WHAT ARE WE UP AGAINST?

CHALLENGES IN 2022 AND BEYOND
CHALLENGES TO KEEPING THE MAJORITY - EXTERNAL

Redistricting, Gerrymandering

Voter Suppression, Unfair and “cut-throat” tactics

Historical Pattern

Strong Republican bench
DEMOCRATIC PARTY INTERNAL CHALLENGES

- Big Tent - the push & pull
- Mobilization/Infrastructure Gaps
- Messaging & Outreach
- Long-game
- Party Silos
WE CAN MEET THESE CHALLENGES - DEMOCRATS WORK FOR AMERICA

WHAT DO WE DO?

HOW DO WE WIN?
WE ARE A GRASSROOTS PAC (INDEPENDENT EXPENDITURE)

Identify The Winners
- Multi-cycle, systemic thinking, analytical assessment, iterative, local input

Build Paths For Progress
- Push the envelope without tearing
- Designed to win

Build Community That Outlasts The Cycle
- Core community
- Highly experienced volunteers
- Relationship building
- Continuous and multi-cycle impact

No Win - No Seat - No Vote - No Progress
OUR MODEL FOR WINNING:
EARLY CANDIDATE IDENTIFICATION + TARGETED GRASSROOTS SUPPORT

Analytics

People

Deployment

Pragmatic assessment of districts and candidates, multi-directional strategies

Community relationships: Local input + Sustained local action.

Early support of winnable candidates. Drive grassroots action to leverage resources and maximize wins.
In the 2018 Primary, the establishment choice was David Min. Our assessment process led us to support Katie Porter – who is now running for her 3rd term.

Sara Jacobs is an example of a multi-cycle strategy. We strategically supported her in her 2018 CA-49 primary to position her for a 2020 win. She is now running for her 2nd term.

The 2021 Special Election was a crowded field. We warned that support needed to be coalesced around Sanchez to avoid a shutout. Jana Lynne came in 3rd behind the two Republicans who will now go to runoff.
IMPACT & EFFICACY

OUR MODEL WINS SEATS
OUR FIRST TWO CYCLES BY THE NUMBERS

Primary Win-Rate*

2018 Cycle: 83%
2020 Cycle: 86%

*Win-Rates do not include unopposed candidates

700+ Assessments
305 Primaries Won
$953K Raised for Candidates
237 Seats Won
HOW DO WE COMPARE TO SIMILAR ORGANIZATIONS?

Win-Rates Only Tell Part of the Story

Other organizations endorse primary candidates, however, our high win-rate combined with our high number of endorsements clearly stands out. We are competing in more races, winning more primaries and winning more seats.

* our win-rate is comparable to DCCC and New Dems, but at a much higher volume of races.
EVALUATING OUR IMPACT

How do we know we’re not just predicting winners? We can evaluate our impact on winning seats by comparing the general election performance of our endorsed nominees who received early support vs. those who did not (We usually support the nominee, even if we lose the primary). Our primary-supported nominees clearly outperform in terms of win-rate and win/loss ratio.
2021 BUDGETARY NEEDS

SUSTAINABILITY & BUILDING CAPACITY
### Yearly Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Current budget + basic expansion: $202K</th>
<th>Sustain: $454K</th>
<th>Build Capacity: $750K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compensation</td>
<td>2 FTE</td>
<td>$168K</td>
<td>FT Support staff – social media, volunteer management, IT $200K</td>
</tr>
<tr>
<td>Office infrastructure &amp; Administration</td>
<td>email, phone, mail, Zoom, software, payroll processing, website $12K</td>
<td>Administrative expansion for additional staff $35K</td>
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</tr>
<tr>
<td>Tech Platforms for fundraising, voter outreach &amp; management</td>
<td>SpeechifAI Facebook Ads ActBlue Adobe $22K</td>
<td>Mobilize EveryAction $12K</td>
<td>GrassrootsAnalytics CallHub $42K</td>
</tr>
</tbody>
</table>

Expansion of our scope and impact depends on our ability to build capacity

- Expand Visibility + Voter Outreach + Grassroots Action
- Deepen Vertical Strategies through State & Local races
- Win More Seats + Strengthen the Bench
Together, we can meet these challenges and help ensure future majorities. We have the model. With your support, we will win.