

THE PLAN TO WIN

WAY TO WIN



AZ

FL

GA

NC

TX

VA

CO

MN

NV

PA

O

I

This Political Moment

We know the burden of the moment can feel overwhelming. But if we work together, the power to create the future is in our hands. We have organized to alter the course of history in the past, and we can do it again. From the workers who organized their factories, to the abolitionists who built underground railroads shepherding men and women to freedom, to disenfranchised communities who fought for the right to vote, we have stood up against horrific events in the past, and won.

We have a vision. We believe that things can change if we work together. We believe that we may in fact be on the precipice of a historic realignment, where we can finally shift out of an era when corporate power was consolidated, the crises of our time were exacerbated, and life for the everyday American stayed stagnant despite massive increases in wealth for the 1%. We believe that there may be a better future ahead, one in which prosperity is shared, and humanity and nature are reconciled.

**What is required now is hope and perseverance.
We invite you to join us.**

293

Races to watch

167

Electoral College Votes

in play [holds + flips]

8

Senate seats to win

[6 pickups + 2 holds]

69%

of the groups we support
are **led by women**

75%

of the groups we support
are **led by people of color**

“ In 2018 we won four statewide elections in Arizona, and that was due to the voter expansion work done by community groups. Voter turnout of youth and people of color reached historic levels and proved that early canvas program with low propensity voters is effective. We were able to defend minimum wage and earn sick, and have strong defensive fights for voting rights and the ballot initiative process.”

Alejandra Gomez

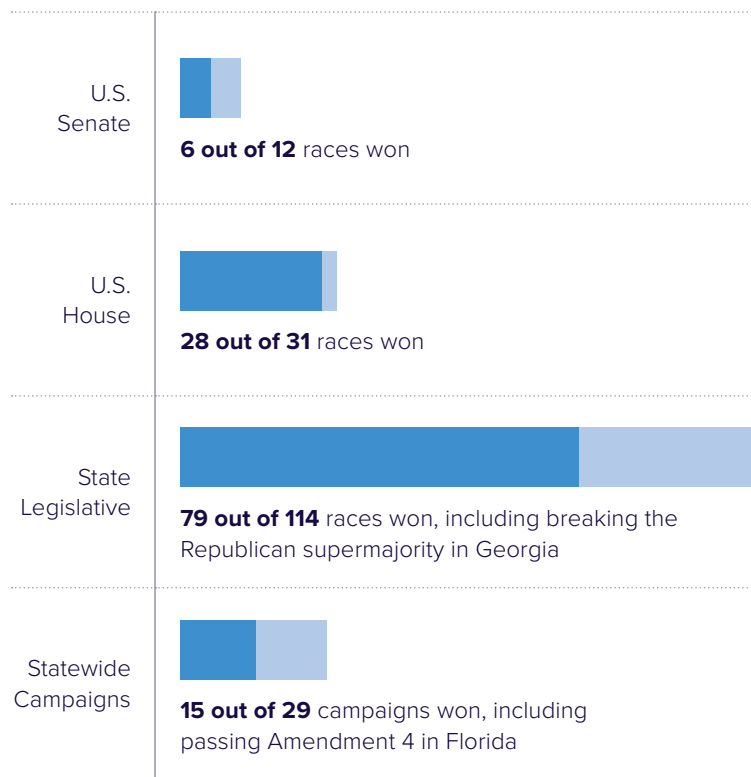
Living United for Change in Arizona (LUCHA)

1 PLAN TO WIN

BUILDING ON 2018 SUCCESS

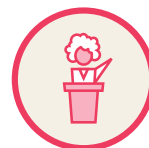
Way to Win was founded in 2017 as a homebase for progressive donors and organizers seeking a strategic approach to philanthropic and political funding that builds lasting power in the states, advances transformative policy, and wins elections. Between late 2017 and the summer of 2019, members of Way to Win moved over \$30 million to leaders in communities who hold the vision, strategies, and plans to win. These organizers are the experts.

In 2018 they won the following:



DEFINING “WINNING” IN 2020

Way to Win has designed a series of “signals” that show us if we are on the right track to build power for the long term while winning elections in the short term. These include:



Creating a more reflective democracy with candidates that truly represent the communities they serve.



Expanding the progressive base and bringing more people into the electorate, including by removing barriers to voting and addressing voter suppression.



Delivering policy wins at the city and state level that improve lives and motivate political engagement.



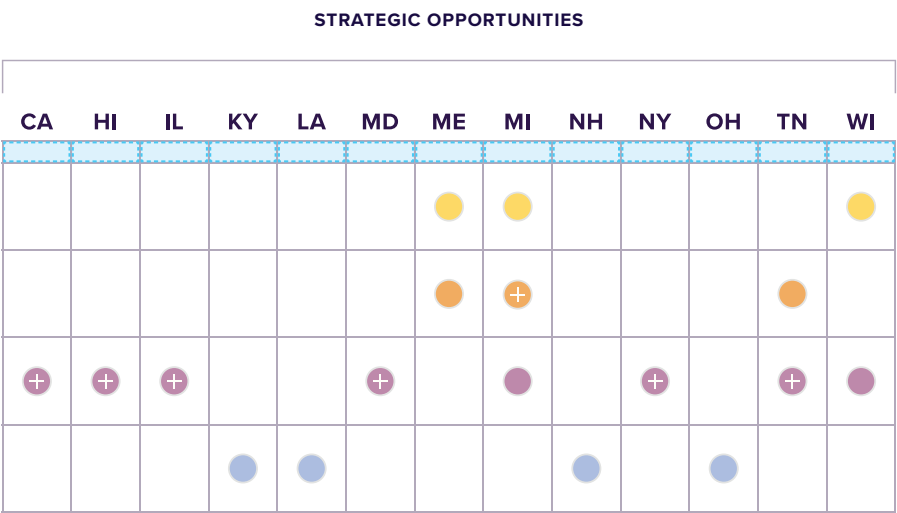
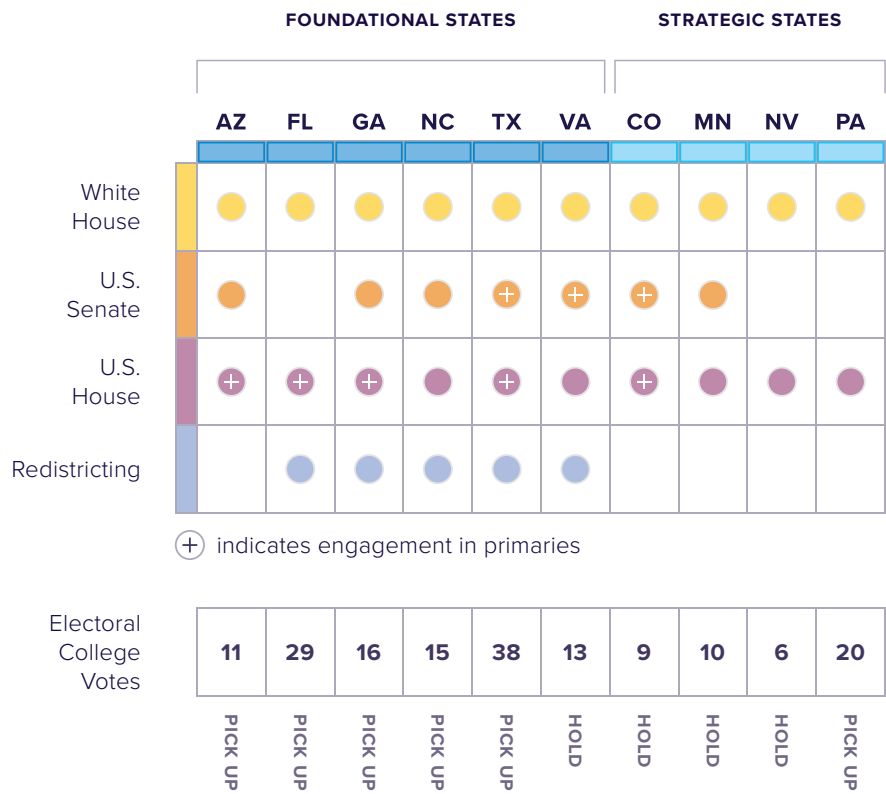
Moving more money to the ground to organizations that can elect Democrats and also hold them accountable after the election.



Shifting the narrative about which voters matter and who should have a seat at the table.

National Political Analysis — from the States Up

Way to Win has synthesized a single plan to take back the White House while winning back the U.S. Senate, holding the U.S. House, preparing for redistricting before the census, and improving lives through policy change along the way. Each target has strong multiracial coalitions conducting long-term power building work. Strong turnout would be enough to win each race, but movement and organizational leaders are enthusiastic about the long-term power-building implications regardless of the final outcome this cycle.



THE PATH TO 270

← The Plan to Win includes ten crucial states that sit along the path to retaking the White House.

If we hold VA, CO, MN, and NV, and pick up some combination of AZ, FL, GA, NC, and PA we can win the White House without taking the midwestern states that slipped in 2016, and where demographic trends are unfavorable.

THE SENATE

Republicans hold 53 Senate seats, rarely breaking rank on policy and political priorities. Democrats hold 45 seats, and the chamber's two Independents caucus with them. This means that Democrats need to pick up four seats and protect vulnerable Democratic senators to retake control of the chamber. The Plan to Win targets at least eight statewide Senate races —five are flips from Republicans, two are holds where the sitting Democrat may be vulnerable, and one is an open seat. Winning these Senate seats will be key to retaking control of the Senate.

THE HOUSE

The Plan to Win targets at least 24 House races —10 are flips from Republicans, 14 are holds where the sitting Democrat may be vulnerable because they were newly elected in 2018 — to hold and expand a progressive governing majority.

In each race, power building groups on the ground, primarily those organizing people of color, young people, and progressive white people year-round, told us the district is a priority for them and that it's seriously in play in 2020. And for many of these districts, more than 15% of the electorate is people of color (this is important, not only because people of color are the base of the Democratic Party, but because when people of color turn out to elect Democrats, Democrats become accountable to them, their communities, and their communities' priorities).

PREPARATION FOR REDISTRICTING

The Plan to Win targets at least five states that are redistricting targets before the census. These include Virginia in 2019, and Texas, Georgia, Arizona, and Minnesota in 2020.

DOWN BALLOT RACES

The Plan to Win targets 171 state legislative races, 46 municipal races, and 36 other local races, such as sheriff, district attorney, and school board. Each race is nested in up ballot targets and ensures that short-term wins are onramps for long-term power.

A State by State Plan to Win

The Plan to Win is a synthesis of data from state-based power building organizations that are remaking the electoral map through rigorous, data driven analysis of program tactics at the scale required to engage new demographics to win local and statewide elections. These programs include narrative testing and creation, digital dissemination experimentation, scaled field, and voter protection efforts in the courtroom and the court of public opinion.

Way to Win members have gathered detailed state profiles and recommendations for six "foundational states" (our long-term priorities: AZ, FL, GA, NC, TX, VA) and four "strategic states" (our cycle-specific interventions: CO, MN, NV, PA). In addition, Way to Win is monitoring legacy battleground states to determine if targeted support is necessary to supplement pre-Trump investment models.

Each state profile includes:

- An overview of target states – including down ballot races and ballot initiatives in those states – that sit along the path to 270 electoral votes, holding the U.S. House, and potentially taking back the U.S. Senate;
- Early programmatic goals for 501(c)(4) organizations that will run programs crucial for wins, who we recommend for support;
- Criteria for selection of these electoral and organizational priorities.

Taken together, each state recommendation will accomplish the following:



EXPAND THE ELECTORATE

Expansion of the electorate through voter registration and mobilization among key constituencies (people of color, young people, low-income people, and multiracial coalition work). *Examples of exceptional organizations:* Living United for Change in Arizona, New Virginia Majority, New Georgia Project, Texas Organizing Project, Advance Carolina, New Era Colorado, Mijente, Battleground Texas, CASA in Action



ADVANCE DEMOCRACY

Proactive and defensive work to protect voting rights, as Republicans continue to weaponize access to the ballot as an electoral strategy. *Examples of exceptional organizations:* Fair Fight Georgia, Texas Civil Rights Project, MOVE Texas, Black Voters Matter, Democracy NC



ISSUE ADVOCACY

Advocacy on racial, economic, and gender justice issues at the local and state level (including via ballot initiative) that will improve people's lives and encourage them to participate in elections. *Examples of exceptional organizations:* Colorado Immigrant Rights Coalition, ISAIAH, Take Action Minnesota, CASA In Action, Carolina Federation, Advance Carolina, Texas Freedom Network



ENGAGE COMMUNITY LEADERS

Through training, leadership development, and candidate recruitment initiatives, community-based organizations can pivot from organizing to mobilization in advance of elections and get programs to scale.

THE ORGANIZATIONS

The organizations Way to Win recommends for support are:

- State-based; if national, organizations must also have strong local level impacts.
- Rooted in and led by communities of color, young people, and women; or engaging progressive white people in multiracial coalition-building.
- Expanding the electorate through voter registration, issue education, ongoing engagement, and legally-compliant programs.
- Running culturally competent programming, to which key constituencies respond because they're being engaged by trusted messengers.
- Engaging in year-round organizing, issue education, and advocacy that includes field, digital, and multimedia elements.
- Vetted for impact among peers, trusted to drive an agenda forward that will drive progressive values forward, not undermine them.
- Engaged in direct actions when vulnerable communities are targeted at the local, state, or federal level.
- Drive accountability and pressure initiatives that shed light on and disrupt extractive and exploitative economic, civic, and criminal practices.

How it Works

Way to Win community members have access to the full Plan to Win, including all state profiles and a full list of recommended organizations and efforts.

Additional benefits include:

- Regular updates on Plan to Win data and state profiles.
- Forthcoming issue- and constituency- specific profiles.
- Access to the Way to Win listserv where you can be in dialogue with each other about strategies, current events, and other questions.
- Regular briefings with updates on our progress including electoral and political analyses and that spotlight recommended candidates and organizations.
- Opportunity to easily contribute to each recommended organization or through a Way to Win vehicle.

If you're not a member, you can still support the Plan to Win and leverage the collective impact of the broader community by giving to a Way to Win vehicle. Contributions will be regranted to areas of need based on Way to Win's expert ongoing analysis.

Contact Leah Marsters, Director of Membership, for more information: lmasters@waytowin.us



“ We are working to create a multi-racial democracy that honors every person's dignity and a caring economy that allows every person to thrive. All of our political work through 2020 is focused on building the new governing coalition and a mandate for bold leadership on our agenda. We are leading, in partnership with allies, on 100% Clean Energy, voting rights for returning citizens and people who are incarcerated, Driver's Licenses for Immigrants, Making Minnesota a Sanctuary State... to fully fund equitable public education and our care agenda (paid family and medical leave, childcare assistance and healthcare).”

Laura Johnson

ISAIAH, Faith in Minnesota



UNION BUG

PROUDLY UNION PRINTED
WITH FSC+ SFI CERTIFIED
PAPER FROM SUSTAINABLE
WELL-MANAGED FORESTS

