

The background of the slide features a stylized illustration of four human figures in shades of blue, holding hands in a circle. The figures are composed of simple geometric shapes, giving them a three-dimensional, blocky appearance. They are set against a solid blue background. A dark blue vertical bar is visible on the left side of the slide.

# **National Progressive and Party Infrastructure**

December 2009

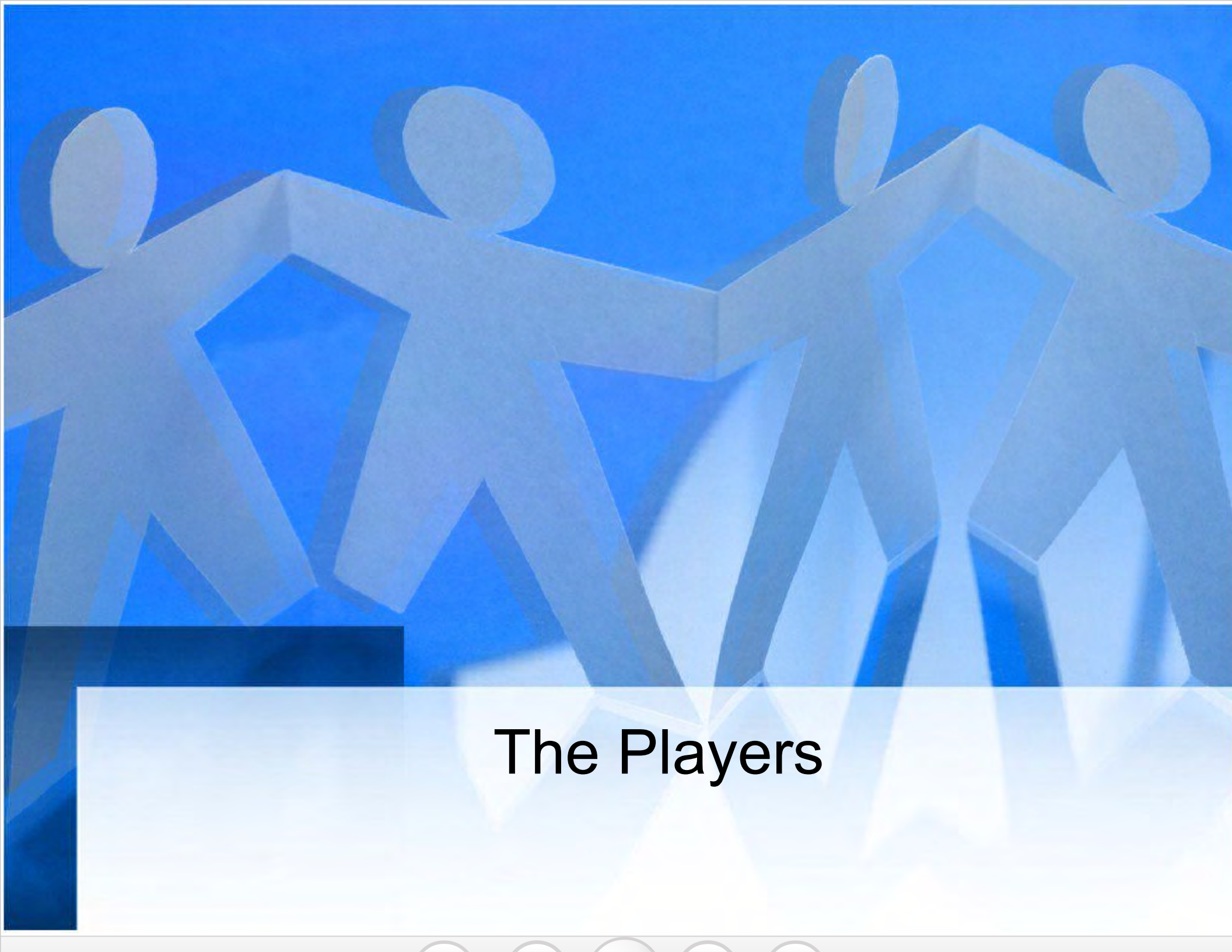
Adapted from Presentation by Maren Hesla, and Rob Stein

# Overview



- The Players
- Electoral Infrastructure
- Advocacy Infrastructure





# The Players

# The Players: Party Committees



- Democratic National Committee (DNC)
- Democratic Senate Campaign Committee (DSCC)
- Democratic Congressional Campaign Committee (DCCC)
- Democratic Governor's Association (DGA)
- Democratic Legislative Campaign Committee (DLCC)
- State Parties, State House and Senate Caucuses



# The Players: Unions



- Unions Affiliated with AFL-CIO
  - Including, but not limited to: AFSCME, AFT, CWA, IAFF, NALC
- Unions Affiliated with Change to Win
  - Including, but not limited to IBT, LIUNA, SEIU, UFW, UFCW
- National Education Association

# The Players: Cause Organizations

## 527s; 501 (c) groups; PACs



- Issue and Constituency Based Groups
  - NARAL Pro-Choice America; Planned Parenthood; Sierra Club; League of Conservation Voters; Environment America, EMILY's List;
  - Main Street Alliance; WVWV, Faith in Public Life; Catholics United; VoteVets; Human Rights Campaign
- Broad Based Groups
  - MoveOn.org; OFA\*; Americans United for Change; US PIRG, US Action, ProgressNow, Media Matters
- Civic Engagement
  - Center for Community Change; NAACP; National Council of La Raza; LCCR

# The Players: Donor Organizations



- Many of these organizations are supported by a broad base of individual donors, from small online donations to significant investments
- Many also receive support from foundations that fund much of the progressive infrastructure, including but not limited to:
  - Open Society Institute (OSI)
  - Atlantic Philanthropies
  - The Democracy Alliance (a federation of donors)
  - Committee on States
  - The Tides Foundation



The background of the slide features a stylized, 3D illustration of four human figures holding hands in a circle. The figures are rendered in a light blue color with a slight gradient, giving them a three-dimensional appearance. They are set against a solid, medium blue background. The figures are positioned in the upper half of the slide, with their heads and arms visible. The overall composition is clean and modern.

# Electoral Infrastructure



# In the beginning there were coordinated campaigns



- Before 2002, the Democratic Party convened “coordinated campaign tables”
  - Candidates and staff
  - Party committees (DNC; DCCC; DSCC)
- Coordinated campaigns worked together to avoid duplication of effort

# The Independent Coordinating Entity: America Votes



- A coalition of over 40 groups, working together to coordinate their **independent electoral** activity
- State-based coalition, with tables in 14 states
- Create a permanent progressive infrastructure
- Share innovative strategies and resources, create plans
- Maximize electoral impact
- And build lasting capacity by providing access to services like VAN, Catalist, ISSI, and more



# The Data Entity: Catalyst



- A national database of all voting age individuals in the United States
- A robust and enhanced file, with models, specialty data, and comprehensive vote history
- A transparent file, with clear descriptions of the data
- A data warehouse that holds voter contact records and results

# Using the Data: ISSI



ISSI is a not-for-profit corporation that provides data management, targeting and coalition-building advice and services to America Votes, State Voices and Unity

Helps maximize the tools offered by Catalist and make the most of their voter contact and advocacy campaigns



# Polling and Testing and Research



- **The Polling Consortium**: Serves as a central repository for progressive polling data, allowing analysts to examine trends on a much more granular level
- **The Analyst Institute**: Sharing results of experiments and modeling to develop “best practices” for voter contact
- **Project New West**: An LLC that conducts and shares research and strategy in 8 western states with its subscribers

# The Planning Entity: The Atlas Project



- The Atlas Project collects and maintains documents from previous campaigns, and develops strategic roadmaps for key states
- AP has developed a searchable database of over 100,000 campaign documents from 2000 to present day, including
  - Campaign plans, targeting memos, voter contact materials, and media buy & polling data
- AP is currently producing
  - Roadmaps and targeting reports for 26 states in 2010
  - Redistricting reports in key states
  - State-by-state summaries of finance rules and voter files



The background of the slide features a stylized, 3D illustration of four human figures in a light blue color. They are arranged in a circle, holding hands, which symbolizes unity, teamwork, and community. The figures are rendered with soft shadows, giving them a three-dimensional appearance against the solid blue background.

# Advocacy Infrastructure

# State Voices



**State Voices** was established in 2007 to coordinate the 501 (c)(3) activity in 16 states

Their mission:

- Create the conditions for candidates and elections to focus on the issues that matter to the partners
- Foster non-traditional partnerships that cut across issue silos
- Facilitate planning and coordination of work
- Provide the hardware, software, and support necessary to conduct state of the art advocacy, translating electoral tools to year-round policy work



# Unity



- A coalition of nearly 30 organizations working to engage the public, through education and advocacy, to achieve a broad progressive policy agenda
- Develop a shared strategy with a common list of policy targets and objectives across major issue campaigns
- Expand and strengthen participating organizations' ability to respond rapidly to key organizing moments
- Plan for a permanent progressive infrastructure

# Specific Issue Coordination



- **HCAN – Health Care for America Now**
  - A coalition of over 500 groups working for quality, affordable health care for everyone.
- **American Rights at Work**
  - A coalition of unions and progressive organizations working to pass EFCA, to restore workers' freedom to choose whether to join a union
- **Clean Energy Works**
  - A non-partisan effort to move the US to clean energy sources
- **Reform Immigration for America**
  - A national effort that brings together individuals and grassroots organizations with the mission to build support for workable comprehensive immigration reform.
- **Americans for Financial Reform**
  - A coalition of nearly 200 national, state and local consumer, labor, retiree, investor, community, and civil rights organizations working together to spearhead a campaign for real reform in our banking and financial system



# Specific Issue Coordination



- **Redistricting**
  - Foundation for the Future and National Democratic Redistricting Trust: organizing the legislative and legal strategy for fair redistricting.
  - National Committee for an Effective Congress (NCEC): providing the targeting data and mapping strategy for fair redistricting
  - DLCC: developing and executing an electoral strategy to protect or pick up key legislative bodies.

# Sharing Research, Best Practices, and Ideas



- **Democracy Corps**
  - An independent, non-profit organization that uses quantitative and qualitative data to shape the public debate and issue agenda
- **Progressive Think Tanks**
  - Center for American Progress; The Brookings Institution; The Progressive Policy Institute; Campaign for America's Future; Center for Economic and Policy Research
- **Training and Professional Development**
  - WellstoneAction; EMILY's List, Center for Progressive Leadership; New Organizing Institute; Democracy for America; Democratic GAIN



# Building *Integrated* Progressive Capacity: 2005-2009

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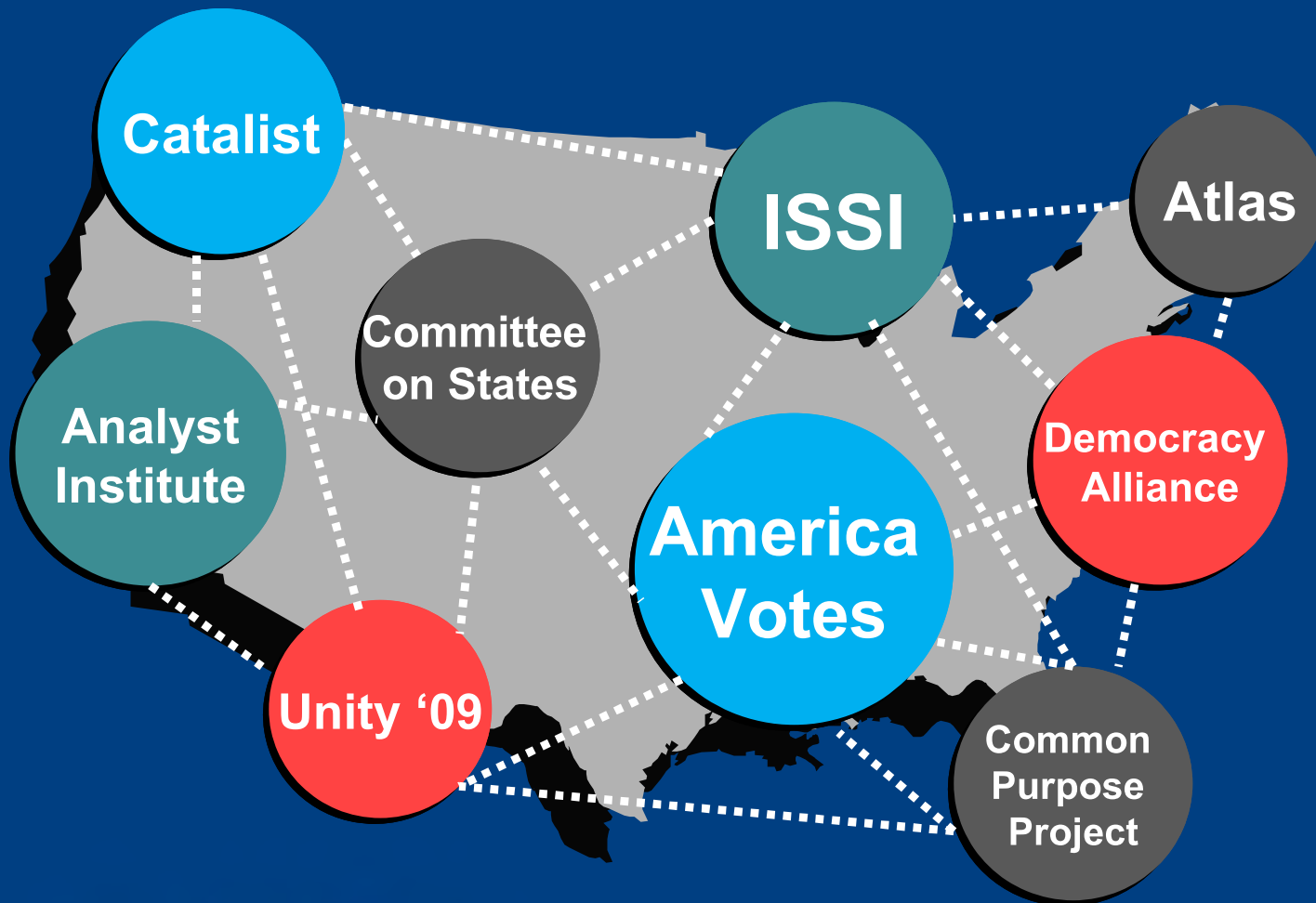
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# Building *Integrated, Intelligent* Progressive Capacity: 2010-2015

## BRAINS



- **Strategic Planning**
- **Shared Resources**
- **Division of Labor**
- **Efficiencies of Scale**
- **Cost Efficiencies**
- **Collaboration**
- **Integration**
- **Respect**
- **Trust**
- **Facilitative Leadership**