

*Political Strategy for a Permanent Democratic Majority*

THE DEMOCRATIC

strategist



THE **2020** LIST:

WEBSITES OF DEMOCRATIC

VOTER MOBILIZATION ORGANIZATIONS



## THE 2020 LIST OF THE WEBSITES OF DEMOCRATIC VOTER MOBILIZATION ORGANIZATIONS :

The Democratic Strategist is pleased to present this list of the websites of major Democratic voter mobilization organizations.

Reading the impressive range of websites in this list is a deeply encouraging and inspiring experience. It reveals the vast range of committed activity and fierce dedication that is already building across America.

We believe that this list is of unique importance right now because the only chance Democrats have of defeating Donald Trump next year and also of regaining a majority in the Senate and increasing Democratic victories in state level elections is by mounting an unprecedented campaign of voter mobilization in the states and districts where Trump and the GOP won narrow victories in 2016 and 2018.

The groups listed here all have significant “boots on the ground” campaign and campaign support organizations in battleground states and districts. Supporting their work represents the most direct and effective way that individual Democrats can influence the 2020 elections.

But, aside from making a personal financial donation to these groups, how can individual Democrats in states and areas that are already Democratic make a meaningful contribution to this effort?

The history of the Civil Rights Movement provides a compelling answer. In the early 1960's vast numbers of progressives lived in cities far from the segregated south but passionately wished to support and contribute to work of the heroic freedom riders, sit-in demonstrators and voting rights organizers. To do this, they organized a vast range of support concerts, rallies and meetings in cities across the country where people gathered to hear speeches, listen to music and raise funds to support the movement. There were events ranging from concerts by major artists and entertainers in vast concert halls to small local events in churches and school auditoriums.

Critically important funds were raised for the civil rights movement in this way, contributions that played a vital role in supporting the work of the grass roots organizers who were on the front lines of the struggle for equality.

There is a wide and impressive variety of organizations included in this list. Democrats from every sector of the Democratic coalition can find groups that they will judge worthy of support. The challenge that Democrats in even the most “deep blue” states and districts now face is converting the burning anger they feel in their hearts into active steps to make a meaningful contribution to the struggle against the appalling policies and behavior of Trump and the GOP.

This list is a tool for doing exactly that.

*Note: The information presented here is taken from the websites of these organizations. They are arranged in alphabetical order.*

## National Organizations:

The Arena	Organizing Corps
Collective PAC	Our Revolution
Democracy for America	People's Action
Emerge America	Run for Something
Emily's List	She Should Run
For Our Future	She the People
Indivisible	sisterdistrict.org
Living United for Change in Arizona (LUCHA)	spreadthevote.org
Mi Familia Vota	Supermajority
The MiAZ campaign	Swing Left/Flippable
Mobilize America	Working America
NextGen America	Working Families Party

## State and Local Groups:

- Forward Florida Action
- Michigan Progressive Turnout Project
- Minnesota Democrat-Farm-Labor
- New Florida Majority
- New Georgia Project
- One Arizona
- Progressive Turnout Project
- TakeAction Minnesota
- Texas Organizing Project
- Wisconsin Citizen Action

## I. NATIONAL ORGANIZATIONS:

### **The Arena**

<https://arena.run/>

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The Arena provides money, infrastructure and a kind of campaign boot camp to its chosen candidates who often lack resources and knowledge. Since 2016, Arena Summits have been attended by over 2,500 up-and-coming political activists and candidates from around the country.

The organization will host Summits in states of major electoral significance in 2020 and offer training along two tracks: (i) those who wish to become civic activists or entrepreneurs; and (ii) those who want to run for office. The Arena PAC has endorsed 28 candidates.

### **Collective PAC**

<https://collectivepac.org/>

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The Collective PAC is focused on increasing the number of African Americans in public office at all levels. The Collective PAC has helped 53 candidates win general elections at the local, state and federal level thus far. It has raised and bundled over \$6,500,000 from over 47,000 individual contributions, given and bundled over \$800,000 directly to endorsed candidates' campaigns, spent over \$2.5 million on paid advertising and get out the vote efforts and regranted \$2 million to local, grassroots organizations. The organization has also launched the first-of-its-kind Black Campaign School training for candidates and campaign operatives from around the country, and we host The Black Political Power Summit every year to update the nation on black political representation. The organization has over 100,000 email subscribers, over 20,000 donors.

### **Democracy for America**

<https://www.democracyforamerica.com/>

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Founded by former Democratic National Committee Chair Howard Dean in 2004, DFA leads public awareness campaigns on a variety of public policy issues, trains activists, and provides funding directly to candidates for office. The organization has more than a million members in the United States and internationally.

DFA focuses on endorsing candidates, at all levels of office, both local and national. DFA's endorsements are often orchestrated by members of local groups, and they provide resources, such as funds and addresses, to endorsed campaigns. According to their own records, the group endorsed over 578 candidates. Democracy for America has trained 157,000 activists on-the-ground in all 50 states.

### **Emerge America**

<https://emergeamerica.org/>

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Recruits and trains women and provides them with "the cutting edge campaign tools they need to run and win." Emerge has trained over 4,000 Democratic women to run and 690 serve in elected office today. Helped create 7 new majorities in Colorado, Connecticut and Maine, establish new supermajorities in Oregon, Nevada and Vermont; and helped break 3 Republican supermajorities

in key battleground states. Emerge America supported 152 women who won general elections in 2017. So far, 458 Emerge Alumnae are running in 2018.

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**Emily's List**

<https://www.emilyslist.org/>

Helps elect women, particularly pro-choice women, who can make significant contributions to education, health care, voting rights, and economic equality. Recruits the strongest candidates, supports campaigns that can win, studies the electorate, and turns out the vote. The organization helped flip Virginia and win a Democratic majority in the State Assembly.

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**For Our Future**

<https://forourfuturepac.org/>

The organization plans to spend \$80 million across seven key states in 2020. The group has partnered with several organized labor groups and plans to knock on close to a million doors in Pennsylvania.

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**Indivisible**

<https://indivisible.org/>

A movement of thousands of group leaders and more than a million members. It provides Indivisible groups access to voter contact software, along with a suite of canvassing, phone-banking, and texting tools in support of progressive candidates. Indivisible Action also makes endorsements of federal and gubernatorial candidates. The organization helped secure electoral victories in Virginia's 2017 state elections and Alabama's Senate special election and local Indivisible-affiliated groups helped elect Conor Lamb and Lucy McBath, Va state legislators. Indivisible has at least one active local group in all 435 House districts and one early conference call to discuss how to fight Trump's January 2017 Muslim travel ban drew 35,000 participants."

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**Living United for Change in Arizona (LUCHA)**

<https://luchaaz.org/>

Serves as a political home for people of color. Members have brought hundreds of thousands of voters into the political process, increasing turnout among Latinos in Arizona from 32 percent in 2014 to a whopping 49 percent in 2018.

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**Mi Familia Vota**

<https://www.mifamiliavota.org/>

Worked to identify and serve communities where Latino participation in the electoral process is lacking. Advocate year-round on critically important issues that affect our community in the fields of immigration, voting rights, the environment, workers' rights, education, and health care.

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## **The MiAZ campaign**

<http://www.miaz.us/home/>

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An explosion of progressive activism. From the #RedforEd movement, to students organizing on gun violence, to the unprecedented number of women, educators, and people of color and LGBTQIA people running for office-as progressives.

## **MobilizeAmerica**

<https://www.mobilizeamerica.io/>

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An online organizing platform that was founded in 2017 by two Democratic presidential campaign alums. The platform gives campaigns and organizers a single venue to sign people up for canvassing, door-knocking, phone banking, and more. Already 14 current presidential campaigns and 881 overall organizations are actively using it, including the Democratic National Committee and a number of progressive groups,

Since MobilizeAmerica launched, 827,000 individuals have signed up for 1.27 million actions. And the platform has recently added a distributed organizing feature that lets volunteers create and manage their own events. That has allowed for the platform to play host to more than 6,700 watch parties with more than 39,000 signups around the first two presidential debates. The firm worked with more than 480 campaigns in the 2018 cycle.

## **NextGen America**

<https://nextgenamerica.org/>

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A progressive advocacy nonprofit is spending \$4.5 million on a statewide effort to mobilize young voters across 30 college campuses. The organization plans to hire 80 paid organizers to educate young people about new election laws that will make it easier than ever to cast a ballot. NextGen's work with young voters in Michigan is part of a \$45 million national program focusing on 11 battleground states, including Arizona, Florida, Iowa, Maine, Michigan, Nevada, New Hampshire, North Carolina, Pennsylvania, Virginia and Wisconsin.

## **Organizing Corps**

<https://www.organizingcorps2020.com/>

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Organizing Corps 2020 recruits first-time organizers and trains them on the skills they need to get a paid, full-time job working on the 2020 Democratic Presidential campaign to help put a Democrat in the White House and win up and down the ticket on November 3, 2020.

## **Our Revolution**

<https://ourrevolution.com/>

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The organization supports and helps pass progressive ballot measures; create, train and mobilize activists; and both supports and participates in protests. More than 230,000 individuals have contributed to Our Revolution so far.

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**People's Action**<https://peoplesaction.org/>

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A coalition of 40-some grass-roots organizations across the country that works in both urban and rural areas. The organization staged nearly 780 rallies across the country to protest the family separation crisis. Half of the rallies were in counties that voted for Donald Trump. Small towns like Angola, Ind., and Ketchum, Idaho, with populations of 8,000 and 2,700 respectively, were among the communities that came together to support migrant families.

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**Run for Something**<https://runforsomething.net/>

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Thirty five 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.

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**She Should Run**<https://www.sheshouldrun.org/>

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A nonpartisan nonprofit that encourages women from all walks of life to run for office. It seeks to recruit 250,000 women run for office in swing states in the South, Southwest and Midwest by 2030.

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**She the People**<https://www.shethepeople.org/>

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Women of color are 20% of the population and more than a quarter of all democrats. Women of color are one in four voters in key swing states.

Women of color were crucial to democrats' 2018 victories. turnout among women of color increased 37% compared with the 2014 midterms. asian american and pacific islander women increased 48%, black women 28%, and latinas 51%.

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**sisterdistrict.org**<https://sisterdistrict.com/>

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The organization focuses on state legislatures across the country. In 2019 the organization supported candidates in Virginia, Mississippi, Louisiana, and Pennsylvania.

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**spreadthevote.org**<https://www.spreadthevote.org/>

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Obtains identification for eligible voters in voter i.d. states. Makes election guides, digital and real-world educational tools. Helps voters make and execute a plan to vote.

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## Supermajority

<https://supermajority.com/>

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Supermajority released the results of a comprehensive study, conducted by PerryUndem, that shows the majority of women voters, including 64 percent of Independent women, see the way women are treated in society as a top issue in the 2020 elections.

## Swing Left/Flippable

<https://flippable.org/>

<https://swingleft.org/>

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“Swing Left, which had been primarily committed in the last cycle to helping Democrats take back a majority in the House of Representatives, will bring Flippable, an outfit devoted to turning state legislatures blue, under its umbrella. The merged entity will continue to go by Swing Left and create a unified strategy and better equip volunteers and donors to help in the upcoming presidential race as well as down-ballot contests. Combined, the organization raised some \$13 million in 2018 in addition to having a community of more than a million of those volunteers and donors.

The combination of Flippable’s expertise in the states and Swing Left’s huge network will complement each other and ensure progressive voters do not get overwhelmed with too many outlets for activism and contributions.

The first thing that the new merged group will do will be to launch Swing Left’s Flippable States Fund, which seeks to raise money for the eventual Democratic nominees running in the most competitive state-level districts throughout 2019 and 2020.

“The work that [volunteers are] doing, mostly at this point registering voters, is done in states where that work is not just going to be for the presidential election but for the Senate election, and also for the key state legislatures necessary for Democrats to have a voice in the redistricting process in 2021.”

## Working America

<https://www.workingamerica.org/>

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For 2020 Working America, the largest community-based group for working people in the country with 3.5 million members has launched a \$70 million investment in nine states to add one million new digital subscribers, connect face to face with working-class voters about working family issues, and increase the total vote share for union-endorsed candidates by 500,000.

Working America projects having three million conversations in its priority states: Arizona, Michigan, North Carolina, and Pennsylvania; followed by Georgia, Iowa, Ohio and Minnesota and Wisconsin. In addition to discussing their top issues on their doorsteps, more than a million of these voters will receive regular updates about the connection between kitchen table economics and politics.

## Working Families Party

<https://workingfamilies.org/>

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The organization has state chapters and local branches in Colorado, Connecticut, Louisiana, Maryland, Nevada, New Jersey, New Mexico, New York, Ohio, Oregon, Pennsylvania, Rhode Island, West Virginia, Wisconsin, Washington state, or Washington, DC. Candidates supported by Working Families won 109 of 148 elections in 2017 in New York.



## II. STATE AND LOCAL GROUPS

### **Forward Florida Action**

<https://www.forwardfla.com/>

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A voter registration group founded after the Democrat's failed 2018 bid for Florida has added thousands to state voter rolls in 2019.

### **Michigan Progressive Turnout Project**

<https://www.turnoutpac.org/what-you-need-to-know-to-vote-in-michigan/>

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The Michigan field program will operate from offices opening next spring in Detroit, Flint, Ann Arbor, Lansing, Kalamazoo and Grand Rapids. PTP plans to send 100 canvassers to knock on doors across the state

### **Minnesota Democrat-Farm-Labor**

<https://www.dfl.org/>

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Trains Democrats across the State via in-person and conference call training and offers materials and courses online.

### **New Florida Majority**

<https://newfloridamajority.org/>

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The organization has turned in nearly 25,000 voter applications.

### **New Georgia Project**

<https://newgeorgiaproject.org/>

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In 2014, NGP launched an ambitious voter registration program resulting in roughly 69,000 new voters making the rolls. That work continues today with NGP's field team targeting the remaining 700,000+ unregistered citizens of color.

### **One Arizona**

<https://onearizona.org/>

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A coalition of 19 organizations working to register 25,000 new voters, focusing on people of color, contacting them in person and via text, email, phone and radio.

### **Progressive Turnout Project**

<https://www.turnoutpac.org/>

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Will target a million doors in Pennsylvania to increase voter registration.

The group is canvassing in Allegheny and Philadelphia Counties, the Philadelphia suburbs, and in northeastern Pennsylvania's Lackawanna, Lehigh, Luzerne, and Monroe Counties, with plans to expand that footprint.

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**TakeAction Minnesota**<https://www.takeactionminnesota.org/>

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The organization recruits and trains candidates and political leaders who have been active in the progressive movement to lead campaigns, run for office, and serve in appointed office through our Movement Political Leadership program that launched in 2019.

**Texas Organizing Project**<https://organizetexas.org/>

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Texas Organizing Project organizes Black and Latino communities in Dallas, Harris and Bexar counties.

**Wisconsin Citizen Action**<https://www.citizenactionwi.org/>

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A member-owned coalition of progressives that started off in the Greater Milwaukee area. Member-owners of the Organizing Co-op develop strategic issue campaigns with the support of their own organizer and Citizen Action.