



SISTER DISTRICT SUMMIT 2022

2022 Strategy

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Sister District Strategy

Sister District Strategy

Mission

- To build sustained progressive power in state legislatures by electing reflective, inspiring candidates and supporting them as legislators once elected

Why State Legislatures?

- Policy pipeline
- Leadership pipeline
- Vital key to fair elections, voting rights, democracy
- High ROI for volunteer & donor time and resources
- Trajectory: narrowing federal protections + devolution to states
 - Challenges and opportunities



Sister District Strategy

How do we build progressive power in state legislatures?

We fill critical gaps at every point in the political life cycle

- Win Elections
- Support Organizers
- Develop Legislators
- Educate & Empower



Sister District Strategy

Win Elections:

- Data and analytics to identify the most strategic and competitive state legislative races
- Powerful grassroots, hardside field and fundraising programs
- Comprehensive candidate services program



Sister District Strategy

Support Organizers:

- Organizer training, development, and community-building for 155+ Sister District Teams & Affiliates
- Annual Sister District Summit
- State Bridges
 - Fundraising event series for state-based organizations engaged in year-round power-building
 - Often led by people of color and centering experiences of those most affected by key state policies
 - Next event - Weds March 2 - Michigan



Sister District Strategy

Develop Legislators:


- Purple District Network
 - National network of 80 progressive frontliners
 - Best practices, governance and policy strategies
- State Power Table
 - Co-convenor with SiX and Pipeline Initiative
- Future Winners
 - Losses are often downpayments on future wins
 - Partnership with EMILY's List, Run for Something



Sister District Strategy

Educate & Empower:

- Award-winning political research program
- Civic engagement programming



Win Elections: Our Political Strategy



Sister District: Political Strategy

- **Blue Flips:**
 - Chambers where maps provide Democrats with the opportunity to compete for a legislative majority
- **Blue Holds:**
 - Chambers where Democrats have a fragile majority that is in immediate jeopardy of flipping red
- **Blue Inroads:**
 - Chambers where Democrats unlikely to flip in short-term, but where we must hold the line and position ourselves for future successes



Sister District: Political Strategy

Mix of Chambers + Seats Changes Each Year:

- Schedule of state legislative elections
- Shifting composition of chambers
- Broader electoral opportunities



Sister District: The First Five Years

- **2017:** Flipped WA Senate blue; held DE Senate; brought VA House within 1 seat of flipping blue
- **2018:** Flipped CO and ME Senates; held WA and DE Senates; broke GOP supermajorities in MI and PA Senates
- **2019:** Flipped both VA Senate and House
- **2020:** Only flips in NC House, WI Assembly, TX House, PA House, AZ House
- **2021:** Defended VA House in tight red flip



2022: Political Strategy



Sister District: The Year Ahead in 2022

Challenging Political Environment

- Historical midterm performance
- Down-ballot roll-off and enthusiasm gaps
- Virginia as GOP enthusiasm barometer
- Redistricting: heterogeneous landscape



Sister District: The Year Ahead in 2022

- It will take a tremendous amount of resources, energy, and attention to hold the line and make gains this year
- We are prepared to meet the challenge head on



Sister District: The Year Ahead in 2022

Strategic Priorities:

- Nested opportunities
- Fairer maps
- Incumbent protection



Sister District: The Year Ahead in 2022

Blue Flips - Dems have opportunity to compete for a majority

- PA House; MI Senate & House; AZ House & Senate

Blue Hold - Fragile Democratic majorities in immediate jeopardy

- NV Senate & House

Blue Inroads - Holding the line & preventing superminorities

- WI Assembly; GA House; NC Senate & House



Sister District: The Year Ahead in 2022

Exact seats and chamber selection:

- Final maps
- Candidate recruitment
- Internal resources & volunteer capacity

We are already hard at work:

- Data analysis, trends and trajectories
- Local and national grassroots, electoral and advocacy organizations
- Electeds and other stakeholders

Endorsement Timeline:

- Wave 1: Late April; Wave 2: June