



SISTER DISTRICT SUMMIT 2023

OUR IMPACT

Jarvis Houston, Organizing & Political Director



SISTER DISTRICT
PROJECT



Action
Network



NEW MEDIA VENTURES

ActBlue

EMERGE



OUR 2022 WINS

34 of 36 Candidates Victorious (18 of 18 fully endorsed candidates)

Chamber Victories

- Flipped the Pennsylvania House
- Earned a Blue Trifecta in Michigan
- Protected the veto power of Governor Evers in Wisconsin
- Protected the veto power of Governor Cooper in North Carolina



FIELD PROGRAMS

Phonebanking

- 74% of Total Candidate Dials
- 1,211 Local Volunteers Recruited
- 4,270 Vote Plans Created
- 5,663 Undecided Voters Identified

Surpassed Early Dial Goal by 70,000 dials for a total of 182,197!



FIELD PROGRAMS

Canvassing

- Four Teams Traveled to Knock Doors for Eight Sister District Candidates
- 5,644 Total Doors

Volunteers had an outsized impact in districts such as Melissa Cerrato's, knocking on 2,604 doors!



FIELD PROGRAMS

Texting

- Over 80,000 Texts Sent
- Coordinated Ballot Chase Program with Rep. Dan William's campaign

Postcarding

- 108,895 postcards mailed



NATIONAL PHONEBANK PROGRAM

- 188 Virtual Phonebank Events
- 159,897 Total Dials
- 2,967 shifts completed by 1,868 Unique Individuals
 - Average Attendance of 16
 - 51 callers joined 10 or more phonebanks
 - 97% Positive Feedback Rating on Mobilize!

“Honestly the most well-run phonebank I have ever attended! The check-ins every 30 min with new context each time was motivating & helpful!” -Emma, IL



TEAM HIGHLIGHTS

★ **GREATER CHICAGO**

Increased total dials 180% since 2021

★ **YOLO**

Call-a-thon for democracy during GOTV (8+ continuous hrs!)

★ **NYC**

Knocked on over 2600 doors for Melissa Cerrato

★ **SOUTHERN VT**

Crossing \$100,000 raised earlier this year (total since their inception in 2016)

★ **SOUTH BAY**

Raised over \$8,000 in "emergency money" in the last month of the campaign for Darrin Camilleri



TEAM HIGHLIGHTS CONT....

★ CA PEN

Doubled their state bridges fundraising from 2021 to 2022 (from 9k to 18k)

★ PORTLAND, PUGET SOUND AND EUGENE

Made over 32,000 dials in 2022

★ NYC

Knocked on over 2600 doors for Melissa Cerrato

★ SACRAMENTO

Doubled their candidate dollars fundraised between 2021 and 2022 (from 15K to 29K)

TEAM HIGHLIGHTS CONT....

★ MARIN

84% increase in candidate fundraising in 2022 (\$5,727 from \$3,112 in 2021)

★ SONOMA COUNTY EAST

Raised over \$8,000 for candidates in 2022, a 125% increase from 2021

★ SONOMA COUNTY WEST

Raised over \$6,700 for State Bridges (a 264% increase from 2021)

★ DC/MD/VA

2 fundraising blitzes for candidates raised over \$21,000





TEAM HIGHLIGHTS CONT....

★ EAST BAY

Increased fundraising from \$6,904 in 2021 to \$7,663 in 2022

★ SF

Raised over \$16,000 for Brian Fernandez's in-person events including a citywide event and house parties in 2022



OUTSIZED FIELD IMPACT - REP. MELISSA CERRATO

Field

- Sister District made 84.5% of Campaign's Total Dials
- Called 30,150 Voters
- Identified 1,151 Supporters
- Knocked on 2,604 Doors

Won Election by 63 Votes!



FUNDRAISING SUCCESSES

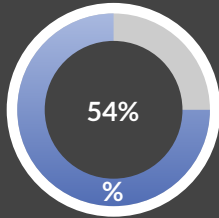
- Surpassed our Early Money Goal by \$30,000
- 84% of Funds Raised for Candidates were Early Dollars
- Best Early Money Month: June
 - \$131,411 Raised Directly to Candidates!

Outsized Impact - Rep. Lorena Austin

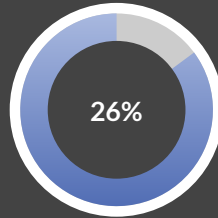
Raised 55.2% of their Early Money, contributing 23.1% of their total fundraising!

CAMPAIGN SERVICES BREAKDOWN

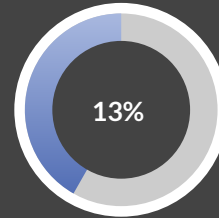
49 Unique Projects Completed for 14 Endorsed Candidates



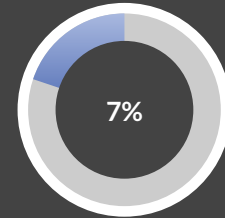
Field



Communications &
Digital



General Consulting



Finance