

Our Client:

In 2021, the Virginia General Assembly will sign new state and congressional districts into law. On a mission to advocate for fair redistricting, OneVirginia2021 is a statewide organization dedicated to achieving its policy goal prior to the 2021 hard deadline. Formed in 2013 by a group of concerned citizens, OneVirginia2021 has blossomed into a formidable organization with tens of thousands of grassroots supporters. OneVirginia2021 relied on Muster to amplify supporters' voices in the state legislature and provide digital means to grow its grassroots base.

The Results:

Using Muster's patch-through phone call capability allowed OneVirginia2021 to connect members with target legislators in multiple hugely successful phone campaigns.

During the 2017 state legislative session, supporters of OneVirginia2021 collectively made 12,000 phone calls to legislators. The incredible grassroots advocacy efforts by OneVirginia2021 stems from their strong supporter base - a total of 44,000 advocates. Just two years ago, the organization had 3,500 supporters. Using Muster on top of traditional grassroots tactics allowed OneVirginia2021 to grow quickly as the group's message spread. OneVirginia2021's incredible advocacy work has been recognized across the nation for grassroots building across the political aisle. The organization's success has led to a feature news story on WCVE Public Radio and a documentary called "GerryRIGGED: Turning Democracy On Its Head".



Assemble

Prompt your members to take action on important issues



Advocate

Launch an action center for your contacts to easily communicate with elected officials



Analyze

Track comprehensive analytics for letters, emails, and phone calls



"Our young organization gained quick legitimacy with the outstanding tools Muster provided and made a major impact on the legislature. We have a long way to go on our issue, but are grateful to have an easy to use tool and a great partner in the folks at Muster on our journey."

— Brian Cannon, Executive Director,
OneVirginia2021