

JAMAAL BOWMAN CASE STUDY

Soon-to-be Congressman
representing New York's 16th
congressional district



J A M A A L
BOWMAN
FOR U. S. CONGRESS | NY-16

OVERVIEW

Jamaal Bowman, a middle school principal in the Bronx, announced his run for NY-16 in 2019. The D+24 district had been held by Rep. Eliot Engel since 2013 (previously held NY-17 from 1993-2013 and NY-19 from 1989-1993).

New York's 16th congressional district includes the northern Bronx and southern half of Westchester County. It is majority Black, with significant White and Hispanic populations as well.

- ✓ Clinton won NY-16 75.5 – 22.5% in 2016
- ✓ The incumbent, Rep. Engel, is a 16-term New York Democrat who heads up the House Foreign Affairs Committee

CHALLENGE

Bowman is the latest in a surge of liberal energy that could “end up smothering itself, drawing an influx of challengers who scrap for the same votes while allowing entrenched incumbents to coast” through the primary.



Oversaturation from the left

One of three progressive Democrats challenging Engel, in a time when many were doing the same nationwide.



Establishment war chest

Engel had been in Congress since 1993, with the backing of national leadership and high name recognition.



“
Jamaal Bowman's campaign announced... the candidate raised \$2 million ahead of Tuesday's Democratic primary against longtime incumbent Rep. Eliot Engel. Bowman's campaign also revealed he received more than 65,000 individual donors during the campaign.
– The Hill
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RESULTS

Utilizing a combination of donor research projects, match lists, and creative solutions to develop call time lists, low dollar email acquisition, and digital audiences, GA helped Bowman and his team see the below results:

- ✓ Defeated 31- year incumbent Engel – who was endorsed by Hillary Clinton, Andrew Cuomo, Nancy Pelosi, and the Congressional Black Caucus – by a **margin of 55.4 – 40.6%**
- ✓ Outraised non-incumbent primary challengers by a 10:1 margin, outgaining his next closest challenger \$2.3 million to \$225,000
- ✓ Capitalized on progressive grassroots momentum, receiving contributions from more than 65,000 unique donors



SOLUTION

Grassroots Analytics identified several creative solutions to help Bowman reach progressive donors nationwide and connect with African-American (AFAM) donors in-district.

Left wing, progressive donors

▶ With the inception of Justice Democrats and similar groups, as well as candidates like Alexandria Ocasio-Cortez, the base of donors looking to unseat long-standing incumbents has grown exponentially. GA connected Bowman with thousands of these donors, both in New York and across the country.

AFAM in-district support

▶ GA helped Bowman capitalize on the majority Black population of NY-16, as many donors saw Bowman as a more apt representative of the district's makeup.

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