

# See Forward Fund Funding Initiative: What is needed to win: Massachusetts C4 Electoral Urban Strategy

## The Opportunity

The Massachusetts Rising Electorate (MRE), comprised of unmarried women, youth (18-29), and people of color, has experienced 164% growth in the past 10 years and is growing.

In Massachusetts, the MRE is 20% of all eligible voters. According to an analysis by Tufts University, these voters live largely in urban cities and towns.

The **new C4 Urban Voter Strategy** seeks to harness the potential of this electorate, while also building a long-term progressive infrastructure that reduces barriers between base building organizations and traditional progressive organizations and labor unions. The strategy also employs new and innovative data and technology as well as best practices employed in states across the country. We will work to increase voter registrants as well as voter turnout.

## The Tools

The groups will access and share the Voter Action Network (VAN - the nationally used and standard voter database) data in real time.

With support from Mass Alliance and America Votes, groups will share resources, best practices, targeting, materials, scripts, and focused coordination. They will have access to technical assistance with data as well as strategic and programmatic assistance around field mapping. No more duplicating efforts and turf. Field efforts will be smarter and more focused.

The shared technology and database allows groups, to target voters, track and mobilize members and the general public for grassroots advocacy and voting, evaluate advocacy and electoral work.

Groups will work together to achieve progressive electoral wins for this voting block in November and to advance progressive policy initiatives and hold legislators accountable after Election Day.

## The initial core participating organizations, all with 501 (c)4 status

America Votes (nationally)  
Chinese Progressive Political Action  
Coalition for Social Justice  
Neighbor to Neighbor  
Mass Alliance (statewide)  
Service Employees International Union

## Voter Universe

Total voting universe = 300,000  
Net new voters = 50,000

## Geographic focus

Boston, Worcester, Springfield, Haverhill, Methuen, Holyoke, Fall River, New Bedford, Taunton, Brockton, Lynn, Salem, Greenfield and Lawrence

## What's actually new and different?

Shared voter turn out strategies, less duplication of effort, better coordination of activities and targeting, use of sophisticated data and technology as well as shared fundraising and resource allocations.

These organizations are focused on key urban and low-income areas and doing work before the primary, where the traditional political organizations usually don't engage and don't have a track record.

Creates a dynamic new way to collaborate and win, on Election Day and beyond. For instance, SEIU and community based organizations are running joint canvasses – something we've never seen before. It takes a qualitative step toward building a lasting effective progressive infrastructure in Massachusetts.

## What are the Investment Opportunities?

The total project budget for technology, staff, data and field, is \$600,000 in political money. So far \$300,000 in C4 dollars has been raised. The See Forward Fund has pledged a matching grant of \$60,000 and we are currently raising another \$60,000 to meet that match challenge. Here's what new funds will support:

- Provide greater **staff support** and technical assistance from Mass Alliance and **ability to build internal capacity of the organizations**
- **Launch mapping experiments and do the testing and track the work** and figure out the most effective and efficient way to move forward
- Hire **more staff and train the best volunteers** who live in the target neighborhoods -- to work fulltime knocking on doors and having quality conversations about why they are active and why they vote
- **Build an evaluation tool**, pilot work for municipal elections next year and foster greater accountability and higher standards for work performed

To learn about these political investment opportunities and how to **give anonymously through the See Forward Fund or directly to one of the organizations**, please contact

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