

Intro: Indivisible and the Primary Process

Since the 2016 election, Indivisible has been dedicated to defeating Donald Trump and his authoritarian political project. Donald Trump rules as a wannabe king, dismantling our democracy with a league of sycophantic enablers at his side. Empowered by techno-fascists, corrupt self-dealing billionaires, and corporate cowards, this regime is killing the American experiment with death by a thousand cuts. We need a real opposition party if we're to have any hope of not just fighting back, but of winning. The simple truth is, we don't have time to deal with weak leadership. We need a unified pro-democracy movement, and we need the Democratic Party to be the leading edge of it.

We know elections — especially primaries — can be intimidating. We also know that an endorsement, done correctly, is one of our most powerful tools for change.

It is our hope that groups across the country will take a look at their local primaries in 2026 and find candidates they can get behind and support all the way through the primary and general election. By endorsing candidates, Indivisibles are stepping into their own political power and working to elect the party we deserve.

This guide demystifies the process, with advice on how best to engage in both primary and general elections. It will walk you through why endorsing in primaries is a good step for your group, how to create an effective process and what to do once you select a candidate;

Section 1: Why Your Indivisible Group Should Consider Endorsing in Primaries

The Democratic Party of 2024 and 2025 has not been the beacon of the strength, unity, or forcefulness that we need. Instead, it's fractured. Some Democrats — like Senators Murphy, Warren, and Van Hollen and Representatives Frost, Pressley, and AOC — understand that now is the time to fight with all the level of ferocity the moment requires. But far too many Democrats have been operating with a politics-as-usual approach, folding easily and upholding the very status quo that allowed fascism to flourish in the first place.

This is why a primary endorsement in 2026 can make all the difference.

Five Things Primaries are Good For:

1. Generate a healthy debate of ideas.

- ◆ The primary creates a space for candidates to talk about who they are, compare their visions for the country, and debate different policy ideas and priorities. Without primaries, the only debate in the public square will come during the general election, and with one party being taken over by far-right MAGA

extremists, you're unlikely to get a very good or nuanced debate about policy in the general election.

2. Identify a candidate who shares your values.

- ◆ If you hope to have a candidate in power who shares your values, your best point of influence is in the primary. A general rule of thumb is that candidates tack to the center during a general election. So if you wait until the general election to seriously engage with candidates about their policies, you'll have less of a chance to influence them.

3. Strengthen the general election candidate.

- ◆ Competitive primaries work as a “stress test,” forcing candidates and campaigns to seriously consider what it will take to win, uncovering anything problematic in a candidate’s background, and confirming that a candidate really has what it takes. And because a competitive primary forces candidates to start earlier and work harder, winning nominees tend to be stronger, more experienced candidates by the time they get to the general election.

4. Build momentum for the general.

- ◆ Primaries are an opportunity to energize people and build a strong campaign earlier in the year. Voters will have more time to get to know the candidates, learn their platforms, and (hopefully) interact with them throughout the primary process.

5. Ensure a more responsive elected.

- ◆ There’s a reason why Indivisible groups’ advocacy gets results. It’s because your electeds know that they will have to face you eventually when they run for reelection. And the risk of a primary tends to keep electeds—even the ones in very safe seats—on their toes and makes them more responsive to constituents. If your elected representative has been genuinely non-responsive, or out of line with your values, considering endorsing a primary challenger shows them that there are consequences of failing to stand indivisible with you.

Three Key Principles For A Productive Primary

There are three key guiding principles to productively engage in competitive primaries as an Indivisible group:

- 1. No personal attacks.** Primaries work when they focus on ideas and policies, not personalities. If your group’s effort to talk about a primary devolves into personal attacks on individual candidates (or each other), that’s a warning sign you’re not ready to endorse.
- 2. Have clear, transparent rules about how you’ll make decisions.** One of the most common ways for primaries to get messy is if people feel they weren’t heard or the rules weren’t fair. You can avoid this by having a clear, transparent process.
- 3. Everyone commits to supporting the nominee in the general election.** Emotions in primaries can run high. People get attached to their candidate and reasonable Indivisible

members may disagree. But at the end of the day, we're all here for a reason: we're taking our country back from the techno-fascist, billionaire backed, authoritarian forces currently in control. Reiterating this shared mission from the beginning — and committing to endorse the winner of the primary as part of your decision-making process — helps to reduce the risk that a primary gets divisive and turns people off. This is how we continue standing indivisible after primaries.

Section 2: What Makes Your Group's Endorsement Powerful

Why Campaigns Care about Your Indivisible Group

Campaigns exist to win. To do this, they mobilize all the resources at their disposal — money, media, and people — to get their supporters out to vote. Every campaign relies on these same building blocks to secure their win and will do all that they can to gather the most resources. One way campaigns can get more resources is through endorsements, because at its core, an endorsement is a commitment of resources to the campaign.

So why might a campaign want an endorsement from your Indivisible group?

Indivisible groups are a legitimate source of political power. While money flows into campaigns from just about every direction, independent groups of locally-based, engaged constituents are quite rare in American politics. Campaigns ignore individuals or organizations without real people power all the time, but Indivisible groups around the country have demonstrated that they have real people power that is impossible to ignore and that they're committed to progressive action.

Your Indivisible group's support is valuable. Campaigns seek an Indivisible group's support — either informally or through an official endorsement — because it will help them get money, media, people, or a combination of the three.

The Three Features of a Powerful Group Endorsement

An endorsement is a formal way of signaling and mobilizing your Indivisible group's support for a candidate. Powerful endorsements are not empty statements, but real commitments that promise concrete actions by your group and members.

A powerful endorsement is three things:

- 1. A public, definitive, stated preference.** Endorsements are a stated preference for one candidate over any other, despite whatever disagreements your group may have with the candidate. Once you endorse, you must stand behind your candidate. If you endorse a candidate and then break with them later, you'll find your endorsements are less meaningful in the future.
- 2. A commitment of tangible support.** Powerful endorsements come with a commitment from your group and members to actually do something meaningful in support of the

candidate. If your endorsement is just words on a page, you'll quickly find that nobody cares about it. Support here doesn't mean money; Indivisible has shown that our foremost power is in our people.

- 3. A distillation of your group's values.** Endorsements aren't just about the candidate — they're also about what your Indivisible group stands for. A powerful endorsement requires that your group clarify your own values, and evaluate how those values line up with different candidates and campaigns.

HELPFUL DO'S & DON'T'S

 DO...	 DON'T...
<p>...remember that your endorsement is as meaningful as the commitment behind it. Be careful and selective in the races you choose to get involved in, so that you have the time and energy to devote to each one.</p>	<p>...make empty endorsements. An endorsement is a commitment of tangible support. Your group and its members should assess what action you're able to put behind your endorsement. And remember: support here doesn't mean money — Indivisible has shown that our foremost power is in our people.</p>
<p>...coordinate with other groups in your area. Your endorsement will be even stronger in instances where you come to the same considered decision as others. Check in with your neighboring groups to see if they are considering making an endorsement, and coordinate whenever you can.</p>	<p>...ignore other local Indivisibles. Your group should make the decision that is best for you and your members, but you should absolutely reach out to other local Indivisibles.</p>
<p>...consider other organizations, but make your own decision. It's helpful to see what other progressive organizations are saying to give context to your own endorsement, but make sure you are leading with your own values.</p>	<p>...only follow the lead of other organizations. Looking into endorsements by other progressive organizations and grassroots leaders can be an element of your decision process, but should not be the only factor in your decision.</p>
<p>...establish a realistic scope and timeline for endorsement. It can be tempting to weigh in on every single primary, but doing so may drain your</p>	<p>...endorse prematurely or bite off more than you can chew. For many groups, there will be over a dozen races at all levels of the ballot that you could</p>

<p>resources and cause you to burn out early in the election cycle.</p>	<p>consider making an endorsement in. Take time to inventory your resources, determine how you will endorse, and ensure your group members are on board.</p>
<p>...make it inclusive and ensure you have group buy-in. If your group is not prepared to make a decision, can't decide how to make a decision, or is not invested in any of the candidates, you may not be ready to issue an endorsement this cycle.</p>	<p>...let a single person make the decision. Indivisible groups have been successful because of their people power. Don't dilute that power now by putting the endorsement decision in the hands of a single person.</p>
<p>...keep your eye on the prize. Remember to take a step back and focus on the actual candidates and actual issues up in this election.</p>	<p>...relitigate fights from past elections. This election isn't a rematch of the last. Don't let your group become mired in old discussions of old elections.</p>
<p>...gather all the facts before you make your decision. Make sure you head into the final decision with all the relevant facts.</p>	<p>...slack on candidate research. Endorsements are public and definitive. You don't want to be surprised at the last minute by information you could have found at the outset.</p>

Section 3: Endorsement How-To

Understanding the steps and establishing a formal process around endorsements is the most effective way to get involved in a race while maintaining the integrity of your group. Indivisible has a comprehensive [Endorsement Checklist](#) that will help guide you throughout your process in addition to what is outlined below:

HOW TO SET UP YOUR ENDORSEMENT PROCESS

- **Step 1:** Create a fair process.
- **Step 2:** Determine in which races you're going to endorse.
- **Step 3:** Team up with other Indivisible groups to stand Indivisible.
- **Step 4:** Create a timeline
- **Step 5:** Do your candidate research
- **Step 6:** Introduce your group to candidates
- **Step 7:** Hold a vote
- **Step 8:** Announce your endorsement

Primaries are a healthy part of the political process, but they can still get heated. Most group members will be OK if their preferred candidate isn't chosen, but they won't be OK if they feel like the process was unfair. That's why it's vital that you decide on rules and internal policies for endorsements that are transparent, fair, and agreed upon ahead of time.

You can check out our [How to Run a Meeting](#) resource for some ideas of how to set up the space to talk about how you'll run an endorsement process. It may also be worthwhile to check out our [How to Make Decisions as a Group](#) resource to help move you through any sticky choice points you may encounter while creating your process.

Step 1: Create a Fair Process.

All your internal processes should be open, transparent, and inclusive. Ensuring that everyone feels heard and respected throughout the decision-making process will make it that much easier for your group to hit the ground running following any endorsement you choose to make. Here are key questions to answer when setting up your internal processes for endorsement:

- Who makes the decision on process? In general, the person(s) currently running your group are the people best suited to run this process and be the point person for the decision. The group leader may delegate this role if there is another person suitable within the group, but be mindful that the point person may wind up spending a lot of time defending and clarifying the process as well as defending the eventual decision. The group leader, or their designated representative, will roll out the process, administer the process, determine the decision based on the vote, and announce the decision internally and externally.
- Who can vote in your group? We would recommend that voting members be limited to people actively engaged with the group. Minimally, these are folks regularly attending offline meetings and events, but can also include people on other internal lists. You will have maximum buy-in from group members if you bring in the widest pool of people possible. That said, we err strongly on the side of not making voting open to publicly accessible venues like a public Facebook page, as these venues are susceptible to interference by candidates, their proxies, and trolls.
- How will you vote? Voting systems matter! The way you vote can determine who votes and whether or not your members feel the process was fair. Will you vote in person or online? Will the vote be anonymous or public? Will you utilize something like Rank Choice Voting?
- What level of consensus do you need? We've been hearing from a number of groups that they're wary of engaging in a potentially contentious vote. One way to avoid that is to establish a required level of consensus your group agrees is fair from the get-go. Different groups chose different voting systems based on what worked best for them. Some examples include: $\frac{2}{3}$ majority, plurality, consensus, etc.
- What happens to your group members who disagree? Except in the rare case where a group managed to achieve true consensus on a candidate, there will be some members of your group who would have preferred another outcome. We would recommend your group determine a plan for this in advance. One solution can be to clarify in advance that though the

group will put their endorsement behind a candidate, individual members are welcome to volunteer in their personal time with any candidate. However, it's critical that all group members agree to support the ultimate decision in their capacity as a member of the group — leaving the debate and hard feelings in the deliberation space.

- How will you roll the process out to group members? You've determined all other parts of the process. Now you need to take the time to let your group members know that you are engaging in the primary, why that work is important, and what your structure and process will look like. Not everyone checks their email or attends the meetings, so it's important to be vocal about all of this in multiple places.

Step 2: Determine In Which Races You're Going to Endorse.

As your group considers whether or not to engage in an election, keep these two points in mind:

- Engaging in elections isn't an all or nothing choice. Your group's decision may be different for primaries than for the general election, and it may be different for local races than for federal races. You may endorse in your congressional election primary, only get involved in the district attorney general election, and sit out the school board elections entirely. This is all reasonable and should be determined by your group's process, not by anyone else.
- Your power, while mighty, is not limitless. There could be anywhere from a handful to dozens of races taking place in your area in any given election year. You likely won't have the time or desire to engage in every single race. Before you begin the full endorsement process, decide how much capacity your group has. Endorse only when you're confident you can commit real resources to the candidates you pick. This will likely limit the number of races you can engage in, but that's OK! Choosing to begin the endorsement process in a race doesn't necessarily mean you will wind up making an endorsement. But prioritizing your top races early in the process — or deciding to stay out of endorsements entirely — is the very first choice you should make.

Step 3: Team Up With Other Indivisible Groups to Stand Indivisible.

Strength in numbers. The only thing better than the endorsement of one Indivisible group is the endorsement of every Indivisible group in the district. There's strength in numbers and if you choose to endorse together, you can have an even greater impact. It is also important to make sure multiple groups aren't planning to come out with conflicting endorsements or messages without being aware.

Groups that work together will be more powerful because of it, and groups that endorse competing candidates may end up frustrated that they're butting heads with each other. Here are some things to keep in mind about coordinating:

- **Reach out early.** If you're planning to endorse in a race you share with another Indivisible group, it's a good idea to reach out to let other groups know — that way you can see if they have similar plans. It's okay and expected that different Indivisible groups may prefer different candidates — we're all independent — but you'll want to know that at the beginning. And if you talk about why you disagree, you may find a way to work through your differences, develop a shared process, and agree to support the same candidate.

- **Consider a joint endorsement.** Especially if there is a nearby group or groups you've successfully collaborated with in the past, consider coming together for an endorsement. In this case, you should work together to determine a decision-making process and make sure all group members are up to speed.
- **Be clear on your group's process and values.** Remember: before committing to work with another group, it's important to ensure your values and priorities in a candidate are similar. Take the time on the front-end to talk about what you're looking for, work out a process, and make sure the process is transparent for all your group members.

Step 4: Create A Timeline

Endorsements are most meaningful when you leave yourself enough time to have an impact on the election. It's helpful to build a calendar backward from the election date, and figure out when to take action. In our [KEY LINKS](#) Section you'll find a helpful ENDORSEMENT TIMELINE CHECKLIST. This checklist follows a 3-month endorsement process, from evaluation to announcement, guiding you through key considerations and choice points along the way.

Step 5: Do Your Candidate Research

Peek under the hood. Before reaching out directly to candidates or campaigns, you should do some research into the candidate's stated values and policy positions. Determining how well a candidate's stated policy stances match up with your group's values often requires some digging. Here are some go-to resources to review:

- **Candidate websites.** Almost every candidate has a section of their campaign website dedicated to "Issues." This is the first place to go to check out where the candidate stands on the issues that matter to you. Keep in mind, a candidate's website is friendly (or sometimes not-so-friendly) propaganda. Everything on there is made to sound good and make the candidate look great. That means that they may be incomplete, gloss over key questions, or not include information on controversial issues or positions.
- **Press coverage.** All incumbents will have press coverage of their positions, and many candidates will too if they're not total political newbies. Often candidates will purposefully or accidentally say things to press that they won't put on their website. No need to get fancy in your research - just use [Google News Search](#) and search for the candidate's name and particular issues if that's of interest.
 - ◆ Tip: you can use this research process to get ready to do your own media outreach later. As you read local stories, keep track of the reporters who are writing them. You'll notice that the same four or five names keep coming up. Put those names in a spreadsheet, along with their contact information as you find it: this is your media list. Those are the key reporters covering this race, and they're the same reporters you'll be in touch with later on.
- **Past votes (for incumbents).** Take a look at past positions using publicly available tracking sites.

- ◆ [GovTrack.us](#) for U.S. Senators and Members of Congress and [The National Conference of State Legislatures](#) for state legislators are both great resources for looking up past votes and positions.

Step 6: Introduce Your Group to Candidates

The next step is reaching out to the campaign. It's usually a good idea to reach out to the press secretary or communications director as the first point of contact. If your candidate is issuing press releases, their name and contact information will often be at the top of the release. Depending on how early in the campaign you get in touch, they may or may not have a dedicated communications staff. If you can't figure out who to direct your initial query to, almost every campaign will have a "Contact Us" box on their website.

At this stage, you may not have decided whether you'll be supporting a candidate through independent spending or by coordinating directly with a candidate's campaign. Protect your options by making sure you don't receive any information about a campaign's strategy or tactics that isn't publicly available.

- **NOTE:** Groups are responsible for understanding any and all local, state, and federal election laws when engaging in any activities that would result in a need to report election activities. Indivisible staff is not able to provide legal or compliance support. In general, if you spend money on an event at which "campaigning" occurs, that spending may trigger reporting requirements. Please consult local, state, and federal campaign finance regulations.
- **NOTE:** If your group wishes to use money from their Distributed Fundraising Account for any political activities, please consult the [Distributed Fundraising FAQ](#) page to determine allowable spending before any expenses are incurred.

Best practices to follow when interacting with candidates:

- **Be inclusive:** You should contact all candidates in a race, even if you're fairly certain from the get-go that their policies won't align with yours. In a primary race, this means you should reach out to all candidates — even perennial "also-rans," or "stunt candidates." In the general election, you should absolutely reach out to candidates from both major parties, and you should consider soliciting information from any third party candidates in the race as well.
- **Be systematic in your process:** Fairness means approaching every campaign in the same way. If you put together a candidate questionnaire (discussed below), make sure you are sending the same questionnaire to every candidate. If you invite one candidate to speak to your group one-on-one for a Q&A session, you should invite all candidates. It's fine if not all candidates wind up accepting your invitation to fill out a questionnaire or participate in a Q&A — what matters is that you offered all candidates the same opportunities to respond. It's also fine to impose some limitations on candidates you're willing to interact

with or consider for endorsement as long as those limitations themselves are policy-related, clearly established, and fairly implemented.

- **Stick to issues:** Interactions with a candidate or a campaign are an opportunity to ask specific questions about the candidate's policies and values. By this point in the endorsement process, you'll know how a candidate is polling, how much fundraising money they're bringing in, and what their campaign team looks like. While this is all crucial information, it is best to focus on policies and values during interviews or on questionnaires. You should avoid getting any inside information from the campaign on strategy or tactics, and stay focused on the issues, not the campaign process.

Ways To Get To Know Candidates:

- **Q&A:** If you want to invite candidates for a Q&A session with your members, remember to invite all candidates, not just member-favorites, and draft a pre-set slate of starter questions to ask all candidates. It's also a good idea to set a time limit on each Q&A session to make sure no candidate gets to spend more time with group members than others.
- **Send a candidate questionnaire:** one of the best ways of getting information from a campaign on the issues that matter most to you is to send the campaign a candidate questionnaire. The process of assembling the questionnaire can itself help your group clarify what issues you're most focused on.

Step 7: Holding A Vote

After all group members have had an opportunity to review candidate information, it is time to make a final decision on whether or not to endorse specific candidates. If you've done a good job of setting up a clear process at the beginning, this will be a lot easier. The most important thing is not the method, but the fact that the process is clear and fair from the beginning. First, set in place a clear plan for how the votes will be counted.

There are a variety of ways your group can vote:

- **Super Majority (Recommended):** The endorsement goes to the candidate who receives greater than 60% of the vote. You may need to vote multiple times to reach this percentage. This is our recommended method.
- **Consensus:** All members of a group must be in agreement for an endorsement. This can be very difficult to achieve and is generally not recommended.
- **Plurality:** The endorsement goes to the candidate with the most votes regardless of the percentage. This can result in a low level of buy-in, so is generally not recommended.
- **Rank Choice Voting:** Members of a group rank candidates for an office in order of their preference (first choice, second choice, third choice, and so on). If a candidate receives enough first choice votes to cross the support threshold (e.g. two thirds majority, simple

majority, etc.), that candidate wins. But if there is no majority winner after counting the first choices, the race is decided by instant runoff. The candidate with the fewest votes is eliminated, and voters who ranked that candidate first will have their votes allocated to their second choice. This process continues until a candidate earns enough votes to cross the support threshold. [Check out this explainer video from FairVote to learn more!](#)

Hold an In-Person Meeting: In-person meetings have the benefit of feeling more personal, and of allowing interaction among members of your group. If you choose to hold an in-person meeting, you may ask if any members want to speak up in favor of or against endorsing particular candidates. Do be sure to carefully facilitate this conversation, though, so that even if it's contentious, it doesn't overflow into ill-will. You can also reference our [How To Run A Meeting Guide](#) to further help facilitate hosting your in person gatherings. Please see note above about spending.

Set up an Online Vote You can also choose to conduct the final endorsement decision online, using online software to come to group consensus. Both [Survey Monkey](#) and [Doodle](#) can be used to create online polls that group members can vote in. And if you'd like to run a Rank Choice poll, check out [RCV123](#) or [RankedVote](#). Once you've created a poll, you can email it to group members. Online polls should not be shared on public websites like Facebook, to ensure non-group members aren't influencing the vote. In general, online votes will be more accessible to group members than in-person votes, because online surveys can be taken on each member's own time in their own home.

- It is important to make sure your poll is clear and easy to understand. Some group members may be less familiar with online polling software than others, and may struggle to deal with new technology if there are too many options or if the options are unclear.
- Online votes are necessarily less personal than face-to-face meetings. This can help prevent arguments between group members, but also reduces the opportunity for dialogue about pluses and minuses of different candidates. Members often raise points during in-person meetings that would go unheard during an online poll.
- As a best practice, we recommend that even if you're ultimately going to be voting using an online poll, you hold at least one meeting to discuss the candidates before doing so.

Step 8: Announcing Your Endorsement

Prepare to make your announcement. After your group has decided which candidate(s) to endorse, it's time to announce that decision. There are three parties you'll need to communicate your decision to: your group, the candidates, and the media:

- **Prepare a general statement about why you're endorsing the candidate.** You'll use this language in multiple ways as you announce your news.
- **Prepare an internal statement.** Whoever controls your group's Facebook group, email list, or other way of communicating with your membership should be in charge of drafting an internal statement. The statement should reiterate the decision-making process, the

results of the vote, and why you are excited to endorse the candidate(s) you've chosen. It is also a good idea to give a heads up as to what your group will be doing in support of the endorsement — such as canvassing, phone banking, and voter registration efforts.

- **Contact the candidates.** Send your general statement along with a quick note to any candidates who responded to your candidate questionnaire, thanking them for their time, and letting them know who your group decided to endorse. Make sure to let the candidate you've decided to endorse know first, and then send to all other candidates. You can also ask your endorsed candidate if they'd like to contribute a quote to your press release, or if they'd like to organize a joint announcement to the press.
- **Prepare a press release.** Whoever handles external communications should work on drafting a press release about your endorsement. If you have a dedicated spokesperson, that's great. If not, a group member who enjoys writing can take on the responsibility. Send the statement out to the local press, remembering to BCC all contacts. Make sure you've included anyone who covers local campaigns and elections. If you don't know who that is, check the newspaper's masthead, or search to see who has recently written stories about other races. Twitter is also a great tool for finding reporters' contact information
 - ◆ **Consider offering an exclusive.** Offering an "exclusive" means reaching out to a single reporter and asking if they'd like to hear who your group will be endorsing before anyone else, in exchange for agreeing to write a story about it. This tactic takes some extra steps, but it's the best way to get a story specifically about the endorsement, right at the time you want it. Often, a reporter may decide that "Organization Endorses Candidate" doesn't merit its own story, but instead will note this type of development and plan to mention it in an upcoming story.
- **Post your statement online.** Post your public statement on your website and social media accounts.

Section 4: POST ENDORSEMENT PLANNING

Every district or state is unique and groups will be ready to endorse with different amounts of time before the primary. If you endorse with three months or more before the election, you can be really intentional about planning and go through all these steps. If you endorse with less than a month until the election, you can do some really quick planning, but your group should jump straight into voter contact and getting out the vote.

Make a plan with your group and other local groups.

- **Have a kick-off or strategy session.** Bring together your group members and folks from other groups to have fun and do some planning.
- **Throw a kick-off party.** Pulling together a big party to announce your endorsement is a great way to bring in new members and potentially gain some media attention.

- **Ask folks to commit.** It's important to make sure that you'll have the energy behind your endorsement, so start early on getting folks to commit to volunteer for your candidate. You should also take this time to figure out who can lead on certain activities — like identifying a canvassing lead, press liaison and more (if you don't already have those roles assigned in your group or coalition). Make sure when you're asking folks to commit that way you're collecting the best way to contact them so you can follow up effectively. You can even consider identifying a recruitment captain who can follow up and do confirmations before big events.
- **Campaign.** Check in with the campaign to figure out how to get started with canvassing and phone banking. They'll be able to let you know about upcoming events.
 - ◆ If your group chooses to work directly with the campaign, your group should be aware of the rules around coordination and Independent Expenditures ("IEs"). You can find some general information in our [Campaign Finance FAQ](#), but we encourage your group to seek out professional guidance for your specific situation if you plan to engage in IEs.
 - ◆ Indivisible is not permitted to coordinate with campaign staff, especially in any race where we are engaging in Independent Expenditure activities. If your group is working directly with the campaign, please inform Indivisible staff immediately so we can provide guidance on remaining compliant in your activities with us.

Get out the vote.

Everything leads up to turning out your candidates' voters. If you end up endorsing just a few weeks before Election Day, your group should jump straight into this step to make sure your work is having the greatest impact. If you've been campaigning for this candidate for months already, your group members will already be canvassing and phone banking pros and ready to give it a final push. These conversations will differ from the identification and persuasion conversations you were having earlier on with undecided voters. At this point, the focus will be talking to your candidate's supporters and making sure they have a plan to get out to vote. Generally, at this point you'll be targeting folks who are likely to support your candidate, but need that extra push to get to the polls. Work with your group members early to plan out when folks can volunteer so that they proactively plan out child care, leaving early from work, recruiting friends, etc.

- **Knock doors.** Face to face conversations are so important and it's crucial to get as many volunteers out on the doors as possible.
- **Make phone calls.** Phone calls are a great supplement to knocking doors (or a good option for folks who are unable to canvass). Work with the campaign or reach out to Indivisible to get phone banking going to get out the vote

Section 5: National Endorsements

Indivisible is running its largest primary program ever in 2026. This program will be focused on endorsing and substantively supporting candidates in Democratic primaries for federal-level

races. The success of our National Endorsement program depends upon Indivisible groups — their willingness to harness the energy of the Democratic base to elect the kind of leadership we deserve, and, in so doing, reshape the party.

- We encourage your Indivisible group to use the tips and tricks in this guide for any endorsements. Please Note: Indivisible National will only be considering federal candidates for endorsement in 2026.

A National Endorsement from Indivisible follows a similar step by step process as your local group, just facilitated by Indivisible's Political Department in conjunction with the Organizing Department. We broadly outline that process below. The one key difference in our National Endorsement process is that we always follow the lead of local groups. Before we issue a National Endorsement, we will engage local Indivisible groups to confirm we're aligned around which candidate to support and partner on strategies that effectively engage local Indivisibles to win primary elections. (see Step 2)

So, once you've made a local endorsement in a federal-level race, we encourage you and your group to consider if you'd like you to raise up your candidate for a National Endorsement from Indivisible. If yes, please reach out to your local Indivisible organizer or email supportteam@indivisible.org for assistance.

- Note: Indivisible National has a vested interest in the success of candidates across the country and may have already identified key races where they can be of significant service. In this instance, your organizer will reach out to you to flag the Political Department's interest in having a further discussion about a local race. Interest however, does not denote a final endorsement will be made. Like local groups, a process is in place to ensure candidate and campaign selection helps to advance our movement goals.

National Endorsement Process:

Step 1: Internal Evaluation and Race Consideration

Evaluating the local race landscape is paramount for success for a national program. We take the time to look at all the candidates in the field, see how they stack up against the incumbent (in a contested primary) and one another (especially in an open primary). Departments meet internally, particularly the Political and Organizing departments, to assess what level of impact a National Endorsement could have in the race. We also consider group density, strength and candidate enthusiasm a real benchmark for success. Finally, we do our own candidate vetting to ensure whomever we are endorsing is living our values.

→ Note: Just because a local group has endorsed a candidate, does not mean that Indivisible National will automatically endorse a candidate.

- If National identifies a primary we may be interested in engaging in, and the race hasn't already been flagged for us by local groups, we will reach out to the organizer for that turf and request a discussion with the local groups. This serves as a temperature check on group support and to see if there is a local endorsement process already underway.
 - ◆ Some groups may never have endorsed before and that's okay! This guide is one tool we are putting out to break down that barrier and encourage groups to use their collective power in reshaping their local races.

INDIVISIBLE NATIONAL ENDORSEMENT CRITERIA:

For national endorsements, we'll be looking for Democratic congressional candidates who are clearly part of the fight-back faction of the party. This means:

- **Refusing to take contributions from Fascism Funders** – the techno-fascists of Silicon Valley, billionaire donors helping to enrich Trump and his cronies, cryptocurrency scammers, and AIPAC.
- **Using the power of a congressional majority to investigate and prosecute the Trump regime's abuses and corruption of the Trump regime.**
- And for Senate candidates, **a commitment to not support Chuck Schumer as majority leader.**

Step 2: Local Endorsement Finalized

It is NEVER our intention to get ahead of local groups with a National Endorsement. You may know early on that a National Endorsement is helpful to your candidate and wish to raise this with Indivisible National – that's great! We encourage you to reach out early and often. **But our process dictates that we will not endorse before a local group has in a given race.** Once a local endorsement has been finalized, that should be articulated to National as the appropriate go ahead for us to start external outreach.

Step 3: External Outreach and Survey

Once a local group has endorsed and notified National, we will begin outreach to all Indivisible list members in the given district or state on the topic of endorsing the locally endorsed candidate.

- This is typically done via email survey with a 48-72 hour voting window.

- We require a supermajority of our list to approve a National Endorsement for it to be awarded.

Step 4: National Announcement and Next Steps

Once a National Endorsement has been reached, our press team will help local groups to make an appropriate announcement in print and digital media. This will also signal our next steps to allocate additional resources to the race.

- Where National has endorsed candidates, we will typically allot additional resources to support programs within the district including expanded Direct Voter Contact methods, a single cycle donation and expanded staff time.

CONCLUSION:

Indivisibles across the country have told us they won't be on the sidelines this year. As a network of activists and organizers, we have a responsibility to use our political power to effect the change we demand. Some Indivisible groups will endorse, others won't. **But this is our opportunity to course correct in the opposition party** – to elevate fighters above folders, move beyond the baggage of the status quo, and create the conditions for change. Primaries are hard but healthy, and this year we have the opportunity to make them truly transformative.

KEY LINKS:

- [EXAMPLE ENDORSEMENT PROCESS](#)
- [ENDORSEMENT TIMELINE CHECKLIST](#)
- [MODEL PRESS RELEASE](#)
- [POST ENDORSEMENT PLANNING](#)
- [CANDIDATE CONSIDERATIONS](#)
- [CAMPAIGN FINANCE FAQ](#) *(For informational purposes only. Please consult with a legal professional for guidance tailored to your specific circumstances.)*