

SISTER DISTRICT ACTION NETWORK PRESENTS

STATE BRIDGES

MARCH 13, 2024



SISTER DISTRICT
ACTION NETWORK





ABRIL GALLARDO CERVERA (SHE/HER/ELLA)
CHIEF OF STAFF, LIVING UNITED FOR CHANGE IN ARIZONA, LUCHA

Abril was born in Hidalgo, Mexico, it was her experience as an immigrant that has contributed to her being an organizer for now over a decade. Abril was an instrumental communications team member in the Bazta Arpaio campaign, who defeated former Sheriff Joe Arpaio in 2016. Abril is a founding member volunteer of LUCHA and ACE and today, she is the Chief of Staff, and serves on the Advisory committee of REFrame and is a board member of the United We Dream Action. Abril utilizes her own personal experiences to continue to lead in this work because she cares deeply about building something for the community and their loved ones.

ABOUT THE ORGANIZATION

The organizing programs of Living United for Change in Arizona (LUCHA) have transformed Arizona's political landscape through more than a decade of building political power. Since 2009, LUCHA has been building power, achieving strategic electoral victories, and winning policy changes to create a new Arizona – one that centers the needs of all people. LUCHA was born as a response to SB 1070 and the anti-immigrant sentiment that was growing in Arizona and across the nation. Since then, LUCHA has elected progressives in the highest offices in the state, won crucial legislative races, and helped pass life-changing ballot initiatives for Arizona communities.



3 THINGS WE ARE EXCITED FOR

► BUILD POWER THROUGH CULTURE AND JOY!

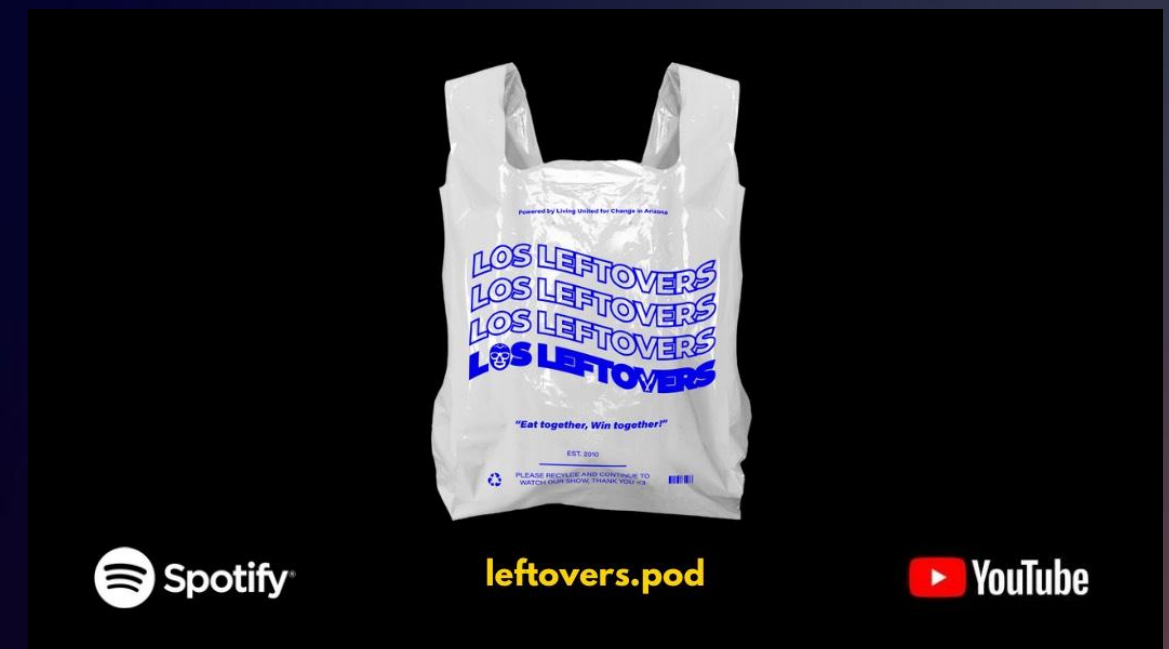
- Knock on 1 million doors, send 1.5 million texts, 150,000 calls
- Register 31,000 voters in partnership with our c3 sister organization, Arizona Center for Empowerment
- Launch the LUCHA School of Organizing and train 2,000 member leaders across the state.
- Expand our digital footprint with Los Leftovers podcast.

► DRIVE ELECTORAL VICTORIES

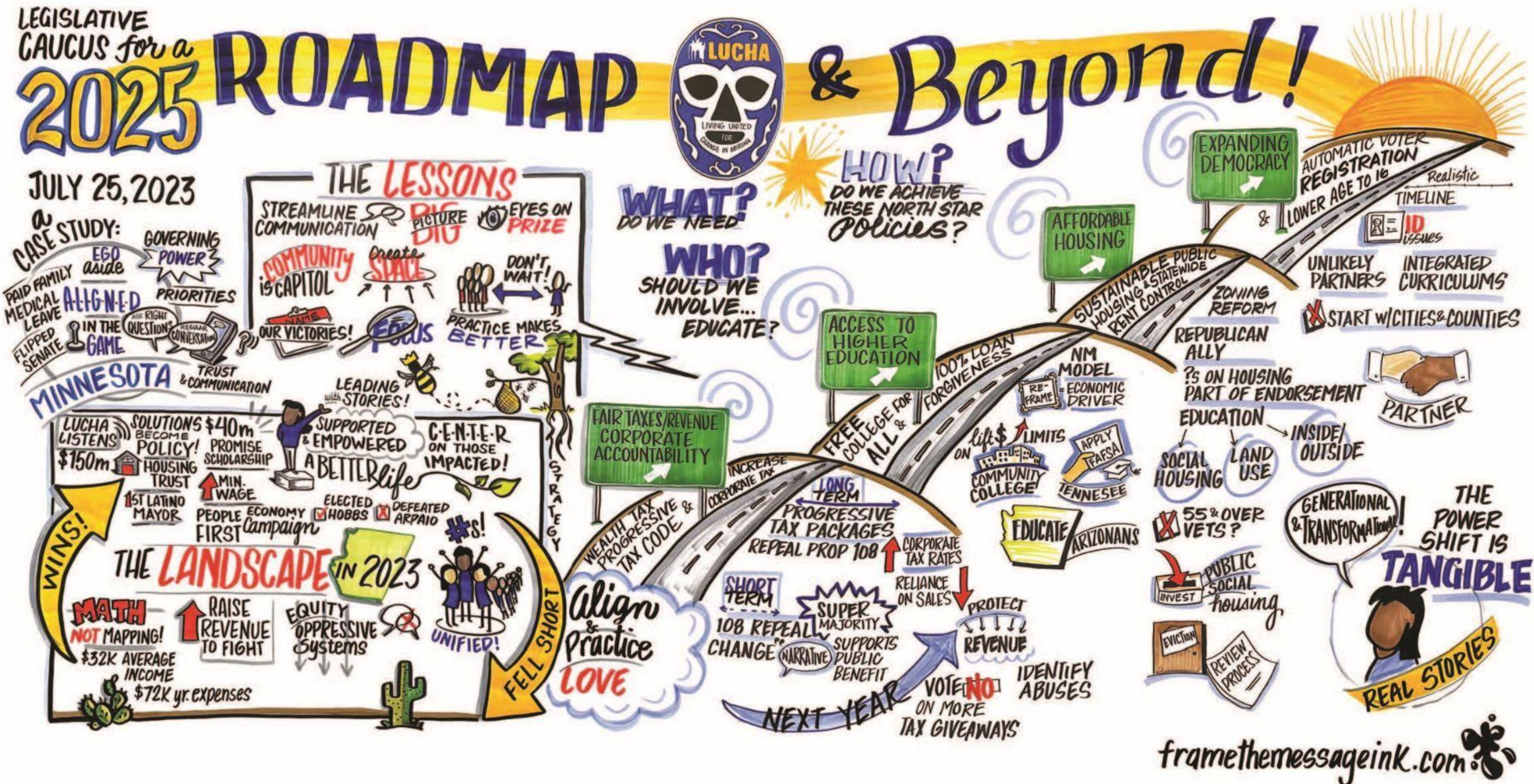
- Pass a state budget with no budget cuts to essential services
- Elect the first Latina from Arizona to the U.S. Congress, Raquel Teran and the first Latino Senator for Arizona.
- Defeat anti-democracy and anti-immigration policies.

► REPRODUCTIVE JUSTICE BALLOT INITIATIVE!

- Initiative is in process of collecting 384,000 signatures to enact a state constitutional right to abortion.



LOOKING AHEAD





PABLO CORREA (HE/HIM/EL)

CO-FOUNDER & CO-EXECUTIVE DIRECTOR, RURAL ARIZONA ACTION

Serving as the Co-founder and Co-Executive Director of Rural Arizona Action (RAZA), Pablo Correa leads efforts to confront the distinct challenges confronting rural communities. His path to public service began at 17 with his enlistment in the Marine Corps, followed by a return to his hometown to build a life and support a working-class family.

His approach is grounded in a pragmatic blend of personal experience and strategic insight. Pablo navigates systemic obstacles with a keen eye for community-based solutions. Beyond his professional endeavors, Pablo prioritizes his role as a father, imparting values of honor, empathy and social responsibility to his daughters.





WHO WE ARE

CREATE.
ADVOCATE.
BUILD.



Top Issues & Accomplishments:

- Organizing Year-Round
- Developing Youth Leaders
- Advocacy & Accountability
- Environmental Justice



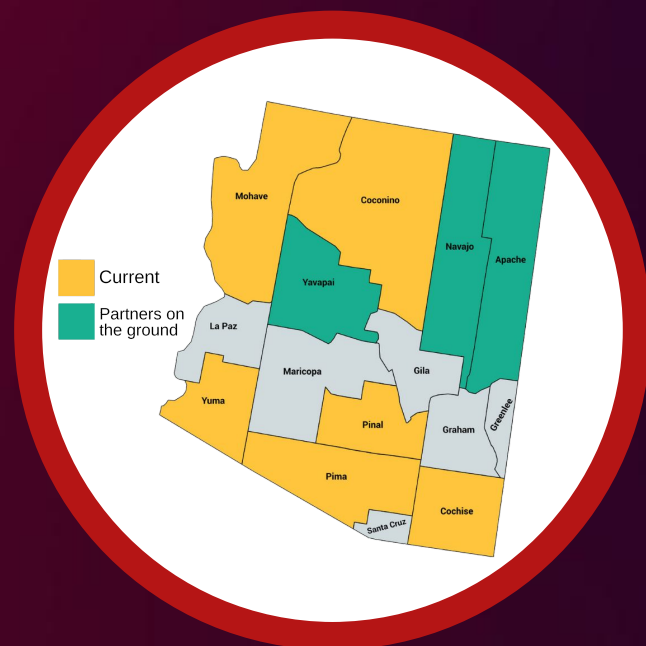
WHAT WE ARE EXCITED FOR

- ▶ The four, two and one year ramp to victory
 - ❖ Workforce development in Rural Arizona through youth and community education and long term organizing.
- ▶ Competitive races and RAZA's creative landscape
 - ❖ Why winning down ballot will secure the top of the ticket
- ▶ Building a broad coalition that equitably covers all of Rural Arizona
 - ❖ Expanding the map through partner support



LOOKING AHEAD

RURAL ARIZONA ACTION



EXPANSION



COMMUNITY BUILDING & WORKFORCE DEVELOPMENT



FLIP THE DISTRICT

Nestled in the southeastern Arizona, AZ-06 is comprised of 4 rural counties and 1 metro: Greenlee, Cochise, Pinal, Graham and Pima. Winning in 2022 with a margin of 5,232 votes, Congressman Ciscomani sold himself as a moderate Republican, his record now proves otherwise.

By leveraging RAZA's rural capacity, and the people power of Tucson proper, Rural Arizona Action is uniquely situated and staffed to launch a campaign to win back AZ-06 in 2024.

Program Summary

Reg Goal: 2,600

Persuasion and GOTV Knocks: 146,870

Site based turf: Casa Grande, Northeast Tucson

Potential Persuasion Door Turf: Marana, Oro Valley

Potential GOTV Door Turf: Casa Grande, Northeast Tucson

Phase	Notes	Total Organizer Costs	Total Canvass Costs	Total Phase Costs
Phase I	Canvass is VR	\$35,000	\$260,000	\$295,000
Phase II	Canvass is persuasion VC	\$70,000	\$475,000	\$545,000
Phase III	Canvass is GOTV VC	\$65,000	\$557,000	\$622,000
Program Totals				\$1,462,000

Total Phase one gap: \$160,000.00



RURALAZACTION.ORG



@RURALAZACTION



CARRIE SANTORO (SHE/HER)
EXECUTIVE DIRECTOR, PENNSYLVANIA STANDS UP

Carrie Santoro is a proud mom and working-class organizer. Prior to becoming the Executive Director at PA Stands Up, she was a founding member of our Lehigh Valley chapter and the Chair of our Delegate Assembly. She has held senior organizing and communications roles in electoral campaigns and labor, faith, and immigrants' rights organizations. Carrie's vision for PA Stands Up is to end the shame and blame working people carry for ourselves and each other through intentional storytelling and shared values. She works with organizers and members to build beloved community on our path to power, with curiosity and compassion for each other, strategy to build the conditions we need to win, discipline in our mission, and revolutionary joy in the work we do.

ABOUT THE ORGANIZATION

PA Stands Up came together because we recognized we can't change the rules unless we change the rulemakers. **Our mission is simple, we organize across race and place to build a Pennsylvania that works for all of us.**

We see every election is an opportunity for us to build long-term power by talking to people about what's important to them.

At PA Stands Up, our long-term vision and theory of change is anchored by the importance of investing in our people to develop them into powerful leaders. Tactically, this starts with proven methods like deep canvassing, utilizing the cycle of momentum and structure-based organizing, and moving new contacts and members through a member-leader ladder with thoughtful, intensive trainings throughout the year.

We define a **member** as anyone who takes action with us and pays dues. A **volunteer** or **supporter** is anyone who takes action, but doesn't yet pay dues. In 2023, we had 491 dues-paying members and 2,269 people who took in-person action with us.

We broadly define a **leader** as anyone who has followers, or a base. Functionally, each of our chapters have leadership teams – dues-paying members who take on increased responsibility and ownership over their chapter's campaigns. We also have cross-chapter teams, which are made up of at least 2 member leaders per chapter and determine the priorities and political direction of the organization.



3 THINGS WE ARE EXCITED FOR

- ▶ → **TRAINING + LEADERSHIP DEVELOPMENT** →
 - New Member Orientations
 - 1-Day Leadership Trainings
 - Cutting issues + running strategic issue campaigns training arc
 - First time candidate training series
 - Narrative + communications training series
- ▶ → **ORGANIZING TO THROUGH THE ELECTION** →
 - Member endorsement process
 - Flipping state house seats
 - Turning out the vote with reverse coattails approach
 - Candidate recruitment for 2025
- ▶ → **POPULAR + POLITICAL EDUCATION TO RUN LOCAL CAMPAIGNS** →
 - Member Convening to ratify organizational issue cuts
 - Local issue cuts to run strategic campaigns and win tangible change in housing and a just transition
 - Leverage federal funds and call out billionaires and corporations
 - PAYBAC (Pennsylvanians Against Yass Billionaires + Corporations)



LOOKING AHEAD

TRAINING + LEADERSHIP DEVELOPMENT

16 New Member Orientations → Recruit 540 new dues-paying members
4 1-Day Leadership Trainings → Train 140 new leaders
First Time Candidate Training Series
Local issue cut and strategic campaign training series

ORGANIZING THROUGH THE ELECTION

Run 4 candidates in competitive red to blue state house districts
Knock on 150,000 doors
Make 300,000 phone calls
Flip 3 state house districts

POPULAR EDUCATION + LOCAL CAMPAIGNS

50 member-leaders at annual Member Convening
4 local issue campaigns, connected by leveraging federal funds + identifying corporate target
2,500 new supporters through summer list-building campaign

SHARPENING INTERNAL SYSTEMS TO ~~WORK~~ ORGANIZE SMARTER, NOT HARDER

Automating member leader ladder in EveryAction
Monthly skills training series for frontline staff



ALEX WALLACH HANSON

EXECUTIVE DIRECTOR, PA UNITED

Alex has been with PA United since its founding in 2017, and a community and political field organizer for over a decade. Alex built PA United's dues paying membership program, developed PA United's deep canvassing program that contacted over 1 million voters in 2020, and led PA United's Our Communities Can't Wait Slate, a candidate recruitment, training, and campaign program for 24 of our members to run for local office in 2021. He was most recently a Senior Advisor on Sara Innamorato's successful County Executive campaign.

ABOUT US

Pennsylvania United was founded in 2017 to build long term organizing infrastructure in the small cities and towns across Western PA that had been left behind by industry, both political parties, and progressive organizations.

PA United was born out of Pittsburgh United, a coalition of community, labor, and environmental organizations founded in 2007 on the idea that all economic development needs to center community, workers, and the environment. These values are still the core values of PA United today.

Over the past six years, we have built a multi-racial, multi-generational membership organization with six chapters, over 500 dues paying members, and a track record of winning issue and political campaigns.



3 THINGS WE ARE EXCITED FOR

▶ *Allegheny County Decarbonization Alignment*

After electing a trio of powerful progressive elected officials, we now have the opportunity to leverage the Inflation Reduction Act to create massive changes in our economy and our environment.

▶ *Re-Electing Congresswoman Summer Lee*

Summer helped started a political revolution in Allegheny County in 2018 and has been a national leader on student debt, the Green New Deal, and campaign finance reform. We are all in to make sure she can keep being a progressive leader!

▶ *Expanding Our Governing Majorities*

We have three small cities where our members are a majority block on council. We leverage this power to pass tenant protections, climate action plans, and more, and are recruiting candidates to expand in 2025.



LOOKING AHEAD

April 23rd Primary

Re-elect Summer Lee and down
ballot progressive champions.

Summer

Voter registration, vote by mail sign
ups, and deep canvassing.

Fall

Deep canvassing and Get Out
the Vote.

Post-Election

Election Protection, (hopefully)
celebration, and preparing for 2025 local
elections.