



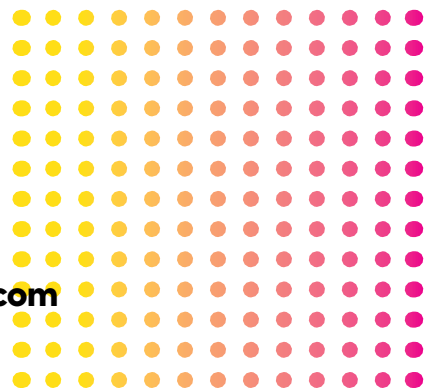
2024

Impact

Report



SISTER DISTRICT  
PROJECT



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From the Cover: SD NYC volunteers heading out to canvass for Pennsylvania House candidate Anna Thomas (bottom row, third from the left)

# Message from the Director

Dear Friends,

With our 2024 Impact Report, I want to take a moment to reflect on what we've accomplished together. While the presidential outcome was not what any of us had hoped for, our wins in the states underscore the power of grassroots organizing and the enduring impact of our efforts. In 2016, Democrats held majorities in just 29 state legislative chambers. Now, they control nearly 40.

All of this is thanks to you. This year, we were able to endorse more candidates than ever before, and reach out to more than **2 million voters**, making a whopping **62% of calls** for our top targeted candidates. We generated over **\$2 million** to elect state lawmakers and boost our local organizing partners, raising an average of **13% of total contributions** for our top targeted campaigns. We provided best-in-class campaign services and critical strategic advice, rooted in the latest data and research. And 83% of our candidates were women or nonbinary, 43% were people of color, and 28% had never run for a state legislative seat before.

Together, we flipped critical seats in the **North Carolina House** and the **Wisconsin Senate**, breaking GOP supermajorities and ensuring that Democratic governors can protect voting rights, abortion access, and so much more. In **Pennsylvania**, we defended our hard-fought

Democratic majority in the House; in **Georgia**, your support fueled digital ad campaigns that encouraged voters to show up for downballot candidates; and in **Minnesota**, we preserved Democratic control in a pivotal special election. Altogether, **we endorsed 53 candidates in 9 states and won 31 races**—an impressive feat in today's polarized landscape.

Our wins this year, along with our work over the last eight years, are an integral part of the Democratic power that will serve as a critical bulwark against the threats of a second Trump administration and Project 2025.

None of this would be possible without you. Every phone call made, postcard written, and dollar donated played a role in strengthening our democracy. You've proven once again that ordinary people, when united by a shared vision, can achieve extraordinary things.

As we look ahead, we carry the lessons of this cycle forward. The road to a more just and equitable future runs through state legislatures, and we're already laying the groundwork for 2026.

From the bottom of my heart, thank you for your passion, your resilience, and your belief in this movement. Together, we are making history.

With gratitude,

**Lala Wu**  
Executive Director and Co-Founder



# By the Numbers

# \$2M+

INVESTED TO SUPPORT STATE LEGISLATIVE CANDIDATES AND LOCAL PARTNERS ++

# 4K+

FELLOWSHIP HOURS BY 32 RISING STAR ORGANIZERS

# 80K

AVERAGE CALLS PER TOP TARGETED CANDIDATE

# 2M+

VOTERS REACHED OUT TO

# 930

930+ EVENTS ORGANIZED BY VOLUNTEERS

# 62%

OF CANDIDATE MONEY RAISED BEFORE SEPTEMBER 1

# 53

CANDIDATES

# 8

8 STATE BRIDGES PARTNERS+

# 13%

OF TOP TARGETED CANDIDATES' TOTAL BUDGETS RAISED (ON AVERAGE)



SD staff and volunteers canvassing for Karen Gresham during GOTV



Our team is going to rally and thrive in 2025.

—Lisa Flom,  
SD NYC Team Leader

See the Program Stats section for a full compendium of facts and figures.

Metrics are associated with Sister District Project (SDP) (527/PAC) unless noted with an ++, indicating cumulative impact of SDP and Sister District Action Network (SDAN) (501(c)(4)) or +, indicating SDAN.



# Our Programs

Our work focuses both on the urgent electoral needs of each year and building infrastructure to gain power over the long term.

# An Overview of Our Programs

With Republicans now in control of the White House and both houses of Congress, and the incoming Trump administration having pledged to gut federal power and continue transferring power to the states, our mission to build power in state legislatures is more important than ever to make progress on key issues, from abortion to climate to democracy itself.



SD San Francisco leaders with AZ State House candidate, Nicholas Gonzales

## 01 Win Urgent Elections (SDP)

**Volunteer Firepower:** Supporting majority-making candidates with dollars, dials, and more

**Campaign Services:** Powering top tier campaigns with technical assistance and evidence-based support

**Fellows Program:** Preparing students and career switchers for jobs in organizing

**Future Winners:** Providing training and community support for candidates who lost but should run again

## 02 Build Long-Term Infrastructure (SDAN)

**Purple District Network:** Strategizing with frontline lawmakers to build power, even if not in the majority

**State Power Table:** Convening national organizations that support state lawmakers with State Innovation Exchange and the Pipeline Fund ■

**State Bridges:** Fundraising and awareness for state partners doing year-round organizing in battleground states

**Narrative Change:** Elevating the power and promise of state legislatures through media ■

**Research:** Studying the “hidden turnout problem” of downballot roll-off—when voters don’t vote all the way down the ballot

■ Indicates fully nonpartisan work



From direct fundraising support to doubling our volunteer capacity, [Sister District] is one of the **most fruitful partnerships we have** at the state legislative level.

—Elsa O’Callaghan,  
Executive Director of the  
Arizona Democratic Legislative Campaign Committee

We envision a country where all people enjoy health, wealth, fairness, and freedom, driven by progressive state legislatures.



**ELECT  
PRO-CHOICE  
STATE LEADERS  
NOW!**



SISTER DISTRICT  
PROJECT

**Defying  
the Odds  
Downballot**

# Outperforming the Top of the Ticket



**In 2016, Democrats held majorities in just 29 state legislative chambers. Today, they control nearly 40.**

The power that we collectively built in the states largely withstood the rightward shift at the top of the ticket in 2024—a testament to the last eight years of massive organizing and movement-building spurred by the first Trump administration.

Although the presidential race did not go as any of us had hoped, Sister District and Democrats saw critical downballot wins that will have a tangible impact on millions of lives.



SD San Francisco poses with NV State Senate candidate Dallas Harris at their Bid for More in '24 fundraising auction

# Chamber Victories

Sister District endorsed 53 candidates (our most ever!) in 9 states and won 31 races. Our candidates ran in some of the most competitive races in the country, with over half decided by less than 5%, and 30% decided by less than 3% of votes. Our wins were a critical part of major chamber victories, including:



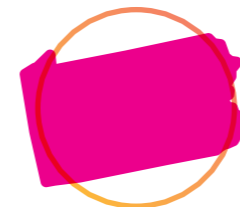
## Breaking the GOP supermajority in the North Carolina House.

We worked with Dante Pittman to flip North Carolina HD-24, which helped Democrats break the supermajority and give incoming Democratic Governor Josh Stein veto power.



## Breaking the Republican supermajority in the Wisconsin Senate.

We worked with Jodi Habush Sinykin and Kris Alfheim, two critical pickups that broke the supermajority and set the stage for Democrats to flip when the rest of the chamber is up in 2026.



## Maintaining control of the Pennsylvania House.

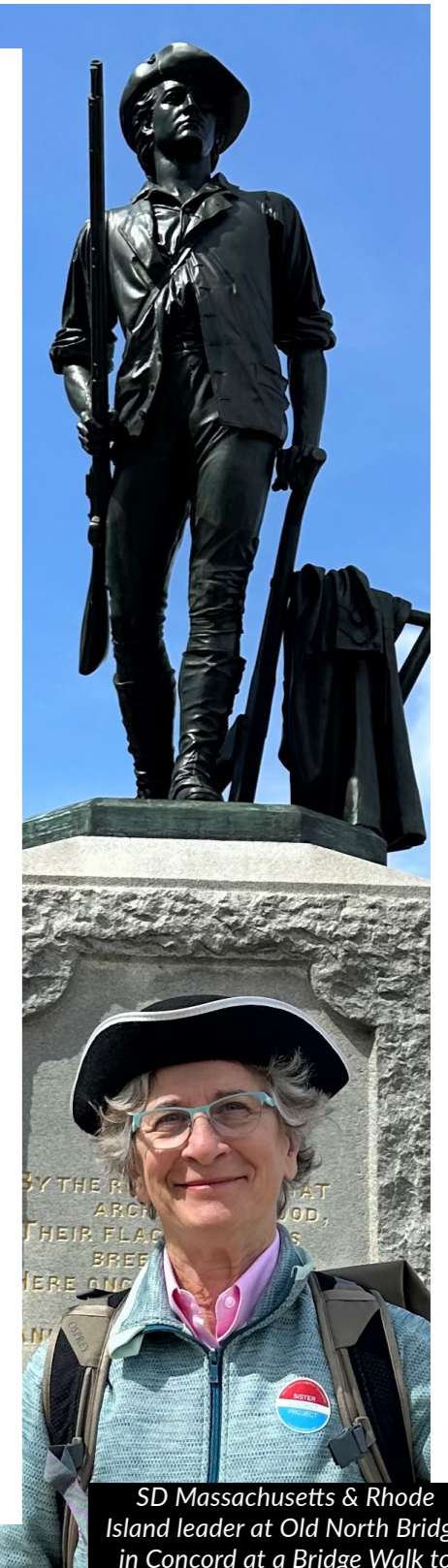
We worked with Representative Mandy Steele on her successful reelection bid, which was crucial to ensuring that Democrats maintained their very narrow control of the House.



## Maintaining control of the Minnesota Senate.

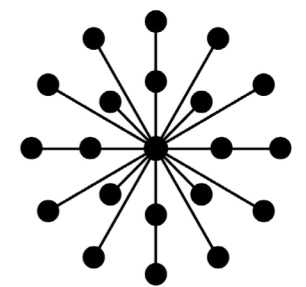
We supported Sister District alumna Ann Johnson Stewart, who won the Minnesota SD-45 special election, keeping the Minnesota Senate blue.

For more detail on chamber outcomes, see the Program Stats section.



SD Massachusetts & Rhode Island leader at Old North Bridge in Concord at a Bridge Walk to benefit our State Bridges partners.

# Candidate Wins

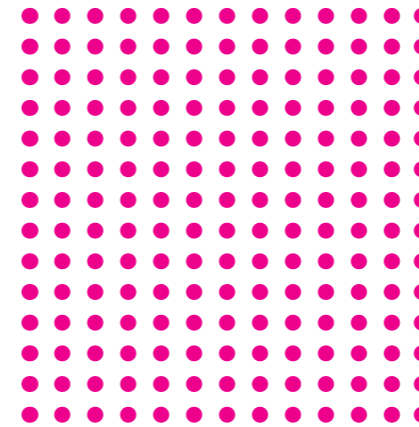




# Our Electoral Impact



Undaunted by the fog, several Bay Area teams gathered for a Bridge Walk at the Golden Gate Bridge to benefit our State Bridges partners



**\$1.4M+**

Raised \$1,410,289 in small dollar donations for candidates

**\$525k**

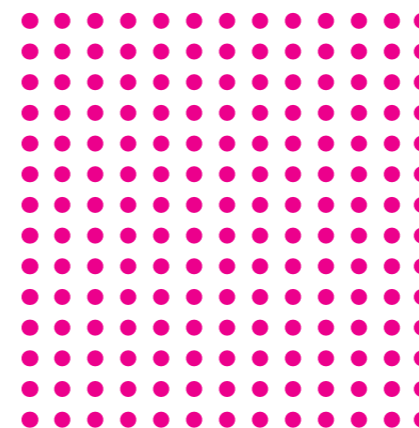
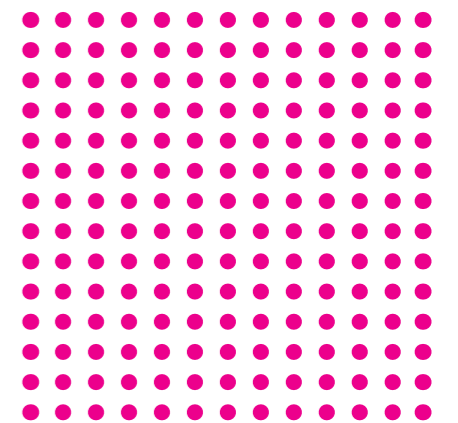
Invested in evidence-backed mail and digital ads to reduce downballot roll-off

**2M+**

Reached out to 2,074,595 voters by phone, postcards, and doors

**930+**

Volunteers hosted 934 virtual and in-person events for candidates



**13%**

Average raised of top targeted candidates' total budget

**80k**

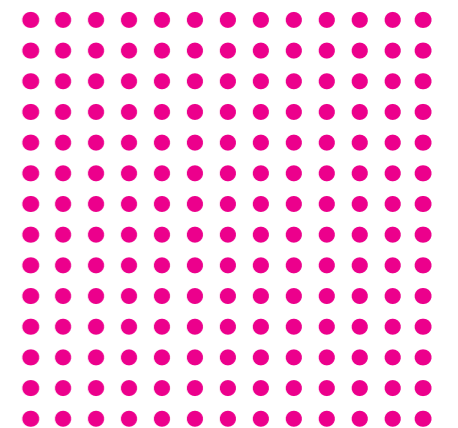
Average of 79,269 calls for each top targeted candidate

**62%**

Candidate money raised before September 1

**32**

Rising star organizers contributed 4,186 hours as part of our Fellowship program



# 181 Votes to Win in North Carolina



**WOODSON BRADLEY**  
**NC SD-42**



Senator-Elect Bradley ran as a first-time candidate for the North Carolina Senate taking on a longtime Republican activist under heavily gerrymandered maps. She ran a principled campaign centered on reproductive rights, commonsense gun safety, and strong public schools—and **won by an incredible 181 votes.**

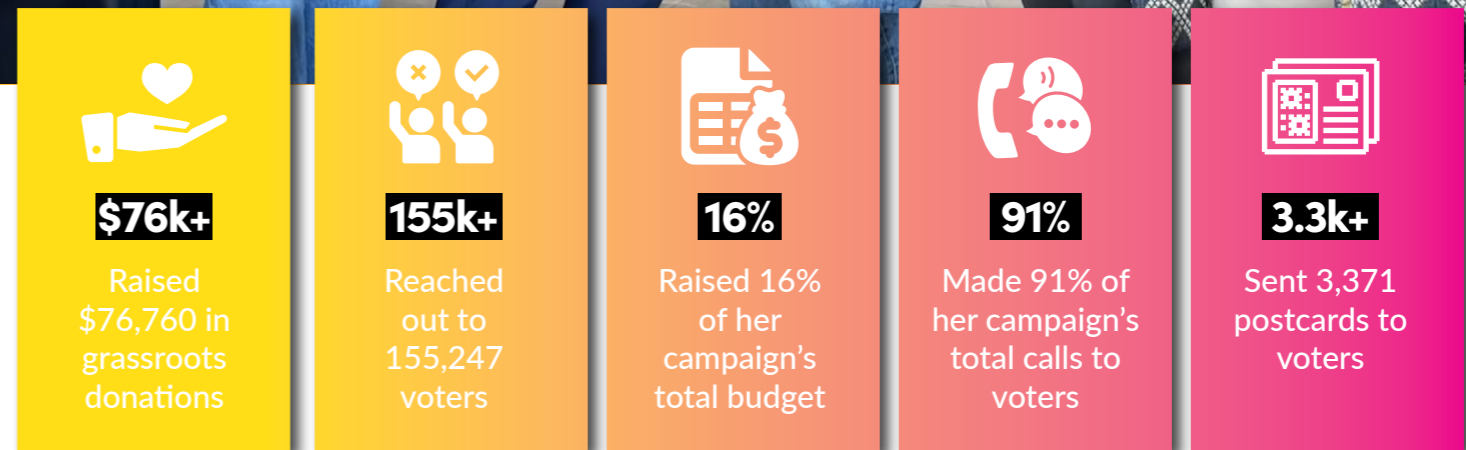


**The fundraising was off the charts. I couldn't believe how effective the phonebanking was. I have a new family of 'Fierce Friends,' and it did more for my confidence and morale than anyone could possibly imagine. [Sister District] should give every consultant/group lessons on chemistry, energy, and engagement.**

*Woodson Bradley*  
*North Carolina Senator-Elect*



*SD Los Angeles hosted Senator-Elect Woodson Bradley for a fabulous fall fundraiser.*



# History Made in Arizona



## LORENA AUSTIN AZ LD-9 HOUSE

In 2024 we endorsed Representative Austin for the second time. Rep. Austin fought boldly against a MAGA extremist, advocating for affordable housing, climate justice, LGBTQIA+ rights, and more. Winning by fewer than 4,000 votes, Rep. Austin made history as the first openly nonbinary legislator reelected to the Arizona House.

**Rep. Austin also participated in our Purple District Network program, and we partnered with Teen Vogue to profile their campaign in the lead-up to the election.**



Sister District's Executive Director snaps a selfie with Arizona Representative Lorena Austin

Across both election cycles, the Sister District community raised \$120,118 and reached out to 120,477 voters to help Rep. Austin win. Although we were not able to flip Arizona this time, we continue to build on our years of engagement in the state to work toward future flips.

# Outperforming Trump in Wisconsin



## LEE SNODGRASS WI AD-52

Assemblywoman Snodgrass unapologetically ran as one of the few LGBTQIA+ members of the Wisconsin Assembly. Despite representing a district that voted for Trump, she secured a hard-fought victory by fewer than 5,000 votes.

This is our second time supporting this outstanding candidate. In 2024, the Sister District community raised nearly 30% of her campaign's budget, with an average donation of just \$27. Our Sister District Chicago team also traveled to Wisconsin, knocking on over 1,000 doors to help secure her win.



Love Sister District! 🙌

- snodgrassforwi and 2 others  
Appleton, Wisconsin
- snodgrassforwi Can't help but have a full heart for the fantastic Sister District volunteers who drive up from Greater Chicago to help me with our first GOTV weekend!  
1w
- ldurkin1234 And we love you Lee!  
1w Reply
- sisterdistrictchicago Love. To. See. It.  
1w Reply
- wellturnedwords And we love you!!  
1w 1 like Reply
- ludems We love our Illinois Dems!!  
1w 1 like Reply

30 likes  
October 19

Log in to like or comment.

# These Boots are Made for Walkin'



Sister District staff kicking off an afternoon on the doors with Arizona Representative-Elect Kevin Volk

## KEVIN VOLK AZ LD-17 HOUSE

Kevin Volk is a first-time candidate and Tucson native who won a tough race in a district where Republicans had a 9% voter registration advantage over Democrats. In fact, Republicans dominated other legislative races in Southern Arizona—but couldn't defeat Representative-Elect Volk.



SD Sacramento leader with Arizona Representative-Elect Kevin Volk at their chapter's meet and greet fundraiser



Rep. Elect Kevin Volk with Sister District volunteer in Sacramento



Kevin Volk @KevinVolkAZ  
Feeling worn out? If this pair of shoes can make it through Election Day, so can you!  
7 days left to give it our all - let's do this! #LD17



7:55 PM · Oct 29, 2024 · 700 Views

**\$63k+**  
Raised \$63,912 in grassroots donations

**82k+**  
Reached out to 82,332 voters

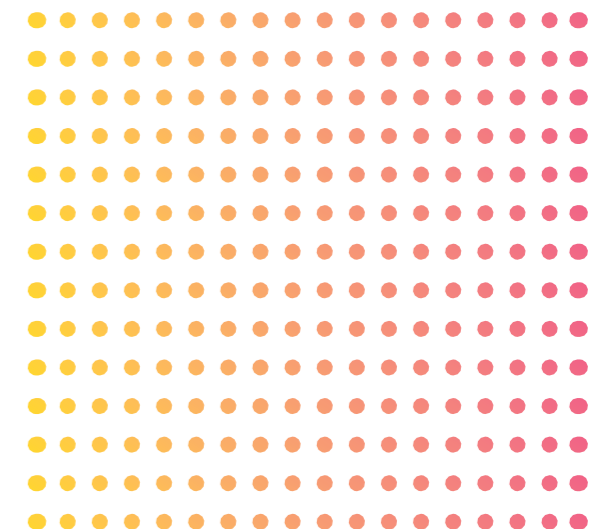
**13%**  
Raised 13% of his campaign's total budget

**79%**  
Made 79% of his campaign's total calls to voters



Working with Sister District was one of the highlights of my experience running for office.

Kevin Volk  
Arizona Representative-Elect



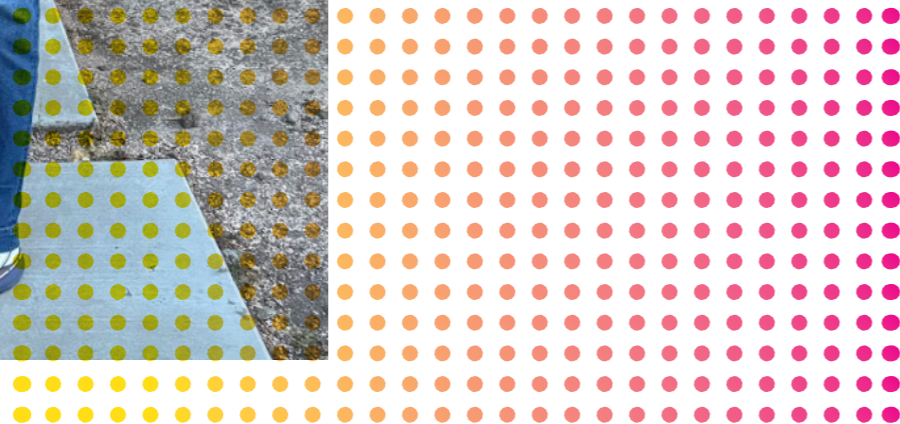
# Bringing Science to the Statehouse

**JASMINE CLARK**  
**GA HD-108**



**Sister District was undoubtedly a crucial part of the campaign's successes!**

*Dr. Jasmine Clark*  
*Georgia Representative*



All photos: GA State Representative Dr. Jasmine Clark and Sister District Yolo volunteers at fundraisers in California



**Sister District first supported Rep. Dr. Clark in 2020, and was proud to endorse her again in 2024.**

Representative Dr. Jasmine Clark is a microbiologist and professor at Emory University. Rep. Dr. Clark has long been a strong advocate for reproductive rights, voting rights, environmental protection, public education, and more.

In 2024, Sister District volunteers raised nearly 10% of her campaign's total budget, reached out to 47,762 voters, and hosted Rep. Dr. Clark at a packed fundraiser in Davis, CA.



# Combating Downballot Roll-Off

In 2024, we took on an ambitious project that is fundamental to building power in the states: **understanding and combating downballot roll-off**, which happens when voters tick the top, but not the bottom, of their ballots.

State legislative races are often decided by just a few hundred—or even a few dozen—votes. By convincing just a fraction of existing Democratic voters to vote all the way down their ballots for state legislative races, we could see **significant changes in electoral outcomes**.

This year, Democratic state legislative candidates notched key wins, outperforming the top of the ticket in some place, and benefiting from an increase in roll-off among Republican voters. Deeper analysis will take time, but Democratic voters are beginning to understand the importance of voting downballot.

## 01 Phase 1: Identifying Who Rolls Off and Why

In the first phase of the project, we partnered with Data for Progress. We discovered a stark difference in state legislative roll-off between the two parties. Historically, Democrats tend to experience much more roll-off than their Republican counterparts.

We publicly shared our research findings about the roots of roll-off behavior: who roll-off voters are, and the beliefs about states and state-level voting that deter them from voting all the way downballot.

## 02 Phase 2: Messaging to Get Out the Downballot Vote

The second phase of this project put our research findings into action.

We used the foundation of our research to develop a new, comprehensive resource: the **Downballot Voter Toolkit**, which provides effective, research-backed materials, including messaging guidelines and downloadable static and video ads, to encourage voters to vote all the way down the ballot. All assets are free and available to the public.



## The Ads

The video ad, “Determination,” (above) motivates and empowers voters to vote all the way down the ballot. Six static ads (images) are also available for use (seen on next page). Our collaborators at A–B Partners created and tested all ads.



**\$525k invested in downballot roll-off mail and digital advertising**



**69 additional organizations in 25 states downloaded the ads**



**to reach nearly 110k voters through our independent expenditure and coordinated partners**



**200+ donors, partners, researchers, and lawmakers received our Toolkit kickoff briefing**

# Top Performing Messages



**IN CLOSE STATE ELECTIONS, EVERY VOTE CAN MAKE THE DIFFERENCE.**


Many state elections are won by razor-thin margins. This year, the polls show a dead heat and just a few votes can flip a state house.

Fill out your ballot all the way down. Vote Democratic top to bottom.

**IN CLOSE STATE ELECTIONS, EVERY VOTE CAN MAKE THE DIFFERENCE.**

In 2022, just a few votes flipped state houses and this year, the polls show a dead heat.

Fill out your ballot all the way down. Vote Democratic top to bottom.



**IN CLOSE STATE ELECTIONS, EVERY VOTE CAN MAKE THE DIFFERENCE.**

Democrats are more likely than Republicans to stop voting after ticking the box for President. But that can change this year.

Fill out your ballot all the way down. Vote Democratic top to bottom.

**VOTE DOWN THE BALLOT TO PROTECT OUR REPRODUCTIVE FREEDOM.**

Abortion is on the ballot in 2024, and the fight is in the states. Fight to protect our freedoms.

Fill out your ballot all the way down. Vote Democratic top to bottom.



**VOTE DOWN THE BALLOT TO PROTECT OUR REPRODUCTIVE FREEDOM.**

21 states have passed abortion bans. Abortion is on the ballot. Fight to protect our freedoms.

Fill out your ballot all the way down. Vote Democratic top to bottom.



**VOTE DOWN THE BALLOT TO PROTECT OUR REPRODUCTIVE FREEDOM.**

Republican legislatures in 21 states have passed abortion bans. We cannot let them continue. Fight to protect your freedoms.

Fill out your ballot all the way down. Vote Democratic top to bottom.

## Our Votes Can Make the Difference

In state legislative races, every vote absolutely matters—dozens or hundreds of votes can flip seats and even entire chambers. This message helps voters over the hurdle of feeling like their vote doesn't matter.

## Reproductive Freedom

State legislators have critical authority over abortion. Many voters care deeply about this issue, but do not realize that state legislators have the most power to determine reproductive freedom.

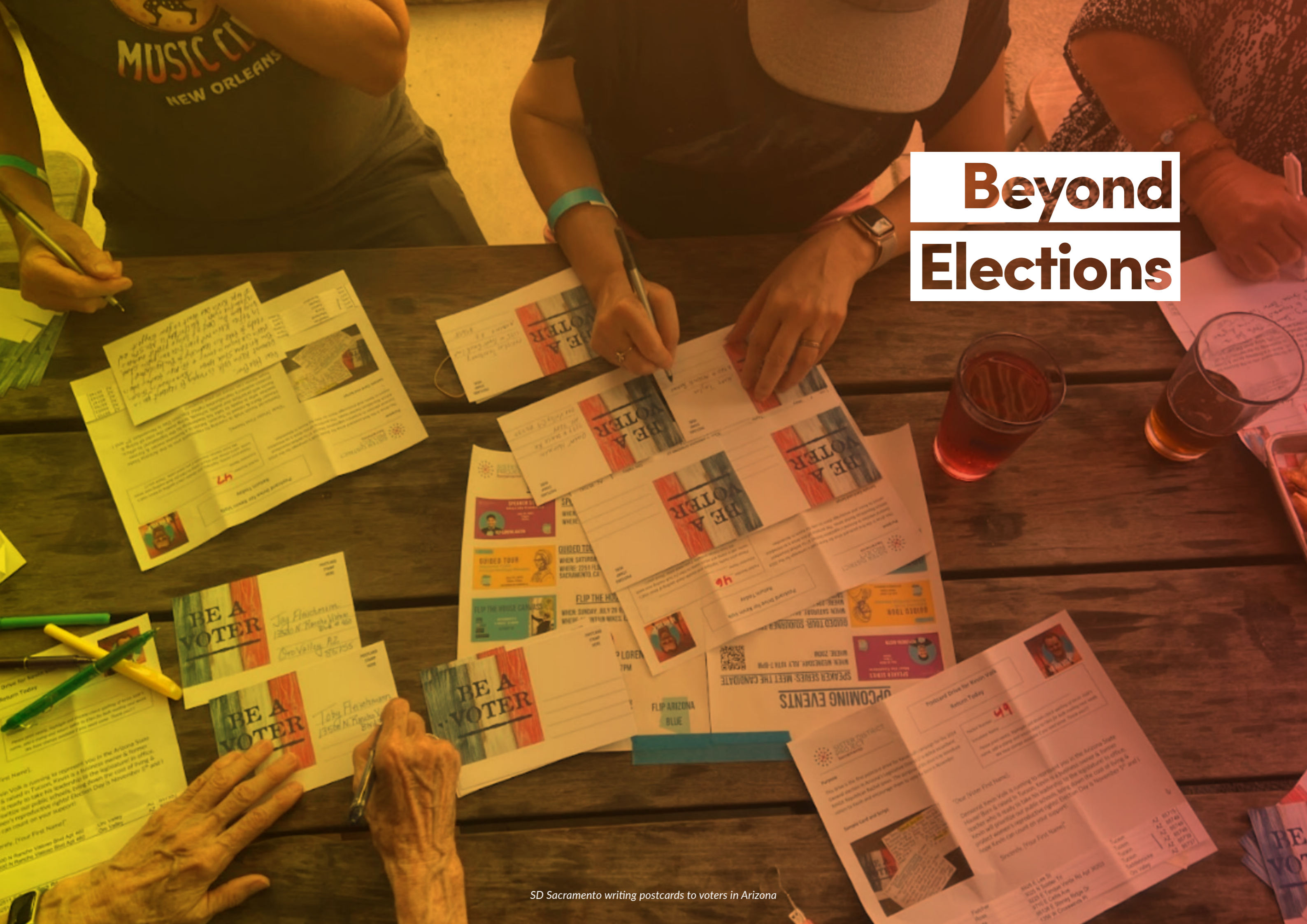


Sister District CA Peninsula sharing their recruitment in '24 team postcards



Sister District volunteer supporting reproductive rights

# Beyond Elections



SD Sacramento writing postcards to voters in Arizona



# State Bridges

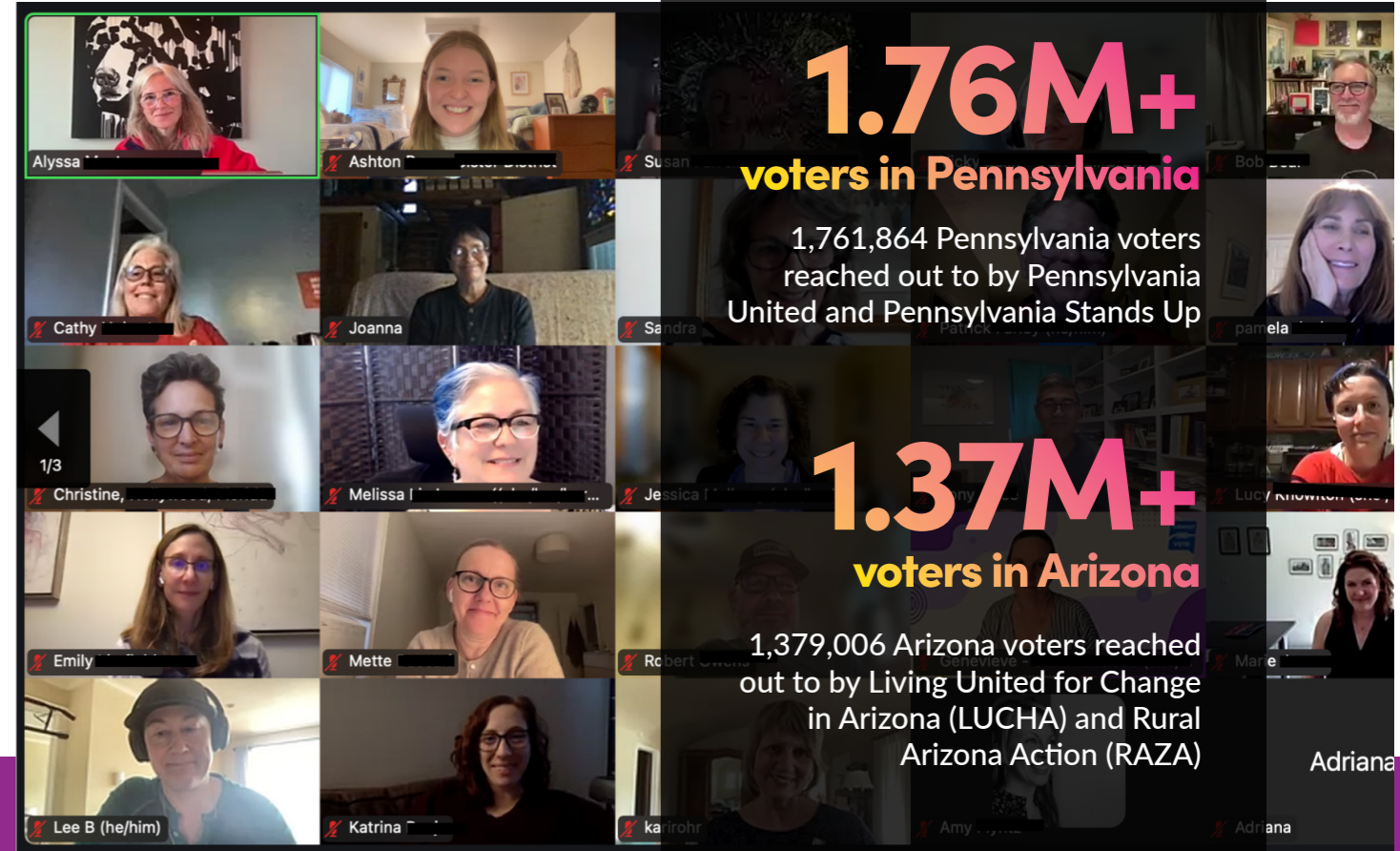


## Long-Term Organizing Powered 2024 Victories (SDAN)

Our State Bridges program lays the groundwork for electoral victories in key states by elevating the profile of and fundraising for local power-building organizations.

Since launching this program in 2021, we have raised nearly \$900k for our partner organizations, including **\$384,874 in 2024 alone**. Many of our volunteers also become loyal donors, growing our partners' network of supporters nationwide.

For more data on our State Bridges program, see the Program Stats section.

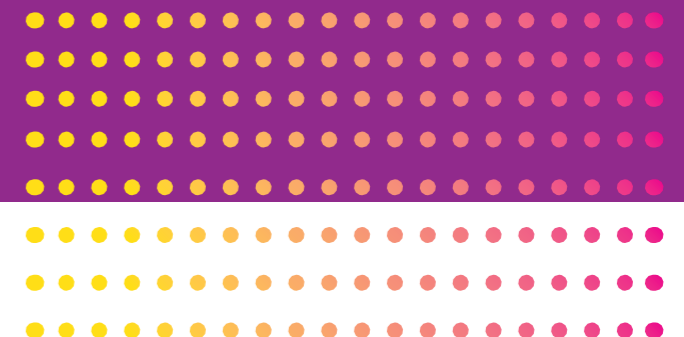


State Bridges is an amazing program; it connects activists with action, [and] their support enables us the flexibility we need to try new and exciting things.

—Danielle Atkinson  
Founding and National Director of Mothering Justice

In 2024, we supported organizations in the battleground states of Arizona, Pennsylvania, Michigan, and Wisconsin.

Investing in these state-based partners means we can force multiply our effect on the ground.



# Supporting Frontline Legislators (SDAN)

## Winning an election is just the beginning.

SDAN's Purple District Network is the only state legislator network exclusively focused on providing support to state legislators in swing districts, who face challenges that are distinct from their colleagues. Our members are joining a flourishing community for peer-to-peer learning with lawmakers from other states to exchange ideas and tools so they can best serve their communities.

For more about the Purple District Network, see the Program Stats section.

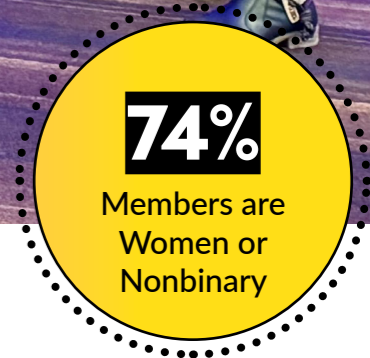
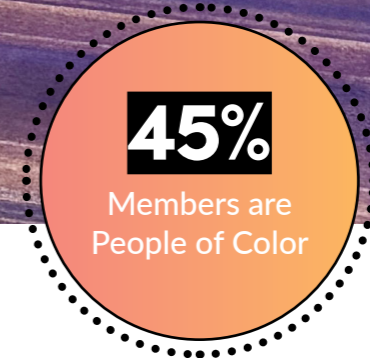
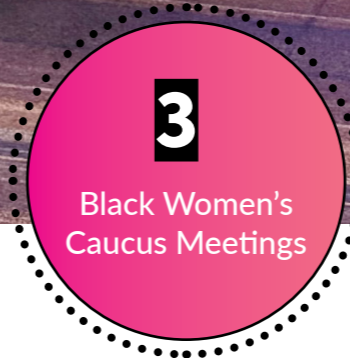
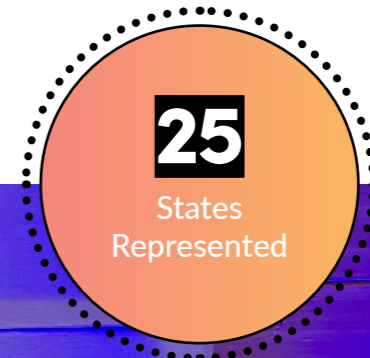


The support from the Sister District community has been invaluable this year. From amplifying our legislative wins to providing resources that help us better serve our constituents, I'm grateful for this partnership that strengthens our ability to lead and govern effectively.

—Representative Shea Roberts, Georgia House District 52



SDAN Staff connect with Purple District Network Legislators at the 2024 State Innovation Exchange conference.



# Narrative Change



With a Republican Party bent on dismantling federal oversight, state legislatures are more powerful than ever, but liberal voters have lagged their conservative counterparts in understanding and prioritizing state legislatures.

Our Narrative Change program seeks to shift that through virtual events, digital outreach, and collaboration with organizational partners.

For more details on our Narrative Change program, see the Program Stats section.

## Organizational Partners

- ▶ Red Wine & Blue
- ▶ Teen Vogue
- ▶ Daily Kos
- ▶ The Downballot
- ▶ Lemonada Media
- ▶ Crooked Media
- ▶ Vote Save America
- ▶ White Dudes for Harris

## Speakers and Collaborators

- ▶ Heather Cox Richardson
- ▶ Julia Louis-Dreyfus
- ▶ Erin Reed
- ▶ VA Sen. Danica Roem
- ▶ TN Rep. Justin Jones
- ▶ Jonathan Van Ness
- ▶ Ari Berman
- ▶ David Daley
- ▶ Jessica Craven
- ▶ Robert Hubbell

## Issues

- ▶ Reproductive justice
- ▶ LGBTQIA+ rights
- ▶ Voting downballot
- ▶ Voting rights
- ▶ Democracy protection



SD Sonoma West County's Dance It Blue fundraiser for an Arizona candidate



# Program Stats



Sister District Yolo braves the heat at their summer community-building event

## Chamber Outcomes

### Pennsylvania

Democrats **held the one-seat majority in the Pennsylvania House**. This outcome is especially impressive considering that every statewide race on the ballot (president, U.S. Senate, attorney general, auditor general, and state treasurer) went to the Republican.

We have worked in Pennsylvania since 2018, supporting candidates and local organizations. Some highlights of our work in 2024 and over the last four cycles include:

- ▶ Supported 3 winning candidates of 4 total in 2024
- ▶ Made 22 endorsements since 2018
- ▶ Invested \$1,193,351 in state legislative races
- ▶ Invested \$204,049 in State Bridges partners since 2021
- ▶ Provided support and training to 8 legislators through our Purple District Network

### North Carolina

Democrats **broke the right-wing supermajority in the House of Representatives**, giving Democratic Governor-elect Josh Stein veto power. Our four candidates fought hard races in the state with incredibly narrow wins, including one who won her race by **just 181 votes**.

We have worked in North Carolina since 2020, supporting candidates and local organizations. Some highlights of our work in 2024 and over the last three cycles include:

- ▶ Supported 3 winning candidates of 4 total in 2024
- ▶ Made 10 endorsements since 2020
- ▶ Invested \$581,887 in state legislative races
- ▶ Invested \$37,806 in State Bridges partners since 2021
- ▶ Provided support and training to 13 legislators through our Purple District Network



SD Portland+ at a bridge walk to support our State Bridges partners

### Wisconsin

Democrats **broke the Republican supermajority in the Senate**. When the rest of the chamber is up for grabs in two years, we now are within **striking distance of a flip**. And, in the Assembly, we went from a 15-seat deficit to needing just 5 seats to gain a majority in 2026.

We have worked in Wisconsin since 2020, supporting candidates and local organizations. Some highlights of our work in 2024 and over the last three cycles include:

- ▶ Supported 9 winning candidates of 14 total in 2024
- ▶ Made 18 endorsements since 2020
- ▶ Invested \$506,969 in state legislative races
- ▶ Invested \$157,902 in State Bridges partners since 2021
- ▶ Provided support and training to 5 legislators through our Purple District Network

### Minnesota

Democrats **held the Senate majority**. We supported Ann Johnson Stewart, who we first helped get elected in 2020, in a must-win special election this year. We also supported two winning candidates in the House. Democrats lost three seats in the House to bring the total makeup to a tie, however this is still a net gain over 2016—when Republicans held a 20-seat majority.

We worked in Minnesota in 2020 and 2025, supporting 5 candidates in 6 races. During those two cycles, we invested \$119,280 yielding 5 winning campaigns. We have also provided support and training to 5 legislators through our Purple District Network.

### Arizona

Democrats faced difficult headwinds in Arizona this year. Trump won the presidential race there by 52.2%, and Vice President

Harris received only 46.7% of the vote. Still, **3 of our 7 candidates won**—including a challenger, Kevin Volk, who flipped his Tucson-area seat from red to blue. Overall, Democrats lost a net of 1 seat in the Senate and 2 seats in the House.

### Nevada

This was Sister District's second cycle working in Nevada, where we supported three candidates total—two for the second time since 2022. Our two alumnae candidates won their races, while our third endorsee, Dallas Harris, lost by fewer than 900 votes—an incredibly narrow 1.17% loss. This year, Democrats **held on to confident majorities** in both chambers but were unable to achieve a veto-proof supermajority to insulate against Republican Governor Joe Lombardo.

### Michigan

Though a Democratic success story for the last several cycles, this year Trump won Michigan by just over 80,000 votes. Downballot was no different, and Democrats unfortunately lost their extremely narrow majority in the House of Representatives. We supported candidates in 8 races this year—6 of which were decided by less than a 10% margin.

### Georgia

Although Biden narrowly carried the state in 2020, Trump took it with 50.7% of the vote this year. We supported four candidates in the House of Representatives, three of whom won—including our two alumnae candidates. In 2016, Republicans had a near-historic peak of control in the House, with 118 of 180 seats. Although they still hold a majority, their lead has narrowed considerably—having lost a net of 17 seats since 2016.



SD Greater Chicago gearing up to knock doors with Michigan House candidate Shadia Martini (second from the left)

### New Hampshire

Democrats needed to flip three seats in the Senate and four seats in the House in order to flip each chamber. Unfortunately, they lost some ground in both. We supported six candidates in the state, three of whom won. Three of our endorsed House races were decided by **margins of less than 1%**.

### Candidate Support

#### Fundraising

- ▶ \$1,410,436 directly to candidates
- ▶ \$525,000 to independent expenditures and coordinated partners
- ▶ 33,192 total donations
- ▶ \$54,243 (on average) to our top targeted candidates
- ▶ 13% of top targeted candidates' total budgets (on average) raised
- ▶ 62% of candidate funds (on average) were raised before Sept 1
- ▶ Average donation size for top targeted candidates was \$42

### Field Outreach

Reached out to 2,074,595 total voters, through:

- ▶ 1,981,733 calls
- ▶ 83,503 postcards
- ▶ 9,359 doors

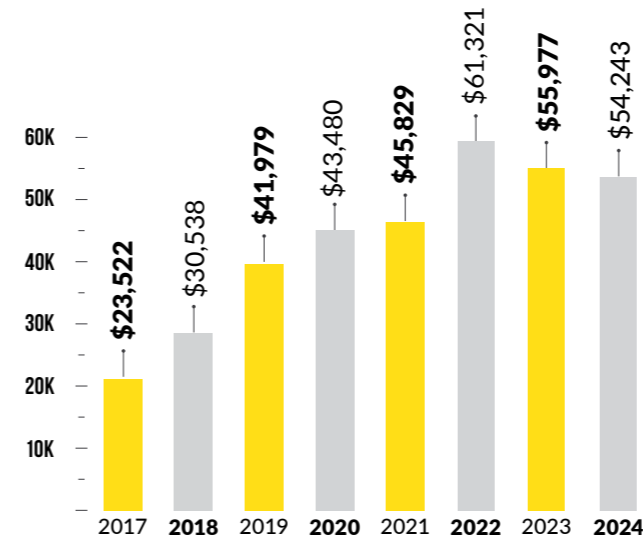
On average:

- ▶ 79,269 calls per top targeted candidate
- ▶ 62% of our top targeted candidates' calls came from Sister District

#### Demographics

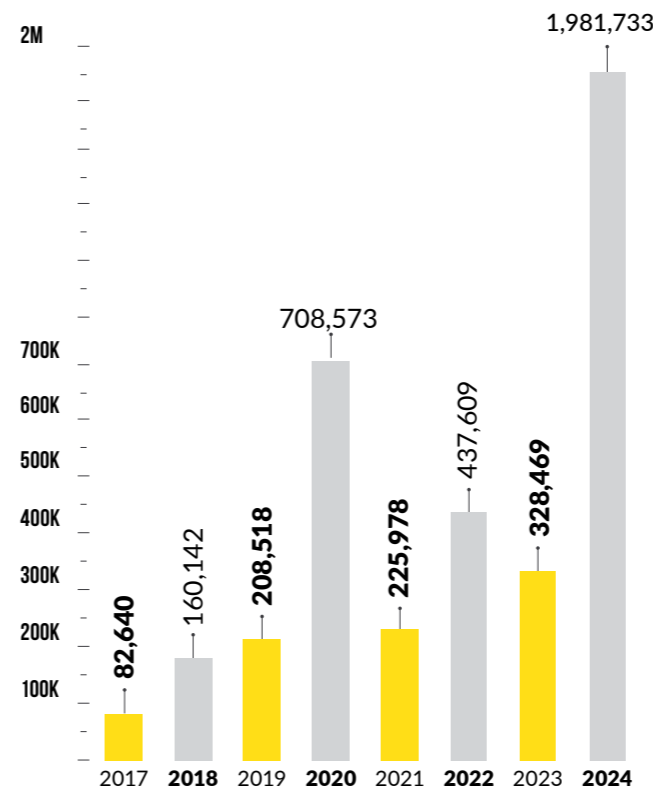
- ▶ 53 candidates received a strategic mix of volunteer field and fundraising support, campaign services, digital fundraising, and direct contributions
- ▶ 21 top targeted candidates received the highest tiers of support
- ▶ 83% were women or nonbinary
- ▶ 43% were people of color
- ▶ 23% were under 40 years old
- ▶ 19% identified as LGBTQIA+
- ▶ 28% were first-time state legislative candidates

### Fundraising over time



Average money raised per top targeted candidate since our founding.

### Calls over time



Totals calls made since our founding.

### Candidate Services

Through our Campaign Services program, Sister District's political team provides individualized support to our candidates and their staff, leveraging their years of experience to help fill gaps. Campaigns view Sister District staff as experts on building strong field campaigns, offering both guidance and hands-on help to achieve campaign goals. This year, we completed **more than 100 special projects**, including:

- ▶ Building voter universes for candidates
- ▶ Helping candidates hire key staff
- ▶ Advising candidates on paid communications and digital strategies
- ▶ Helping candidates navigate vendor relationships
- ▶ Advising candidates on field and get-out-the-vote (GOTV) plans
- ▶ Hosting candidate messaging and communications trainings

### Campaign satisfaction

We survey our candidates and their staff twice during the electoral cycle to assess how well we're doing and what we could improve. This year, our campaigns were highly satisfied with the work Sister District did to help their campaigns. People representing 39 campaigns responded. *This scale has a total of 10.*

- ▶ In relation to other national groups that provided you with fundraising support, how valuable was Sister District? **Average rating: 9.7**
- ▶ How satisfied were you with Sister District's field support of your campaign? **Average rating: 9.7**
- ▶ How satisfied were you with Sister District volunteers? **Average rating: 9.9**
- ▶ How satisfied were you with our lead political staff? **Average rating: 9.9**



SD Eugene hosting trivia

## Volunteers and Organizing

Sister District volunteers engage in a mix of activities, such as supporting our endorsed candidates through field and fundraising support, boosting our State Bridges partners with small dollar donations plus civic education and engagement. Most volunteers are organized into teams based on geography, and each team is assigned 1 to 3 candidates in a strategic state to support over an election cycle.

In 2024 we had:

- ▶ 14,399 new volunteers
- ▶ 71 chapters and affiliates
- ▶ 261 chapter leaders
- ▶ 546 phone banks
- ▶ 150 fundraisers
- ▶ 238 other events

### Sister District Summit

In February, we held our Seventh Annual Summit, featuring conversations with alumni candidates along with workshops and panels for discussing pressing issues. The virtual event featured special guests, including **Arizona Governor Katie Hobbs**, a keynote fireside chat with **Wisconsin's former Lt. Governor Mandela Barnes**, and panels of youth activists, volunteer leaders, and fundraising and digital organizing specialists.

### Volunteer Satisfaction

We survey our volunteer leaders twice during the electoral cycle to assess how well we're doing and what we could improve. This year, our volunteers were highly satisfied with being a part of the Sister District community and felt they truly contributed to our mission. *This scale has a total of 10.*

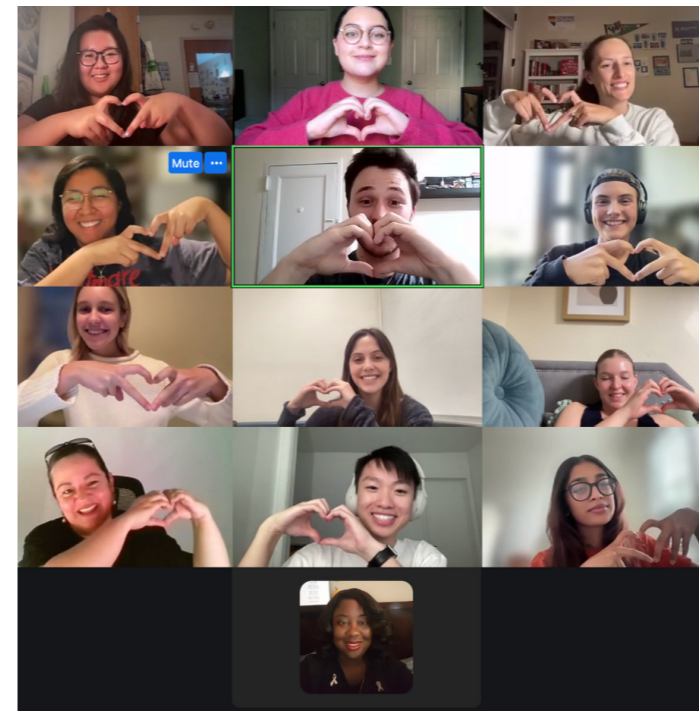
- ▶ How satisfied are you with the official Sister District candidates you were assigned to work with this cycle? **Average rating: 9.4**
- ▶ My team feels that they helped move the needle in critical state elections. **Average rating: 9.4**
- ▶ My team feels good about their work, even for Sister District candidates that did not win their races. **Average rating: 9.2**
- ▶ My team feels like a valued part of the Sister District organization. **Average rating: 9.6**
- ▶ My team feels energized to continue working with Sister District in 2025. **Average rating: 9.4**

## Fellowship Program

We hit another impressive milestone in 2024, with our most robust class of phone bank, GOTV, and fall organizing fellows yet. Participants completed a total of **32 fellowships** and a whopping 4,186 working hours. Our fellows—primarily high school students, college students, and career switchers—receive a generous paid stipend, and add critical capacity to our team while gaining valuable hands-on field experience to become future organizers, field and political directors, and campaign managers. Fellows supported our voter outreach, mobilization, candidate support, and digital efforts.

32 Fellowships:

- ▶ 18 Organizing Fellows
- ▶ 8 GOTV Fellows
- ▶ 3 National Phonebank Hosts
- ▶ 1 National Phonebank Fellow
- ▶ 2 Digital Fellows



Organizing Fellows year end party

## State Bridges (SDAN)

State Bridges helps us lay the groundwork for electoral victories in key states by

supporting local power-building organizations and the activists who lead them.

**\$890,319:** Amount raised for State Bridges partners since launch

2024 was the fourth year the State Bridges program was in effect, and we:

- ▶ Held 2 virtual fundraiser events
- ▶ Supported 8 organizations in 4 states
- ▶ Raised \$385,669 for partners
  - 6,957 individual donations
  - \$48,208 average donation per partner
  - \$98 average donation amount

### 2024 Partner Organizations:

- ▶ **Michigan:** Mothering Justice, We the People Michigan
- ▶ **Wisconsin:** Citizen Action of Wisconsin, WISDOM
- ▶ **Pennsylvania:** Pennsylvania Stands Up, Pennsylvania United
- ▶ **Arizona:** Living United for Change in Arizona (LUCHA), Rural Arizona Action (RAZA)

We launched State Bridges because the electoral gains we are eager to see are closely linked to the year-round efforts of grassroots organizing operations, often led by people of color and centering the voices of those most impacted by state policies.

- ▶ **50%** of 2024 State Bridges partner organizations are led by people of color
- ▶ **37%** of 2024 State Bridges partner organizations are led by women

## Purple District Network (SDAN)

The Purple District Network is the only state legislator network that exclusively focuses on providing support to state legislators in frontline districts. We build community among these leaders and provide them with the tools they need to best serve their



SD DC Metro Area and PA State House candidate Anna Thomas at a September fundraiser

communities. Cohorts are organized around the type of government the legislator is seated in—blue trifecta, red trifecta, or divided government—to promote targeted, actionable conversations.

**2024 Purple District Network Cohort**

- ▶ Number of state legislators: 91
- ▶ Number of states represented: 25
- ▶ Number of convenings held in 2024: 3
- ▶ Blue Trifecta: 16 members
- ▶ Red Trifecta: 20 members
- ▶ Divided Government: 55 members
- ▶ % women legislators: 74%
- ▶ % people of color legislators: 44%

Purple District Network also features an Advisory Committee to inform programming decisions for the network:

- ▶ Representative Lorena Austin (AZ)
- ▶ Representative Deb Butler (NC)
- ▶ Representative Shea Roberts (GA)

And our Black Women’s Caucus deepens the relationship among Purple District Network members. This caucus aims to enhance understanding of the unique intersectionality of the personal backgrounds of Black women in frontline legislative districts and the districts they serve. The caucus has 3 co-chairs and 17 members.

Co-chairs:

- ▶ Senator Sydney Batch (NC)
- ▶ Representative Pamelya Herndon (NM)
- ▶ Delegate Briana Sewell (VA)

**Narrative Change (SDAN)**

Sister District Action Network’s Narrative Change program seeks to educate the public about the power and promise of states by offering excellent content and programs and building our brand as thought leaders, particularly through partnerships.

In 2024, we partnered with Red Wine & Blue, Teen Vogue, Daily Kos, and The Downballot to host virtual events to engage our communities around reproductive justice, LGBTQIA+ rights, and the importance of voting downballot.

We heard from incredible speakers, including Erin Reed, VA Senator Danica Roem, Heather Cox Richardson, and TN Representative Justin Jones. Authors Ari Berman and David Daley joined us for critical conversations about their new books, covering right-wing attacks on voting rights and plots to undermine democracy.

**2024 Event Series**

**SWEEP Salons with Red Wine & Blue**

- ▶ “What State Legislatures Do and Why You Should Really Care!” (March 5th)
- ▶ “Round Table with State Legislators—Day in the Life” (May 14th)
- ▶ “Every Vote Counts: Why Voting Down Ballot Matters!” (October 1st)

**State Power Series Events**

- ▶ “Historic Firsts: Pride Edition” with Teen Vogue (June 10th)
- ▶ “How You Can Fight for Reproductive Freedom: Two Years Since Dobbs” with Red Wine & Blue (June 24th)
- ▶ “Why States Matter: Voting Downballot in 2024” with Daily Kos and The Downballot (September 23rd)

**Fireside Chats**

- ▶ “A Conversation with Ari Berman” (August 7th)
- ▶ “A Conversation with David Daley” (October 15th)

**Other collaborations**

- ▶ Chop Wood, Carry Water: Substack introduction (June 24th)
- ▶ Today’s Edition Newsletter Q&A



SD CA Peninsula leaders share a laugh while at a delicious dinner for winners of an auction prize benefitting Arizona candidates

(July 5th)

- ▶ The Grassroots Connector Substack (September 5th)
- ▶ Playing with Fire Substack (September 10th)
- ▶ “Good Things” podcast episodes from Lemonada Media (Sep 24th and Oct 24th)



Bay Area volunteers taking a brisk walk across the Golden Gate Bridge to benefit State Bridges’ partners





SD Sacramento poses after a hike to benefit state legislative candidates

### Downballot Roll-Off Research (SDAN)

One of our top research priorities was to craft a new narrative to compel Democratic voters to vote all the way down their ballots for state legislative candidates.

Building on our 2023 research with Data for Progress, in 2024 we developed and tested messaging and creative content designed to reduce roll-off by empowering and motivating liberals to vote for state legislative candidates.

### Downballot Voter Toolkit

Our work resulted in a new, comprehensive resource: the Downballot Voter Toolkit, which officially launched in September. It provides effective, research-backed materials, including downloadable static and video ads, to combat roll-off and encourage voters to vote all the way down the ballot. All assets are free and available to the public, and we've disseminated the toolkit to a broad audience of partners and allied groups for sharing on social media or incorporating into GOTV programs. Highlights include:

### Research Overview and Key Barriers

► Key findings about the roots of roll-off behavior: who roll-off voters are, and the

main attitudes about states and state-level voting commonly held by this group of voters.

► Identifying the biggest barriers for roll-off voters, such as lack of confidence and low agency.

### Messaging Guidance

► Insights from our own testing and general principles from prior messaging research to help craft messages that resonate with voters.

### Top Performing Messages

► **Reproductive Freedom:** One of our strongest messages underlines the authority that state legislators have over the crucial issue of abortion. Many voters care deeply about this issue but do not realize that state legislators have the most power to determine reproductive freedom.

► **Our Votes Can Make the Difference:** This message drives home the idea that races at this level of the ballot can be extremely close. Sometimes fewer than 100 votes can flip seats and even entire chambers. In state legislative races, every vote absolutely matters. This message helps voters over the hurdle of feeling like their vote for state legislature doesn't matter (low agency).

### The Ads

- The video ad, "Determination," motivates and empowers voters to vote all the way down the ballot.
- Six static ads (images) are also available for use. Our collaborators at A—B Partners created and tested all ads.

To officially launch the toolkit, Sister District hosted a virtual downballot strategy briefing with a diverse audience of nearly 200 donors, volunteers, partners, researchers, and lawmakers in attendance. As of October, more than 100 users, representing 69 different organizations and 25 states, had downloaded the ads.

### Downballot Turnout Program

This year, for the first time ever, Sister District invested \$500k in independent expenditure dollars to deliver these messages in states with strong short- and medium-term opportunities for achieving gender parity: New Mexico, Ohio, and Tennessee. Indeed, New Mexico achieved a woman-majority legislature, joining the Nevada House and Senate as the only other women-led state legislative chambers in the country. We also partnered with United for Georgia Women, a project of GA State Representative and Sister District alumna Shea Roberts, investing \$25,000 to run the video ad in several key GA districts during the weeks before Election Day. In total, these two programs reached nearly 110k voters in critical districts.



SD Massachusetts and Rhode Island Volunteers walk for Patty Kim Across Lexington and stop for a photo in front of the new "Something is Being Done" monument by the historic Lexington Battle Green

# Our Team

From left to right:

Top row: Nicole Zambrano (Sr. Organizing Manager), Caitlyn Libby (Senior Major Gifts Manager), Susan Farrell (Head of Organizing), Lyzz Schwegler (Senior VP of Digital & Co-Founder), Lindsay Wolff (Director of Development), Mara Helmke (Head of Operations), Claire Dragon (Operations Manager), Gaby Goldstein (Senior VP of Strategic Initiatives, SDAN & Co-Founder), Shawn Werner (Director of Organizing and Political), Nick Koehler (Field Manager).

Bottom row: James Juliano (Organizing Manager), Raven Douglas (Head of Civic Engagement), Tifrah Akhtar (Senior Social Media & Digital Manager), Sarah Mercy (Director of Digital & Creative), Lara Wu (Executive Director & Co-Founder), Jillian Evans (Head of Research), Debbie Winstead (Director of Operations), Taylor Hogeland (Head of Campaigns), Bela Tringali (Senior Program Manager), Christian Marroquin (Organizing Manager).





SISTER DISTRICT PROJECT  
CA Peninsula

DATE: OCT. 19TH, 2024

PAY TO THE ORDER OF

Preserving and Protecting American Democracy

\$1,000,000.00

ONE MILLION DOLLARS AND 00/100 CENTS

DOLLARS

MEMO

Sister District Project

*Handwritten signatures: Kelly, C.M. G... Mary, Jacki Yeh, Jacky Kwee, Nancy, Karen, Heidi, Cathy, Cathy Baird, Kristen, Chelsea, etc.*

Thank you for everything you do.

Onward to 2025 & 2026!

Get in Touch  
With Us

SD CA Peninsula celebrates one million dollars raised since the chapter's founding



SISTER DISTRICT PROJECT