

National Electoral Project

Framing Statement

TO: Friends and Interested Parties
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Executive Summary: This memo presents a strategy and identifies viable, well-managed, and effective efforts to:

- a) Help expand the electorate and turn non-voters into voters;
- b) Help create liberal and progressive victories in the 2004 presidential, Senate and House elections set the stage for victories in 2006, 2008 and 2010; and
- c) Advance progressive public policies.

By progressive policies we include universal health care, excellence and equity in our public schools, universal preschool and high quality social services, public financing of elections, immigrants' rights, corporate responsibility, progressive taxation, and global responsibility and reciprocity.

Criteria for Financial Support: The following outcomes and attributes have been established as criteria for selecting groups and initiatives to support. The organizations must:

- Help liberals and progressives win election
- Build and promote an inclusive and common progressive policy agenda among political and activist leaders and work collaboratively in partnerships and coalitions
- Increase political leadership and candidacies from progressive African American, Latino, and other communities of color
- Build progressive political infrastructure for the longterm, including organizational capacity and leaders at the state & local levels
- Increase voter participation by African American, Latino and younger voters
- Ensure organizational and program leadership by women and people of color

A Strategy of Action: This plan integrates programs of political and social action into a coherent strategy to:

- 1) message popular issues and craft responsive public policy agendas *that motivate voting*,
- 2) mobilize new voters and build mass constituencies in support of progressive public policies and candidates for public office, and
- 3) recruit, train and elect progressive candidates for state and federal office.

The three components of the strategy are to build on and augment each other, mutually reinforcing and amplifying a movement for progressive social and political change.