



# National Electoral Project

A Program of Political Investing

Jobin-Leeds

Partnership for Democracy and Education

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# National Electoral Project **Goals**





- ◆ Win elections
- ◆ Inclusive and shared progressive policy agenda
- ◆ Political leadership and candidacies from progressive African American, Latino, and other people of color
- ◆ Progressive political infrastructure for the longterm, political capacity and leaders at the state & local levels
- ◆ Greater voter participation by African American, Latino and younger voters
- ◆ Strategic and organizational leadership by women and people of color




National Electoral Project  
**Framework**



- ◆ Issues
- ◆ Voters
- ◆ Candidates





National Electoral Project  
**Strategy**




Issues, Voters, and Candidates

- ◆ Issues that motivate voters.
- ◆ Voters organized into constituencies.
- ◆ Candidates with principles who represent them.



## National Electoral Project **Strategy**



- ◆ Identify and message popular issues and craft responsive public policy agendas that motivate voting.
- ◆ Mobilize new voters and build mass constituencies in support of progressive public policies and candidates for public office.
- ◆ Recruit, train and support progressive candidates to run for state and federal office and mount winning campaigns.



National Electoral Project  
**Organizations**



- ◆ Campaign for America's Future
- ◆ Center for Community Change
- ◆ Progressive Majority
- ◆ One Voice PAC



# Campaign for America's Future



- ◆ Strategic Issues, Message & Policy
  - Develops political and issue strategies, campaigns and messaging.
  - Convenes national strategy and message sessions, and implements mass communications programs linked with organizing efforts.



# Center for Community Change



- ◆ Community Voting Project
  - Activating network of community-based organizations through nonpartisan 501c3 civic engagement and voter mobilization.
- ◆ Campaign for Community Change
  - New 501c4 organization adding political content to community-based grassroots organizing around local and national issues.



# Progressive Majority

## Candidates-State and Local

- Recruits progressives to run for state and local office, electing the next generation of leaders.
- Racial Justice Campaign increases the number of progressive candidates of color.
- Progressive Leadership Circle raises funds for Progressive Majority candidates.
- Currently in Arizona, Colorado, California, Minnesota, Ohio, Pennsylvania, Wisconsin, Washington.



# One Voice PAC

## Candidates-Federal

- Congresswoman Barbara Lee's new leadership PAC.
- Formed to support progressive Democrats and candidates of color for the US House.
- Elevates progressives in House and party leadership.
- Unites progressive funders within party.



National Electoral Project  
**Connecting the Pieces**

Leverage changes in the  
Democratic Party.

Leverage changes in the Democratic party to better work in concert with the progressive network of organizations and activists outside the party as a unified political force.



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# Connecting the Pieces



## Support strategic message development and its use.

Support strategic message development, framing, and mass communications linked to a progressive policy agenda that motivates voting and presents an inclusive and principled political program.



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# Connecting the Pieces



Leverage connections and programmatic linkage among funded organizations.

Leverage connections and programmatic linkage among funded organizations to build on strengths, create efficiencies, increase coordination, and maximize impact of financial support.



# Parting Thoughts I

## Issues, Voters, and Candidates

- ◆ Issues that motivate voters.
- ◆ Voters organized into constituencies.
- ◆ Candidates with principles who represent them.



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A Program of Political Investing  
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