



**NEW AND UPDATED**

GETTING READY FOR 2018 AND 2020:

THE DEMOCRATIC STRATEGIST LIST  
OF PROGRESSIVE ORGANIZATIONS  
THAT SUPPORT:

- a. Democratic Candidate Recruitment  
and Training,
- b. Democratic Political Campaign  
Operation and Management
- c. Pro-Democratic Grass Roots  
Voter Organizing

BY

JAMES VEGA AND J.P. GREEN

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*By James Vega and J. P. Green*

One of the most powerfully encouraging events since Donald Trump's election has been the dramatic emergence of a new generation of energetic progressive candidates and new political organizations that seek to seriously challenge Republican incumbents at every level of American politics.

The reason this is so vitally important is that anemic progressive and Democratic political participation in non-presidential years and at every level below the race for the oval office has been the Republican Party's greatest single political asset, allowing it to maintain its dominance in both houses of Congress and in state legislatures and governorships across the country even as Democratic presidential candidates won the popular vote in four of the last five presidential elections. In far too many districts across America the Democratic Party has not supported serious challenges to Republican candidates for some time or maintained robust local offices and staff to carry out continuing efforts at voter contact, persuasion and mobilization.

To successfully challenge incumbent Republican officeholders, new Democratic candidates will need a restored progressive political base and infrastructure. GOP candidates now have a deep local network of conservative grass roots organizations to rely upon – the NRA, right to life groups, Tea Party organizations and so on. Democrats will need comparably powerful neighborhood and community level political organizations to even the playing field.

What a new Democratic resurgence will require is a range of organizations that provide three vital services: (1) recruiting and training new, first time candidates (2) providing support for political campaigns and (3) training and equipping grass roots field organizers to carry out door to door canvassing, run phonebank operations, organize house meetings and engage in digital outreach.

There are a number of progressive political organizations that have provided these kinds of services for at least a decade – Democracy for America, Emily's list, the Progressive Change Campaign Committee and Wellstone action among others. But these efforts have now been joined by an explosion of new initiatives that have been organized since last November.

The list presented in the pages below present thumbnail portraits of seven old and fifteen new progressive political initiatives, using words and information taken directly from their websites.

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As the 2018 elections approach, these organizations will be rapidly evolving. Along with the growth of the existing organizations and the emergence of others, there will be increasing consolidation, cross-fertilization and coordination. What are now separate and uncoordinated efforts will hopefully grow to create a robust national infrastructure.

It is vitally important for Democratic candidates and strategists to try to keep abreast of these new organizations and the rapidly changing political landscape. The Democratic Strategist will strive to continually update this list on our web site and to keep it as current as possible. We encourage our readers to share with us any new information they may have about the formation of new groups and changes that occur within the groups listed on the following pages.

## List of Organizations

### ESTABLISHED ORGANIZATIONS:

Democracy for America

Emily's List

National Women's  
Political Caucus

Progressive change  
campaign committee

Wellstone action

Working families

### NEW ORGANIZATIONS:

Arena

Brand New Congress

Engage America

Flippable

Forward Majority

Gay and Lesbian Victory Institute

Indivisible

Justice Democrats

Knock Every Door

Latino Victory Project

Organizing for Action

Our Revolution

Path to Power

People's house project

Progressive Turnout Project

Run for Something

Swing Left

## I. ESTABLISHED ORGANIZATIONS:

### **Democracy for America**

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**UPDATE:** Democracy for America has trained 157,000 activists on-the-ground in all 50 states.

Democracy for America (DFA) was founded by former presidential candidate and DNC chair Gov. Howard Dean in 2004. Our mission is to build and empower the progressive grassroots to take our democracy back from corporations and the wealthy few and aggressively combat growing income inequality.

We recruit and train progressive candidates to run for office and win at every level of government, in general elections and in contested primaries against corporate Democrats. Our electoral organizing is firmly rooted in Gov. Dean's "50 State Strategy" — we work hard to support progressive candidates and build progressive infrastructure in blue states, red states, and purple states (via Purple to Blue).

Democracy for America has over a million members, has raised over \$45 million to support progressive candidates, including \$9 million in direct contributions to the candidates. DFA has elected 916 progressive candidates in all fifty states.

**Candidate/campaign training:** "We recruit and train progressive candidates to run for office and win at every level of government, in general elections and in contested primaries against corporate Democrats..."

We provide: petitions, link ups, instructions for link up meetings through local activists network and facilitation guides for link ups

**Training:** Democracy America has trained 125,000 activists on-the-ground in all 50 states and has trained 125,000 activists online.

Action Summits interactive workshops that bring together hundreds of local activists, campaign staff and candidates for an intensive campaign training. Experienced campaign professionals lead sessions in voter contact, fundraising, communications, online organizing

Night School online campaign skills instruction, with virtual trainings on field strategy, volunteer recruitment, coalition-building, paid/earned media and messaging, finance planning, grassroots fundraising, and more.

## Emily's List

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We elect pro-choice Democratic women to office. Since our founding, we have helped elect over 100 pro-choice Democratic women to the House, 23 to the Senate, 12 to governors' seats, and hundreds of women to state and local office ...Since 1995, we've used our WOMEN VOTE! programs to get women to the polls and elect pro-choice Democratic women. EMILY's List has also become one of the largest financial resources for minority women seeking federal office.

### **Candidate/campaign training:**

"EMILY's List recruits women to run for office at every level across the country. We talk to local officials, we research up-and-coming community leaders, and we hit the road to identify and recruit pro-choice Democratic women to run for House, Senate and governor — while building a "farm team" of locally elected women ...From research, communications, and mobilization strategies, EMILY's List supports our candidates' campaigns

Run to Win is a national recruitment and training program focused on helping pro-choice Democratic women around the country run for office—and win.

Since our founding in 1985, EMILY's List has trained nearly 10,000 women to run and helped elect 116 women to the House, 23 to the Senate, 12 governors, and over 800 to state and local office.

This year, we'll be hosting a series of half-day candidate trainings across the country for women who are thinking about running. These trainings will guide you through the basic nuts and bolts of planning a run for office:

**Who:** Founder and Chair Ellen Malcom. Stephanie Schriock, President of EMILY's List.

## National Women's Political Caucus

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National Women's Political Caucus is a multi-partisan grassroots organization dedicated to increasing women's participation in the political process. State and local chapters provide support to candidates running at state and local levels by helping raise money and providing crucial hands-on volunteer assistance...

**Candidate/campaign training:** "NWPC recruits, trains and supports pro-choice women candidates for elected and appointed offices at all levels of government. In addition to financial donations, the Caucus offers campaign training for candidates and campaign managers, as well as technical assistance and advice."

The NWPC national office has developed new tools that we are ready to share with any chapter which is ready to sponsor an NWPC-certified training. We have more than 25 individual subjects from online fundraising to the importance of your voice and self-confidence; from managing your precious time to attracting that endangered species: the volunteer; from starting early to getting endorsements that are not from just the usual suspects.

The subjects are now arranged in five modules — with one module being about as much as we advise you take on for one-day trainings.

National Women's Political Caucus publishes Campaign Manuals, including "Diary of a Frugal Candidate (or Running for the First Time)" for first-time candidates and those in campaigns which have never raised more than \$15,000. Includes targeting, data-base building, social media and inspiring women to step up and run for these very important, but seldom glorified positions. School board positions, utility boards, community college boards, Tribal councils, union boards and more. This 55 page booklet will provide the basics on how a woman can take the leap and run for her first elected office.

Also "*The Complete Training Manual for Women Candidates*" – This is an updated version of our best-selling foundational basic campaign training manual. This new updated version has more information on data-base building, hiring professionals, image (especially the growing importance of a woman's voice), including diversity among your targeting efforts, social media: what to do and what not to do, website do's and don'ts, new ways of handling attacks, responding to sexist or racist comments, and much more. 300 pages with addendums.

**Who:** Donna Lent, President.

## Progressive Change Campaign Committee

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The Progressive Change Campaign Committee (PCCC, [BoldProgressives.org](http://BoldProgressives.org)) is a million-member grassroots organization building power at the local, state, and federal levels. It engages in electoral work and issue advocacy work on democracy issues and for economic populist priorities. The PCCC has raised over \$22 million in grassroots donations for its electoral and advocacy work, and directly for progressive candidates and committees.

What We Offer:

- **Financial Support**  
In a campaign, every dollar counts. We've raised millions of dollars in grassroots donations to support progressive candidates.
- **Volunteers**  
Our members knock doors, make phone calls, hold house parties, and do whatever it takes to help progressive candidates win!
- **Team of Experts**  
We have a team of experts who have previously worked on high-profile House, Senate, and presidential races, and who are now excited to work with your team to make sure they have all the tools and best practices they need.
- **Training**  
Our training program equips thousands of candidates, staff, and volunteers to run smart, competent campaigns from Day One.
- **Campaign-In-A-Box Technology**  
Our online tools allow anyone to run a best-practices campaign at the push of a button. You can set up a professional website, run an email program, manage press lists, manage your images, and much, much more! There are also hundreds of pages of Guides and Resources, including lots of templates that every campaign needs — like sign-in sheets for volunteers, or checklists for house parties — that you can download as PDFs.
- **Call Out The Vote**  
Through our distributed phone program, we can mobilize our volunteers to hop on an automated phone dialer at the same time as your volunteers in the office, making everyone exponentially more effective. We've often been able to identify thousands of supportive voters in a single session using this program.
- **Cross-Country Campaigns**  
We connect candidates across the country to hold press events on the same day calling for important progressive priorities, like raising the minimum wage, expanding Social Security, or overhauling campaign finance reform. When everyone speaks out at the same time, it gets more attention!



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- Hiring  
We connect campaigns with talented staff through our massive database of 10,000 resumes.
  - Polling  
We share recent polling data on progressive messaging, with real numbers on what works with Democratic, Independent, and Republican voters.
  - Newsletter  
Our monthly newsletter shares the latest cutting-edge best practices in the campaign world with our network of bold progressive candidates, friends, and allies.

## Wellstone Action

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**UPDATE:** In all, Wellstone Action has trained 8,000 progressives, and guided 4,5000 winning campaigns.

We help states identify new and emerging activists and leaders, train them to explore and advance their community leadership in a multitude of ways, Our role is to provide the expert training, tools, and technical assistance that are extremely difficult to develop and resource at the local level.

In addition, we have concentrated our focus to states where this work will have the greatest impact, especially leading up to redistricting in 2020. In partnership with our allies, we are developing public leadership in these states – from identification and recruitment to post-election training and governing support. In 2015, we worked with four groups in delivering customized leadership trainings, including 29 members of Working Families Party and a candidate-readiness training with Washington State Labor Council. We also led 48 members of the Congressional Black Caucus in advanced campaign training.

- **Data and Analytics Camp:**  
The difference between winning and losing often comes down to data. How information about voters is collected, managed, and utilized determines the direction and power of a campaign. Data Boot Camp provides the skills organizers need to drive metrics-based programs and steer organizational decisions based on hard data.
- **Digital Organizer School:**  
This four-day training empowers and educates progressive leaders in digital organizing frameworks, strategy, and tactics. Our dual-track curriculum accommodates practitioners at various entry points, blending digital, tech, and organizing strategies to help campaigners and activists build winning online and offline campaigns.
- **Camp Wellstone:**  
The next progression in our pipeline work is focused on practical skills. Here, our flagship training program, Camp Wellstone is open anyone interested in gaining electoral skills, offering the opportunity for candidates, campaign workers and organizers to learn what they need to win progressive change. In 2017, we are piloting a new Intro to Movement Technology track at two Camp Wellstone trainings (Seattle and Minnesota). This track introduces the fundamentals of data, digital organizing and analytics to support base-building and policy organizing campaigns. It does not require previous experience or skills in movement tech and is for anyone who wants to get started or expand their skill set.
- **Digital Security:**  
We work with organizational partners to train their staff or members in understanding the surveillance of activists and communities of color, addressing threats and solutions through a power-building lens, while writing and implementing a security policy for their organization.

Extensive library of training materials.

## Working Families

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**UPDATE:** Candidates supported by Working Families won 109 of 148 elections in 2017 in New York.

Working Families is a growing progressive political organization that fights for an economy that works for all of us, and a democracy in which every voice matters. . Here's what we do:

- We run aggressive campaigns to raise standards for working families. Since our founding, we've won minimum wage increases and passed paid sick days laws in states and cities; fought off school privatization schemes; raised taxes on the rich to fund hospitals and schools; created tens of thousands of green jobs and passed the nation's most innovative plans to tackle student debt.
- We are electing the next generation of progressive leaders. Working Families recruits, trains and elects leaders who share our mission to local and state office in a growing number of cities and states. From small-town school boards to big city mayors, from county legislators to members of Congress, we're sending Working Families Democrats to office to help build an economy that works for all of us.
- We organize. We reach hundreds of thousands of people every month, knocking on their door, calling on the phone, or in your inbox, to give people the opportunity to take action. Our work doesn't end on Election Day. After elections are over, we need to work just as hard to hold all our elected officials accountable to the needs of hard working families.

**Candidate/campaign training:** "Working Families recruits, trains and elects leaders who share our mission to local and state office in a growing number of cities and states."

**Who:** Dan Cantor, National Director; Valerie Ervin, Senior Adviser. Today, hundreds of thousands of individuals are part of the Working Families community, along with a growing number of labor, community, environmental, netroots, youth and faith organizations.

## II. RECENTLY LAUNCHED ORGANIZATIONS

### The Arena

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**UPDATE:** The Arena PAC has endorsed 28 candidates.

The Arena, a section 501(c)(4) social welfare organization, is building communities that activate the next generation of civic leaders. At our quarterly summits, we inspire and train civic leaders. We also build regional communities of mutual support.

The Arena also has an affiliated political organization, the Arena PAC, which works to elect candidates who represent the next generation of leadership.

Our first Summit brought together more than 450 energized people from 32 states; more than 150 attendees pledged to run for office, and many more spawned new efforts in the civic space.

We include breakout trainings along two tracks: (i) those who wish to become civic activists or entrepreneurs; and (ii) those who want to run for office. These trainings are not meant to be comprehensive, but are meant to help our attendees take the first few steps in their civic and political journeys.

In the second half of 2017, we will launch our Arena PAC Fellowship for promising first time 2018 candidates. The Arena Fellowship will provide deeply tailored networks, tools, and trainings that these rising candidates need to succeed. We will support 30 Arena Fellows through the 2018 cycle.

**Who:** advisory board includes Jason Kander and Martin O'Malley

## Brand New Congress

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Brand New Congress was formed by former staffers and supporters of the Sanders presidential campaign, to elect hundreds of new progressive members of Congress.

The group is expressly not partisan, but its policy agenda is left-progressive, including “Medicare for all,” significant investments in renewable energy and infrastructure upgrades, keeping abortion safe and legal, tuition-free education and a minimum wage increase. Most of the candidates it will be backing for 2018 will be Democrats.

Every candidate we recruit, regardless of party, will be a firm believer in the Brand New Congress platform and pledge to enact it once elected.

We’re looking for nurses, teachers, engineers, scientists and factory workers. Our Brand New Congress will accurately represent professions in our country (not just lawyers), gender in our country (more than half will be women) and people of color in our country... A candidate that would be amazing for a rural district in Michigan, for example, might not be the best fit for a suburban district near Phoenix.

Dozens of congressional campaigns will be run jointly all across the country. We will use our knowledge from race to race to make each local campaign more efficient and to grow massive grassroots volunteer and donor bases across America. This means that candidates won’t have to deal with campaign logistics and fundraising.

**Candidate recruitment/training:** 11 candidates currently endorsed, more coming

**Grass roots political organizing:** Offers opportunities for volunteer action – e.g. call voters, attend events, volunteer for canvassing. Offers extensive grass-roots organizing advice packaged into an “organizing toolkit”.

**Who:** started by a group of volunteers and staffers from the Bernie Sanders presidential campaign. But we intend to be a big tent.

## Emerge America

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**UPDATE:** Emerge America supported 152 women who won general elections in 2017. So far, 458 EmERGE Alumnae are running in 2018.

Emerge America: We are the only in-depth, six-month, 70-hour, training program providing aspiring female leaders with cutting-edge tools and training to run for elected office and elevate themselves in our political system. . We provide our program's alumnae with a strong, supportive network of women in politics, which includes a national association of EmERGE alumnae, the EmERGE board and advisory council members.

- 52% of EmERGE alumnae have run for office or been appointed to local boards or commissions;
- In the 2016 election, 70% of our 214 alumnae on the November ballot won their elections
- In addition, we have a strong record of diversity: 39% of our alumnae are women of color.

The EmERGE training program is a unique opportunity for Democratic women who want to run for public office. It is the only in-depth, six-month, 70-hour, training program that inspires candidates to run and gives them the tools to win. As a program member, you will be exposed to a variety of campaign and election experts. You will meet an array of dynamic women who hold elected and appointed office. Through EmERGE, you are given specific opportunities to expand your political network.

### Our Curriculum

Participants meet one weekend a month for six months and receive comprehensive training on the following topics:

- Public Speaking and Communication
- Fundraising
- Media and Messaging
- Networking
- Campaign Strategy
- Field Operations
- Labor and Endorsements
- Technology and New Media
- Cultural Competency
- Ethical Leadership

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### **Who Trains?**

Emerge trainers are comprised of a premiere team of campaign consultants, advisors and staff from all over the country. Many of them have been involved in some of the most successful campaign and initiatives we've seen in recent election cycles. They come from backgrounds that span over fundraising, direct mail, field strategy, communications, press management and campaign messaging. They have won races from the city council to the governor's mansion.

**Who:** large, distinguished advisory board

## Flippable

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We focus on state legislature elections—races that play a huge role in national elections but are often overlooked. We'll tell you which races are more important, who's running, and how you can support them. Flippable intends to build a grassroots movement focused on state government. We needed to be rigorous and focused and use high-quality analytics to target the most "flippable" races. We have raised over \$350,000 for progressive candidates.

Current targets: Virginia, Florida, Washington State

Works with Mobilize America (see below) to organize canvassing and phone banking. One 2016 campaign organized 1,000 volunteers for canvassing.

**Who:** staff includes veterans of Hillary Clinton campaign



## Forward Majority

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Forward Majority brings together accomplished leaders in progressive politics, from Obama campaign senior staff to leaders in behavioral economics, technology, data science, political communications, and community organizing... We use our proprietary methodology to target additional, winnable races

“Why we’re working at the state level: The party that controls state legislatures in the lead up to the 2020 census will determine the next generation of American leadership.

“We deploy integrated campaigns to win individual seats. The races we target almost all have first-time Democratic candidates going head-to-head with GOP incumbents.

We bring the campaign muscle to boost them to victory, deploying evidence-based base practices, and testing next-generation tactics for areas that have been deficient, such as polling and message development.

**Who:** Honorary Co-Chairs Congressman Joe Kennedy III; Congressman Seth Moulton; Governor John Hickenlooper

## Gay and Lesbian Victory Institute

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Our intensive four-day Candidate & Campaign Trainings provide comprehensive, non-partisan best practices to present and future LGBTQ candidates, campaign staff and community leaders. Trainees learn necessary skills and strategies by engaging in tough, realistic campaign simulations, and work with peers to develop a plan to run for office and win.

### Training Curriculum & Agenda

#### Fundraising

- Developing a prospect list
- Utilizing multiple funding mechanisms
- Creating a reliable donor base

#### Message

- Running as an out candidate without becoming a single-issue candidate
- Crafting and communicating a consistent message
- Managing the press for positive results

#### Planning & Strategy

- Evaluating viability as a candidate
- Creating a campaign plan
- Crafting a realistic budget
- Maximization of time and resources
- Campaign management

## Indivisible

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Indivisible began with an online handbook written by Congressional staffers with suggestions for resisting the move to the right in the Trump administration.

Across the nation, over 5,800 local groups (at least 2 in every congressional district) are using the Indivisible Guide to hold their members of Congress accountable.

- The Guide has been viewed or downloaded over *2 million* times
- People from across the country have searched for a group, meeting, or event over *3 million* times
- *5,800 groups* have registered (*at least 2 in every congressional district in the nation!*)
- [www.indivisibleguide.com](http://www.indivisibleguide.com) has been viewed over *18 million* times by over *3 million* unique users from every state
- Our tireless volunteers have created scores of scripts, legislative process explainers, and toolkits to equip groups on the ground to resist Trump's agenda and hold their members of Congress accountable

**Candidate recruitment/training:** Provides handbook

**Who:** Peter Dreier, Founder, other congressional staffers

## Justice Democrats

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Justice Democrats, together with partner Brand New Congress (see below), are focused solely on the congressional races for 2018

Justice Democrats platform includes reforms to: establish single-payer health care; end political corruption; re-regulate Wall St.; invest in infrastructure and green energy; “common sense gun regulation” and cut military spending.

Notable elected officials joining Justice Democrats include Rep. Ro Khanna (Ca-17), and at least 10 candidates for congress. Justice Democrats have reportedly raised over \$1 million for 2018 thus far.

**Who:** Justice Democrats was created by Cenk Uygur, CEO of The Young Turks, Kyle Kulinski of Secular Talk and Zack Exley and Saikat Chakrabarti, former Bernie Sanders campaign staffers.

## #Knock Every Door

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#KnockEveryDoor is an organization created by and for volunteers. We recruit, connect and train volunteers to go out in communities across the country and start conversations about the progressive change our country needs.

These canvasses can focus on a progressive candidate, policy, or organization, or may simply be about starting the hard work of listening to what our neighbors who don't always vote with us have to say about politics...We believe that it's time we start talking with everybody. Many of us were surprised by the 2016 presidential election and have resolved to take action by talking with people who may not agree with us or just have a very different experience in their day to day lives that we've lost touch with. Others are die hard "field" volunteers who think that for too long the political establishment has favored spending resources on less effective broadcast television ads instead of investing in an infrastructure for going door to door and talking to voters at scale."

#KnockEveryDoor serves as a nationwide hub for progressive canvassing training and deployment. That is, it will be a platform that individuals, groups, and campaigns alike can plug into to receive training and support for progressive volunteers who wish to canvass in their communities.

While #KnockEveryDoor will focus on the mechanics of canvassing, not the campaign objective of the canvasser, there will be minimal restrictions on what volunteers may canvass for. For example, KED won't support Republicans or, potentially, certain Democrats facing primary challenges...

...We will train volunteers. Training resources will include a structured training pipeline of live calls and webinars, training guides, recorded videos, and volunteer-to-volunteer coaching calls...We will provide volunteers with materials, including template scripts, data entry sheets, sign-in sheets, field training and debrief agendas, etc.

Our scripts are based on "deep canvassing" methodology piloted by the Leadership Lab of the Los Angeles LGBT Center. You can read more about our canvassing philosophy [here](#).

Groundbreaking political science research suggests that long, open-ended conversations like these can actually change people's minds. This will take longer, open-ended conversations where the people we're canvassing do most of the talking.

We're going to build a list of people in our communities. We'll update our lists with people who vote, people who don't vote and people who can't vote. We'll note whether they are with us, need to be persuaded, or are dead set against us.

**Who:** Our core team came out of the Bernie Sanders campaign — both volunteers and staffers.

## Latino Victory Project

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Latino Victory Project is a movement that builds power in the Latino community so the voices and values of Latinos are reflected at every level of government and in the policies that drive our country forward.

Latino Victory Project accomplishes its mission by:

1. Supporting and electing leaders who reflect our community's values.
2. Empowering Latino voters through increased political participation.
3. Developing a pipeline of Latino donors in order to invest in Latino Victory and its candidates.

**Founders:** Eva Longaria and Henry Munoz

## Organizing for Action

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(OFA – formerly Organizing for America) is a non-partisan, issue advocacy organization committed to growing the grassroots movement by training, educating, and activating civically engaged community members across the country.

*With more than 250 local chapters around the country, OFA volunteers are building this organization, community by community, front porch or on Facebook. We're committed to finding and training the next generation of great progressive organizers.*

Neither OFA nor its chapters are involved in supporting candidates for elections or partisan political activity. Its purpose is public policy advocacy and development and the training and empowering of the next generation of leaders

Organizing for Action's intensive six-week fellowship program is designed to train the next generation of progressive leaders and issue advocates. Program. Working in one of three tracks (basic, intermediate, or advanced), fellows develop skills in areas such as community engagement, digital organizing, and digital content production.

Building upon the rich history of community organizing in Chicago, the *Community Organizing Institute* is a place to share stories, best practices, and innovations. workshops, panel discussions, presentations, trainings, film screenings, and social media.

## Our Revolution

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**UPDATE:** More than 230,000 individuals have contributed to Our Revolution so far.

Our Revolution is built upon the success of Bernie Sanders' historic presidential campaign.

The organization's mission is to educate voters about issues, get people involved in the political process, and work to organize and elect progressive candidates.

Our Revolution will empower the next generation of progressive leaders by inspiring and recruiting progressive candidates to run for offices across the entire spectrum of government. From school boards to congressional seats, a new generation of political leaders, dedicated to transforming America's corrupt campaign finance system and rigged economy, will become involved. Our Revolution will provide leaders inspired by the "political revolution" with the unparalleled digital tools, organizing knowledge and grassroots support successfully utilized throughout Senator Sanders' campaign

Our Revolution will educate the public about the most pressing issues confronting our nation and the bold solutions being offered.

Grass Roots Political Organizing – creating local groups, phonebanking, organizing events

**Who:** Some key leaders of the group include: Former Ohio State Senator Nina Turner; Former Nevada Assemblywoman Lucy Flores; Native American Leader Deborah Parker; Civil Rights Leader Ben Jealous; Political Leader, National Radio Commentator & Writer Jim Hightower; Arab American Human Rights Leader Jim Zogby; Former Chief of Staff for Senator Bernie Sanders Huck Gutman and others.



## Path to Power

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Path to Power is a project of the AFL-CIO Political Department to identify, recruit, and elect candidates to run for local government offices.

The purpose is to shift the power in local government to favor stronger pro-worker policies and develop a bench of candidates to move into higher office. Path to Power will work with affiliates, state federations, local labor bodies and close partners to identify union members and progressive, pro-working families candidates who can run winning campaigns in identified races.

Path to Power is a comprehensive program that follows the candidate through all stages from recruitment to governing including:

- **Identify & Recruit Candidates**  
Using data analytics, local knowledge and the political landscape to identify races that can be won by progressive pro-working families' candidates. Local labor leaders and partners will then identify potential candidates to run in those races.
- **Candidate Training**  
Path to Power, in partnership with state federations and affiliates on the ground, will train candidates on how to run a campaign, including: campaign messaging, labor issues, campaign planning, fundraising, and voter contact.
- **Electoral Support**  
Path to Power will offer continued support to endorsed Path to Power Candidates to assist in their election efforts, as allowed by each state's election law.
- **Issues & Accountability**  
Path to Power Alumni in elected office will have access to continued issue education and policy conferences, giving alumni the resources they need to introduce and pass progressive, pro-working families legislation.
- **Elevation**  
The Path to Power team and alumni, the state federation and local labor bodies will monitor public offices that Path to Power Alumni may elevate to in future elections.
- **What is the scope of the Path to Power Program?**  
Path to Power is a collaborative program between the national AFL-CIO, state federations, and affiliated national and local unions. Working together, they determine which races and which areas of a state to focus on.  
Path to Power can be implemented on either a small scale with a handful of targeted races in a particular jurisdiction, or on a large scale as a statewide effort of multiple races across local and state government.
- **What resources can the national AFL-CIO provide?**  
The Path to Power program can provide the following to designated Path to Power states and candidates (subject to varied state laws):
  - Path to Power conference curricula and materials

- Instructional and expert support for Path to Power conferences
  - District targeting and analytics
  - Policy development and analysis
  - Campaign communications
  - Strategic support for campaigns
- Who can be a Path to Power candidate?

The AFL-CIO strongly encourages union members to run for political office. It is recognized that many labor supporters may not have an opportunity to join a union at their workplace, so the Path to Power program provides space for both union members and union supporters to run successful campaigns. The Path to Power program is specifically for candidates who do not currently hold office, or current elected officials who are running for higher office.

## Peoples House Project

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The candidates we will support are from walks of life not well represented in Congress.

**Candidate/campaign training:** Our method is the recruitment and support of excellent candidates in Republican-held congressional districts in Midwestern and Appalachian states. Doing that requires a Democratic Party that is classically Progressive, true to its working-class roots, and focused on people who are one broken-down car from economic catastrophe.

**Who:** President Krystal Ball.

## Progressive Turnout Project

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The Progressive Turnout Project was launched in July 2015. We design, test, and execute specialized voter turnout programs targeting inconsistent Democratic voters in the most competitive districts in the country.

In the 2016 election cycle, we sent our trained teams to districts across the country to run tailor-made turnout programs complementing the work campaigns do and boosting Democratic turnout

So far in 2017, we've made aggressive heavy investments in field programs in three competitive special elections. Though Democrats came up short in these races, our field experiment results will guide us in running more effective voter turnout programs going forward...

In Montana's At-Large Congressional District, we spent \$225,000 on field staff, mail, and text messages in support of Democrat Rob Quist.

In Georgia's 6th Congressional District, we hired 7 field staff who knocked 25,000 doors and worked with over 300 volunteers to make 16,000 phone calls.

In South Carolina's 5th Congressional District, we spent five-figures on targeted voter turnout text messages...

This cycle, we are expanding our targeted districts to include competitive state legislative races in select states where the legislature plays a key role in redistricting. Virginia's House of Delegates is the first place where we're turning our state legislative program into action. There we are spending \$600,000 on a 25-person field program targeting 10 Republican-held House of Delegate seats...

**Candidate/campaign training:** No

Additionally, in the wake of the 2016 elections, we have launched the Progressive Turnout Project Community Action Network (PTP-CAN) to engage with supporters who want to get more directly involved in the political process. We also created a web platform that makes it easy for supporters to call their elected officials and speak out on a variety of issues. Check it out at [www.turnoutaction.org](http://www.turnoutaction.org).

## Run for Something

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**UPDATE:** 35 of Run for Something's chosen candidates won last year in races ranging from seats on state legislatures to city councils. More than 500 campaign experts have signed up to mentor Run for Something Candidates. Nearly 15,000 people have signed up to run for office, and Run for Something has raised over \$750,000 in grassroots donations.

Run for Something is focused on “helping progressives under 35 run for office.” The group “already has 30 candidates on ballots in races ranging from seats on state legislatures to city councils, and hopes that number will grow to at least 50 by November.”

We are not de-facto limiting our focus or our efforts by race viability, “flippability”, or whether or not we think the candidate is the “perfect person.”... By getting on the ballot, holding opponents accountable, and getting Democrats engaged through voter contact, our candidates will be effective in building out the party at the local level.”

**Candidate/campaign training:** “Our candidate program is structured to get as many committed people as possible in the door and provide them access to resources, money, and experts who can help them.”

Nearly 8,000 people have signed up to run for office, We've raised \$100,000 entirely in grassroots donations and Nearly 2000 people are signed up as Run for Something volunteers.

More than 300 of those folks are already making calls to screen our candidates and find us the best potential candidates. Each call takes a half hour. Our volunteers have invested more than 250 hours in candidate screening since we rolled out this program

We talked through the set-up of our our volunteer program earlier in February; take a look if you want to get in the weeds.

In a week since launching our mentorship program, more than 115 campaign experts have signed up to mentor our candidates. Campaign experts from Obama, Sanders, and Clinton campaigns have offered up their time to our candidates in a meaningful and immediately effective way. Our candidates are getting hundreds of thousands of dollars worth of consulting for free.

There are many organizations that do candidate training—we're not trying to replace those entities. Instead, we want to help feed people into those places, and we want to take the best of the best candidates that come out of those trainings and give them an extra hand in the mechanics of running for office.

**Who:** Amanda Litman, Hillary Clinton's email director. Large, distinguished Board of Advisors:

## Swing Left

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...Swing Left is an online community that connects you with your nearest Swing District. This is a district where the winner, an elected official who is now serving a two-year term in the House of Representatives, won the November 2016 election by a thin margin, or is otherwise vulnerable in 2018...

### **Candidate/campaign training:** No

Collecting commitment cards is the most effective way for us to make a tangible impact this summer. Studies show that getting voters to “commit” in advance can meaningfully increase turnout — one study showed a 3.8 percentage point effect on general election turnout! And collecting information from potential voters while we are at the doors will also help us craft effective messaging in advance of the 2018 elections.

We’ve made this simple with easy-to-use resources and comprehensive guides:

- Simple maps that pinpoint neighborhoods estimated to have a high percentage of likely Democrats and a high percentage of unregistered eligible voters
- An easy-to-use online tool that we built to collect electronically signed pledges from supporters, and record feedback from swing voters.
- Online trainings that will cover all the basics of the canvass program, tips for hosting your own event, and best practices for talking to voters at the doors. Webinars will be held from July 17 - Sept 29th.

**Who:** Swing Left was started by Ethan Todras-Whitehill, a writer and teacher, Joshua Krafchin, a marketer and entrepreneur, and Miriam Stone, a brand strategist