

We design and execute scaled relational organizing programs using our in-house software, [Rally](#).

In the last decade, advances in technology, a global pandemic, and a changing political landscape have fundamentally reshaped traditional civic participation. Social media platforms have consolidated under right-wing ownership; misinformation is rampant, and mass models of cold voter contact have buckled under scale and over-use.

What remains constant is that voters trust their friends and family more than any institution. They want to support the issues and candidates they care about and directly affect them, but they want to do so with the people who know them best. Relational organizing ensures that the most effective messengers — members of their own community — are at the center of political and social movements.

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We need a new way to reach voters where they are and tap the full potential of our existing networks.

Relentless builds relational programs and tech to unlock the political power of the relationships we already have.

Since 2021, we've been battle-testing scaled relational organizing programs.

Description 1

I am the CEO and cofounder of Relentless, a Democratic relational organizing startup and PAC.

My team runs scaled paid relational organizing programs. These programs hire low-turnout voters, educate them about the tangible stakes of an election, and compensate them for their time persuading and mobilizing their friends and family to vote. We call them Voting Ambassadors. The majority of ambassadors are low-income people of color, many of whom have never voted before participating in the program. This is a new tactic, but over the past couple of years as we've experimented and iterated, it's shown to be powerfully effective,

especially at reaching voters that no other program can reach. I ran the first pilot of this type of program on Jon Ossoff's 2021 runoff election (which you can read about [here!](#)). We've iterated on the program every year since then, and in 2024 scaled our program 40x what we had done before, hiring just shy of 30,000 ambassadors and reaching 1.2M voters across battleground states. Here is an [overview](#) of some of the metrics from our work.

We are gearing up for Senate and House races in 2026, as well as to launch our Southern Strategy initiative, which is an aggressive multi-year investment in under-resourced, winnable Southern states to expand Democrats' Senate map and paths to 270 electoral votes. Ample evidence has shown that utilizing the same traditional tactics over and over again at greater scale will not produce meaningful change; nor will continuing to limit our field of play to the same handful of battlegrounds — especially with the 2030 Census threatening our maps and Republicans at the apex of a 40-year strategy.

Description 2

I'm Davis Leonard, the CEO of Relentless. In 2024, we ran a paid relational organizing program in 5 battleground states. There are still misconceptions about relational – that it doesn't scale, can't be measured, that it just amounts to content sharing. That's not what we do.

What we do is create durable networks of voters and activate them to vote. And this year, we did it in a historically effective and efficient way.

We recruited 97k applicants, 42000 of them attended an hourlong live civic literacy and persuasion training, and 33000 of them signed contracts to be paid voting ambassadors with us. 27000 completed the program. We used our own tech platform Rally end to end for the program.

They reached 1M unique contacts, 84% of whom created a voting plan or voted early during the program.

An analysis by Survey160 found that this program produced an estimated 51,500 net dem votes, with a CPNDV of 343. It did that by shifting vote choice to Kamala Harris by 6.4pp among voters who were

already likely to vote, and by increasing turnout by 2.2pp. The turnout number is just reflective of GA at this point, where we already have returns.

AND, this year, we showed that when Relentless runs programs in states year over year, these programs get mORE efficient and effective.

Our admin cost per participant decreased by 96% between 2022 and 2024.

And, we compared CPDNI and cost per applicant in states where this was our first cycle, our second, and our third, and found that costs dramatically decrease after one cycle of investment, and again after 2.

When the network grows, the cost declines. So dollars invested in 2022 paid off in 2024, and will continue to pay off in 26 and 28.

We're already getting started for 26, 28, and 2030. And, we're investing in under-invested states like Mississippi and South Carolina, so that we can expand our Senate map over the next ten years. We'd love to talk.

Description 3

I'm the founder and CEO of Relentless, an organization that's re-imagining political organizing. After graduating from Exeter in 2014 and majoring in theater at Stanford, I worked on Elizabeth Warren's 2020 campaign, at the DNC during the general election, and then the Ossoff Senate runoff in Georgia in 2021. That's where I saw that traditional organizing tactics—door knocking, phone banking—were failing to reach the voters we most needed.

At 26, I founded Relentless to test a different model: paid relational organizing. We hire low-turnout voters, pay them to attend a training about the tangible stakes of an election, and compensate them for their time persuading and mobilizing their friends and family to vote. The core insight came directly from my Exeter education—Harkness taught me that the best ideas emerge from conversation, not lecture. That peer-to-

peer principle is exactly what this organizing model is built on: real people having real conversations with people they know and trust.

Three years later, we've proven it works. In 2024, we ran an \$18M program that deployed 27,000 organizers who reached 1.2 million voters across five battleground states. Independent analysis of our 2024 program found we increased net vote margin by 5.5 percentage points and turnout by 2.2 points—effects that are essentially unheard of in presidential campaigns.

Now we're preparing to further scale the model in 2026 and launch our Southern Strategy: an aggressive multi-year investment in under-resourced, winnable Southern states like Mississippi, Alabama, and Louisiana to expand Democrats' Senate map and paths to 270 electoral votes. With Democrats facing the potential of historic Senate losses in 2026 and our democracy in unprecedented peril, we cannot continue to run the same outdated playbook and expect different results. So we aren't.

Description 4

Starting with Ossoff model of targeting

Highest support, lowest turnout people and start there

CPNDV - we usually use this pseudoscientific method to find the lowest cost way to mobilize people. Like candy, tastes good, feels good, but crash and not nutritious

What we do is going into black, rural communities

Pay them to attend a training

Train them on how to talk about the election

That training has a 9pp turnout effect on them – that's insane

Explain how they are paid to contact 40 of their friends

Year over year, it has this compounding effect

Most people return, it becomes cheaper and cheaper to mobilize

Turn ppl from being too expensive to talk to. To being ppl who are easy and cheap to reach

Allows them to be actual ambassadors

Look at what happened in GA

This kind of mobilization takes a decade

These investments pay off cycle over cycle

Program scales

Cost per person decreases cycle over cycle

Everyone else is playing the wrong game

Convince moderate white ppl to convince them to vote for us

Trump mobilizes ppl who have never voted before

We have to play that game too, but with a diff set of people

We are making an electorate

Not the main stream but feels like the next thing

Relentless builds technology and programs to activate “hard-to-reach” voters across under-invested spaces and communities. Relentless’s paid Voting Ambassador model activated 30,000 low-turnout voters to relationally mobilize 1.2M of their friends and family in the 2024 election. Rally, Relentless’s flagship platform, allows campaigns and organizations to relationally organize at scale, resolve fractured and anonymized identities across online communities, and build progressive digital infrastructure that meets the moment we’re in.