

2024 STRATEGY

GABY GOLDSTEIN

OVERVIEW



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02 Electoral Deep Dive: Where We've Been

03 2024: Where We're Going



SISTER DISTRICT STRATEGY

Mission

- To build sustained progressive power in state legislatures

Why State Legislatures?

- Policy pipeline
- Leadership pipeline
- Vital key to fair elections, voting rights, abortion
- High ROI for volunteer & donor time and resources
- Trajectory: narrowing federal protections + devolution to states
 - Challenges and opportunities
- Blue wins show us a positive future

SISTER DISTRICT STRATEGY

How do we build progressive power in state legislatures?

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

- Win Elections
- Support Organizers
- Develop Legislators
- Educate & Empower

SISTER DISTRICT STRATEGY

1. Win Elections:

- **Target:** Data and analytics to identify the most strategic and competitive state legislative races
- **Support:** Comprehensive candidate services program
- **Turnout:** Powerful grassroots, hardside field and fundraising programs
- **Pipeline:** Candidate pipeline development - Future Winners

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2. Support Organizers:

- Organizer training, development, and community-building for Sister District Teams & Affiliates
- Annual Sister District Summit
- State Bridges
 - Fundraising event series for state-based organizations engaged in year-round power-building
 - Often led by people of color and centering experiences of those most affected by state policies

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3. Develop Legislators:

- Purple District Network
 - National network of ~80 progressive frontliners
 - Best practices, governance and policy strategies
- State Power Table
 - Co-convenor with SiX and Pipeline Initiative

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4. Educate & Empower:

- Award-winning political research program
 - 40+ RCTs; secondary analyses
 - Large qual & quant downballot roll-off project
- Civic engagement programming
 - Narrative Change - Elevating the visibility and prominence of state legislative issues, policies and leaders

WIN ELECTIONS:

OUR POLITICAL STRATEGY

SISTER DISTRICT: POLITICAL STRATEGY

Blue Flips: Chambers where maps provide Democrats with the opportunity to compete for a legislative majority

Blue Holds: Chambers where Democrats have a fragile majority that is in jeopardy of flipping red

Blue Inroads: Chambers where Democrats unlikely to flip in short-term, but where we can break GOP supermajorities, trifectas, and position ourselves for future successes

SISTER DISTRICT: POLITICAL STRATEGY

Mix of Chambers + Seats Changes Each Year:

- Schedule of state legislative elections
- Shifting composition of chambers
- Broader electoral opportunities: Presidential, Senate, Gubernatorial, Ballot Initiatives

SISTER DISTRICT: POLITICAL STRATEGY

- 1,000 state legislative seats lost during Obama Administration - how are we doing now?
- Net - Dems have gained ~150 seats
- Not the whole story - one seat makes a majority
 - 2016: GOP controlled 67 partisan chambers
 - 2024: GOP controls 56 partisan chambers
 - 2024: More people live in blue (42) than red (39) trifectas

SISTER DISTRICT: POLITICAL STRATEGY

- Sister District
 - Directly involved in 10 chamber flips since 2016
 - WA, CO, ME, NH, MI, PA, VA (so nice we flipped the House twice)
 - 177 candidate endorsements, 115 wins = 65% lifetime win rate

SISTER DISTRICT: POLITICAL STRATEGY

TLDR: State legislative Dems are heading into 2024 with momentum

2022

- Odds-defying midterm
 - Senate, Gubernatorial, House (6,600 votes)
 - State leg wins: first midterm since 1934 Pres party held every chamber

2023

- Built on momentum
 - Dems ran proudly on abortion access
 - Wins in VA, KY, special elections

2024 POLITICAL STRATEGY

Big Picture - Optimistic Political Environment

- Historic midterm performance + 2023 wins
- Better environment than last presidential (pandemic, *Dobbs*)
- Abortion and *Dobbs*
- Redistricting: heterogeneous landscape
- Different states, different contexts

SISTER DISTRICT: POLITICAL STRATEGY

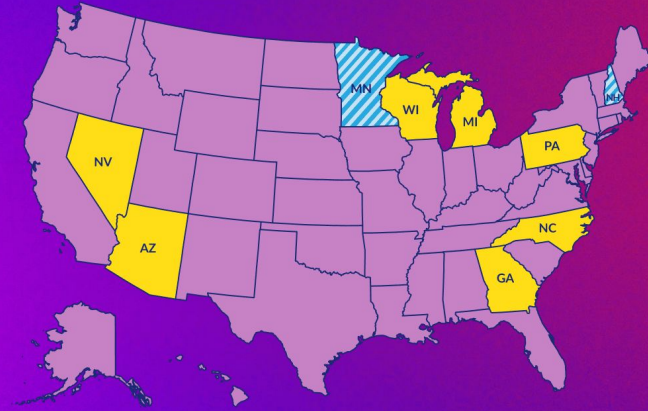
Everything Depends on Execution

- Down-ballot roll-off and enthusiasm gaps
 - State legislative Dems experience roll-off 80% of the time; GOP candidates: 40%
- Tiny margins to success - 2022:
 - MI Senate - 404 votes in 1 seat won the chamber (0.009% of total Senate votes)
 - MI House - 765 votes in 1 seat won the chamber (0.02% of total House votes)
 - PA House - 63 votes in 1 seat won the chamber (0.001% of total House votes)

2024: TARGET MAP

ELECTORAL MAP

- 2024 Targets: AZ, GA, MI, NC, PA, WI, NV
- 2024 Expansion Targets: MN, NH



2024 POLITICAL STRATEGY

- **FLIPS:**
 - **Arizona Senate & Assembly**
 - **Wisconsin Assembly**
 - **Pennsylvania Senate**
 - ***Watch List: New Hampshire Senate & House***

2024 POLITICAL STRATEGY

- **HOLDS:**
 - **Michigan House**
 - **Pennsylvania House**
 - **Nevada Senate & Assembly**
 - ***Watch List: Minnesota House***

2024 POLITICAL STRATEGY

- **INROADS:**
 - **Wisconsin Senate**
 - Break GOP supermajority this year; flip the chamber in 2026
 - **Georgia House**
 - **North Carolina Senate & House**
 - Break GOP supermajorities this year

THE YEAR AHEAD IN 2024

Exact seats and chamber selection:

- Candidate recruitment and filing deadlines
- Internal resources & volunteer capacity

We are already hard at work:

- Data analysis, trends and trajectories
- Local and national grassroots, electoral and advocacy organizations
- Electeds and other stakeholders

Strategy & Endorsement Timeline:

- Public launch of electoral strategy
- Wave 1: Late April; Wave 2: June; stay tuned for more...

Q&A