

# 2022 Strategy

## OUR GOAL

Build enduring progressive power in state legislatures to improve people's lives.

## THE BIG PICTURE

We fill critical gaps at every point in the political life cycle.

### **Win elections.**

Provide turnkey field, fundraising, and strategic support to the highest value state legislative races in key states.

### **Support organizers.**

Engage out-of-district volunteers to take the most impactful actions, and fund year-round power-building, prioritizing partnerships with organizations led by people of color on the ground.

### **Develop legislators.**

Equip today and tomorrow's leaders with the skills and networks they need to create progressive policy in their communities.

### **Educate and empower.**

Advance cutting-edge voter and volunteer engagement tactics through research, training, and civic education about the importance of state legislatures.

## 2022 ELECTORAL MAP

Our electoral strategy is a cornerstone of our organization's overall strategy to build enduring progressive power in state legislatures. Our electoral strategy involves building power in three types of state legislative chambers.

**Blue Flips:** Chambers where we believe Democrats can compete for a legislative majority.

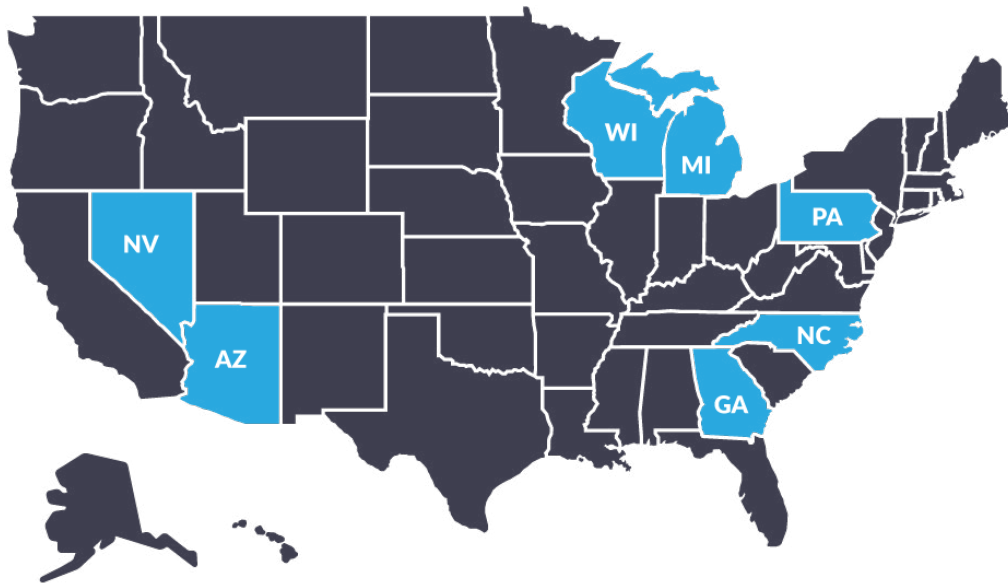
**Blue Holds:** Chambers where Democrats have a fragile majority that is in immediate danger of flipping red.

**Blue Inroads:** Chambers where we cannot immediately flip a chamber blue, but where we must build progressive power to fight back against corrosive Republican power and position Democrats for future success.



In any given year, the mix of chambers and seats in these three categories changes, due to the schedule of state elections, which differs year to year; the composition of chambers, which shift after each election cycle; and the urgency of other key races and broader electoral opportunities that exist in each state.

Due to the volume of races, we typically cannot endorse candidates in every state holding elections. Instead, we prioritize endorsing where we can build momentum at the bottom of the ticket to decrease roll-off in naturally higher turnout environments with strategic higher-ticket Democratic opportunities.



## 2022

**Target States:** AZ, GA, MI, NC, NV, PA, and WI

**Nested Opportunities:** Prioritize states with nested competitive Senate, House, and Gubernatorial elections.

**Redistricting Commissions:** Prioritize states with redistricting commissions, where we expect new maps to be fairer for Democrats.

**Incumbent Protection:** Invest in fragile incumbents. Incumbent protection has always been a key component of our electoral strategy. We can expect many state legislative Democratic incumbents to face reelection challenges under new maps in Republican-controlled states. We must not lose our hard-won gains.

## OUR PROGRAMS

Our programs implement our strategy by filling critical gaps in the progressive infrastructure. Together, these programs empower volunteers, candidates, and the public with maximum opportunities for engagement and impact.

### Win elections

**Data Analytics.** We generate top caliber research and data-driven analysis, which enables us to target the highest-impact races with exceptional candidates.

**Grassroots Field and Fundraising.** We harness the abundance of volunteer and donor energy that exists all across the country and direct it to our carefully selected races. We activate, train, and collaborate with our volunteer-led teams and affiliates to deliver outsized support to candidates in the forms they need it most: fundraising, phone calls, door knocks, postcards, and texts. In 2021, this includes raising early money earmarked for delivering early money support to candidates in our 2022 states.

**Youth Organizing.** Our Organizing Fellows support our volunteer-led teams by recruiting and retaining volunteers for candidate support events, all while gaining practical skills to help them build careers as organizers. Our Campus Fellows are trained in building and running phonebanks to boost support to candidates.

**Campaign Services.** We offer personalized assistance and resources throughout the campaign cycle. This includes direct access to our campaign veteran staff for questions, a comprehensive campaign-in-a-box library with templates and best practices, as well as advice and strategic counseling on campaign plan and budget development, paid communications, and more.

### Support organizers

**State Bridges.** This program will activate volunteers across the country to fundraise for organizations doing year-round power-building work in key states. Building on the successes in Arizona and Georgia in 2020, we know that long-term community-based organizing, often led by people of color, is bedrock for our ability to build progressive power in state legislatures. We are currently working with partners to identify the recipient organizations in our 2021-2022 target states.

**Annual Summit.** The annual Sister District Summit is an opportunity for volunteers from across the country to debrief on the previous year, learn from each other, and plan for the year ahead.

## Develop Legislators

**Legislator Services.** Winning office is just the beginning. We support our nearly 50 state legislators by connecting them as a community and providing them with the tools they need to be effective lawmakers. Programming includes mentorship, newsletters, and convenings on specific topics, including rapid response.

**Future Winners:** Sometimes, even the most exceptional candidates lose their races. While losses are often down payments on future successes, far too many future winners fall out of the talent pipeline at this step because there is no one to support them. Using a cohort model, we deliver training and coaching on advanced topics of fundraising and communications, and guidance on preparing for their next race, all within the context of a supportive community of candidates in a similar position to build connection and accountability.

## Educate & Empower

**Research Program.** Our award-winning research team conducts academic-quality experiments and analyses to develop and disseminate best practices in the areas of voter and volunteer engagement. This work ensures we are utilizing the highest impact tactics in our work. We also perform qualitative and narrative research to investigate how non-experimental factors like race and gender may impact electoral outcomes. Our results are always proudly free and open to the public.

**Book Club and Fireside Chat Series.** In our popular Book Club and Fireside Chat series, we read books and hold conversations with authors and experts to deepen our engagement with issues around voting rights, the importance of states, redistricting, social and racial justice, civic participation, and more.

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