

2023 IMPACT

**SHAWN WERNER
AND RAVEN DOUGLAS**



SISTER DISTRICT
PROJECT

POLITICAL IMPACT



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2023 CELEBRATIONS

\$551,137

Dollars

75% before Sept 1

328,469

Dials

40% before Sept 1

Top 10 Donor

To All Campaigns Prior to Election Day



VA LEGISLATIVE WINS (SO FAR)

- Largest Black Legislative Caucus, including:
 - First Black Speaker of the House Don Scott
 - Senate President Pro Tempore Louise Lucas
- Democrats are passing bills, not just stopping them!
 - Danica has 4 bills passed already!
- Abortion Access Protected!!!

SDAN IMPACT

CIVIC ENGAGEMENT AND RESEARCH



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PURPLE DISTRICT NETWORK

About PDN: We educate and empower frontline progressives by running cohort-based governance and leadership programming, particularly through partnerships when possible, all of which will result in well-supported lawmakers advancing progressive policies in their states.

PDN is the only legislator support network specifically dedicated to progressive frontliners.

Key Achievements in 2023

- Number of new members recruited: 28
- Total number of state lawmakers across 27 states: 91

Community Building Efforts

- Virtual convenings
- Quarterly newsletter
- Resource library and member directory

New Initiatives

- Launch of Black Women's Caucus and Advisory Committee





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RESEARCH

EXPANDING OUR SCOPE

In-depth analysis of voters' perspectives

- Focus group discussions
- Multi-state survey with 5,000 respondents
- Partnered with a polling firm and other vendors

Understanding the challenge of down-ballot roll-off

- Analyzed the frequency of roll-off at the district level in 2022
- Voter-level research to explain **who** skips voting in state legislative races, and **why** they do so
- Results will provide a foundation for our down-ballot messaging strategy in this year's elections

Contributing to the broader research community

- Shared results from 3 voter mobilization field experiments
- Academic research article published in *Political Psychology*
- Forged new relationships with research practitioners in the civic engagement space



Lorena Austin Wants to Redefine What a Politician Looks Like

The Arizona state representative is the first Chicana gender-nonconforming state official in the country.
BY LEX MCMENAMIN



Imagine a Country Not Built Around the Policy Priorities of Old White Men

In states like Virginia, we're making it happen.
BY IRENE SHIN



NARRATIVE CHANGE

01

Historic Firsts

The “Historic Firsts” series uplifts inspiring, historic firsts among recently elected state lawmakers, with a focus on women, people of color, young folks, LGBTQIA+ folks, and folks from nontraditional backgrounds.

02

State Power Series

A set of stand-alone virtual events that explore and lift up the increasing importance of state politics and policies, and the inspiring state leaders pushing for progressive change.

STATE BRIDGES



About State Bridges: The State Bridges program activates Sister District volunteers across the country to fundraise for organizations leading year-round power-building work. Collectively, we can lift each other up and work toward building progressive momentum in future state elections.

2023 Accomplishments:

- Surpassed \$500,000 raised since the program's inception
- Supported 8 organizations by raising over \$124,000

2024 Fundraisers:

- Already raised nearly \$55,000!
- Feb 7 & Mar 13
 - Michigan: We The People, Mothering Justice
 - Wisconsin: WISDOM, Citizen Action of Wisconsin
 - Arizona: Living United for Change in Arizona (LUCHA), Rural Arizona Action (RAZA)
 - Pennsylvania: Pennsylvania Stands Up, Pennsylvania United

