“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.

<table>
<thead>
<tr>
<th>Location</th>
<th>Percent Lead in Counties Won</th>
<th>Number of Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban cores</td>
<td>+72.5%</td>
<td>68</td>
</tr>
<tr>
<td>Suburbs</td>
<td>+49.3%</td>
<td>367</td>
</tr>
<tr>
<td>Medium-sized city</td>
<td>+49%</td>
<td>368</td>
</tr>
<tr>
<td>Small city</td>
<td>+70.2%</td>
<td>356</td>
</tr>
<tr>
<td>Very small city</td>
<td>+73.3%</td>
<td>637</td>
</tr>
<tr>
<td>Rural</td>
<td>+84.6%</td>
<td>1,299</td>
</tr>
</tbody>
</table>

The Election Highlighted a Growing Rural-Urban Split
Billion-dollar disasters of 2017 in the US

- Northern California fires, $9.4B, October
- California flooding, $1.5B, March
- Western wildfires, $2.5B, Spring-fall
- ND, SD, and MT drought, $2.5B, Spring-fall
- Midwest severe weather, $2.2B, June
- Missouri and Arkansas flooding, $1.2B, May
- Southern tornado outbreak, $2.1B, March
- Midwest tornado outbreak, $2.1B, March
- Southeast severe weather, $2.1B, March
- Southeast freeze, $1.8B, March
- Hurricane Harvey, $198B, August
- Hurricane Irma, $65B, September
- Hurricane Maria, $102B, September
“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.
Building Power

Cultural

Economic

Political
VOICES FROM THE FIELD:

RURAL ORGANIZERS ON WHAT THEY NEED FROM FUNDERS

NFG Neighborhood Funders Group
Connecting people, place and power
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.