

## WAY TO WIN



# PRESIDENTIAL PLAYBOOK

The 2020 election is sure to be one of the most expensive in history. With a packed field of candidates, we as donors and strategists must remember to keep our eye on the prize.

*The presidential primary should not be a popularity contest – it should be a discussion about how best to move our country forward.*

Way to Win is committed to building the power of our base: women, people of color, Indigenous people, LGBTQ+ people, and young people. This multiracial coalition is key to winning, and Republicans know it. Thus, they weaponize race to consolidate their power among white voters. Meanwhile, Democrats fall into the trap of focusing on “electability” — which is code for appealing to white swing voters. This language papers over an implicit bias and it covers over the untapped power of the Democratic base.

We believe that with the right policies, narratives, and campaign strategies, a multiracial fusion coalition can carry the best person to office. This coalition is looking for candidates who will reflect and represent their concerns, candidates who have bold visions to solve big problems. This coalition wants a candidate who speaks to the possibility of an America that is just, democratic, and free from the domination of corporate control. This coalition wants a candidate who is willing to take a stand for what they believe in.

We've developed this Presidential Playbook in collaboration with some of the best movement leaders and political strategists in the country to create a lens through which we can examine every candidate, based on how they're running their campaign and what they stand for, rather than succumbing to the vague language of “electability.” By defining criteria through questions, this Playbook can be a practical guide and aid in evaluating which candidates will see themselves as accountable to the true base. These questions, organized by the signals of success we've seen in campaigns over the course of the last several cycles, will change the direction of politics in America – if we use them. We need the candidates to hear from us at every turn. When you meet

with candidates, participate in endorsements, or make funding decisions, we ask you to lift up these questions. Working together, our coalition can help ensure the person elected to office is reflective of, and held accountable to, these values. Join us in using the presidential primary to shift the conversation and build long-term power for a progressive future.

The full version of the Presidential Playbook is available to members of Way to Win. We invite you to peruse this preview, and flip to page four to learn more about membership and how you can get involved.

## As you consider candidates, and when you have the opportunity to ask questions of them, ask:



### CAMPAIGN STRATEGY: BASE EXPANSION

#### Who do you see as your base and how will you hold yourself accountable to them?

Does this candidate see themselves as simply trying to win back white swing voters, or do they understand their role to mean expanding the electorate, speaking to young people and people of color? Are the candidates working with organizations moving powerful blocks of voters in the states?

WINNERS  
CIRCLE

U.S. Sen. Jacky Rosen, Harris County Judge Lina Hidalgo, St. Louis Prosecuting Attorney Wesley Bel, Virginia Delegate Marcia “Cia” Price



### BOLD POLICY AGENDA

#### What are your priorities for the first 100 days?

The first 100 days of a presidency are when the new president has the most wind at their back. What they choose to do then is crucial. Will they use that time to offer meaningful reforms?

WINNERS  
CIRCLE

U.S. Rep. Ayanna Pressley, Philadelphia District Attorney Larry Krasner

BONUS



### BOLD POLICY AGENDA

[Governing is so nice, we put it in twice.]

#### Do you support bold policies like the Green New Deal, Medicare for All, and Democracy Reform?

There are lots of issues progressives care about, but these issues are moving the Overton Window – the range of acceptable debate on policy ideas – creating space for progressive policies to pass, like the marriage equality fight. Will they offer policy solutions that meet the scale of the problems we face?

WINNERS  
CIRCLE

U.S. Rep. Alexandria Ocasio-Cortez, Florida House Rep. Anna Eskamani, Arizona House Rep. Raquel Teran



### **BARRIERS TO DEMOCRATIC PARTICIPATION ARE REMOVED**

#### **How will you protect and restore our democracy?**

Democrats must make structural reforms to preserve our democracy and access to the ballot. Will this candidate back structural reforms in states like Georgia? Will they back efforts to enact a host of reforms addressing voting rights, anti-corruption, and campaign finance like those offered in House Resolution 1?

WINNERS  
CIRCLE

Florida Restoration of Rights Amendment 4, U.S. Rep. Colin Allred, Arizona Secretary of State Katie Hobbs



### **REFLECTIVE DEMOCRACY**

#### **How do your staff demographics reflect the true Democratic base?**

The key constituency within the Democratic base is Black women. Black women, women of color, and other diverse constituencies should be given leadership positions in campaigns to win, while working in environments that respect their rights. Is the candidate using their campaign to bring more voices and expertise to the table?

WINNERS  
CIRCLE

U.S. Rep. Lauren Underwood, U.S. Rep. Deb Haaland, Stacey Abrams



### **NARRATIVE SHIFTS**

#### **Tell me about your campaign narrative.**

Democrats do not win elections if they are not painting an inclusive vision for the future. It is not enough to be anti-Trump in this moment, voters are looking for solutions. Is the candidate telling a story that can combat Trump's narrative of nationalism and xenophobia? Are they telling a story about an economy that works for all, not just for the few?

WINNERS  
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U.S. Rep. Ilhan Omar, U.S. Rep. Rashida Tlaib, Colorado State Sen. Julie Gonzales



### **MONEY SHIFTS TO THE GROUND**

#### **How are you supporting grassroots organizations?**

Are they primarily spending money on TV or do they understand the importance of building strong grassroots campaigns through field and digital? Are they advocating or shifting resources in a legally compliant manner with community organizations?

WINNERS  
CIRCLE

U.S. Rep. Lucy McBath, U.S. Rep. Sylvia Garcia, U.S. Rep. Katie Hill

# About Us

Way to Win is a homebase for progressive donors and organizers seeking a strategic approach to political funding that wins elections, advances transformative policy, and builds lasting power in the states. In 2018, Way to Win moved \$22 million to flip the House and build a multiracial electorate along the path to 270 for 2020.

Joining Way to Win provides an opportunity to align your political giving as part of a collective strategy for maximum impact. Way to Win is an ideal community for donors who want access to some of the best real-time strategy, advice, and intel from organizers in the field. It is both more effective – and more fun! – to give in community, so we invite you to join us.

**The world changes when people, ideas, and money get organized. Join us and be a part of a shared strategy to transform our country.**

To learn more, contact Taylor Holden at [taylor@waytowin.us](mailto:taylor@waytowin.us), or visit our website at [waytowin.us](http://waytowin.us).

