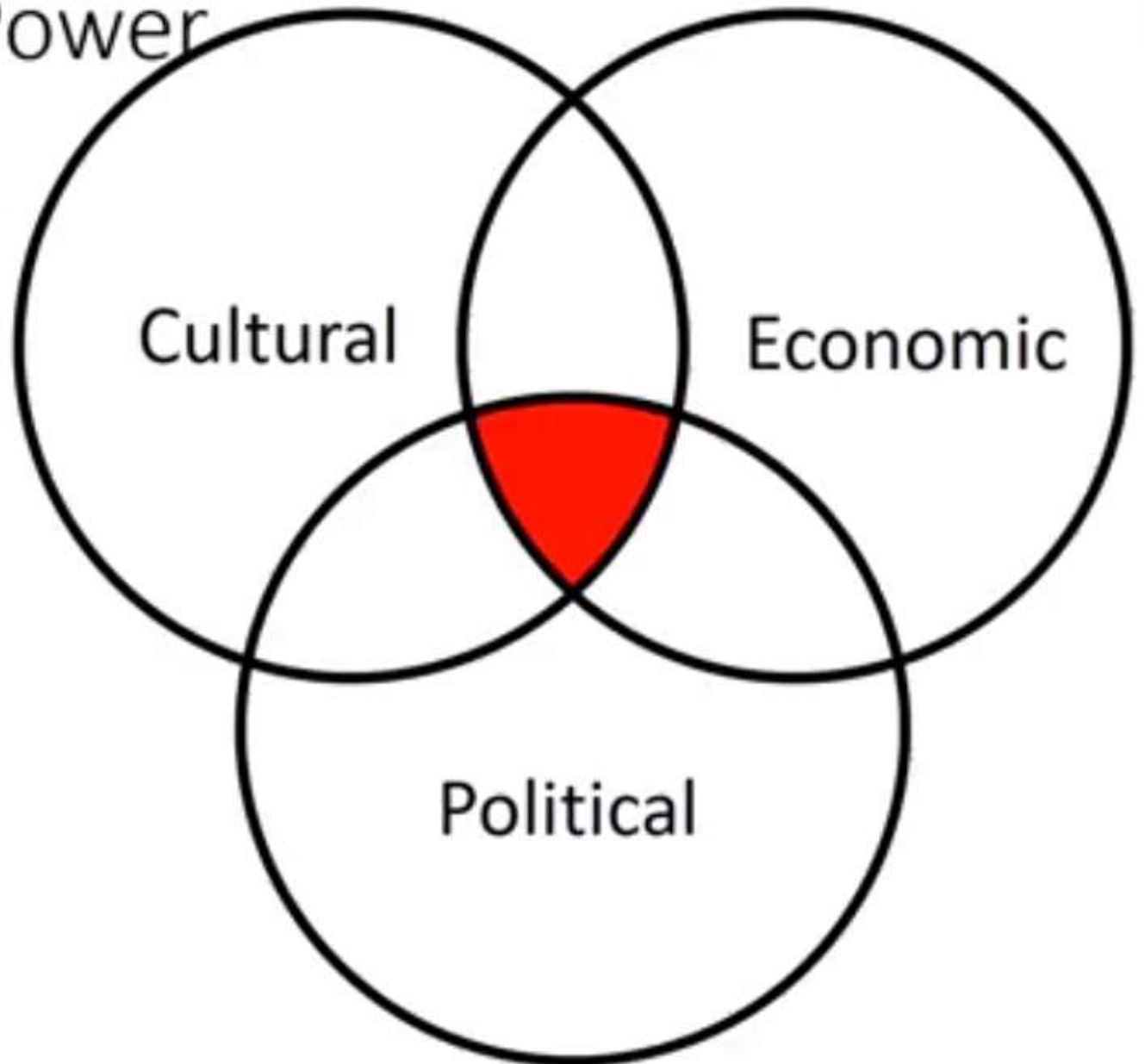


States have been blocking local labor laws for two decades, but the trend has picked up significantly since 2013

- Paid leave
- Prevailing wage
- Project labor agreements
- Fair schedules
- Minimum wage



Building Power



VOICES FROM THE FIELD:

RURAL ORGANIZERS ON WHAT
THEY NEED FROM FUNDERS





Takeaways for Funders

1. Truly partner with grantees

2. Come with a learning stance

3. Fund deeply and over the long term

4. Embed a racial equity frame



Rhonda Perry
Missouri Rural Crisis Center



Cassandra Gould
Missouri Faith Voices



Angela Adrar
Climate Justice Alliance

What's a funders to do?

How can you advocate for rural organizing funding within and outside of your organization?

What are the ways you can help build long-term power for rural communities?

Building Long-Term Power

1. Trust those on the ground

2. Build authentic relationships

3. Get out of your own way

GET OUT OF THE
WAY, BARRY.
YOU'RE DOING
IT WRONG.

DYNAMITE

U.S.
ECONOMY

