

EVERYDISTRICT CASE STUDY

PAC that aims to rebuild the Democratic Party by flipping state legislature seats



OVERVIEW

EveryDistrict began in 2017, with the goal of rebuilding the Democrat Party from the ground up: flipping state legislatures through an innovative approach to data and fundraising.

In 2020, they focused their efforts in 11 states where there was an opportunity for Democrats to make a strategic gain, like flipping a chamber or breaking a GOP supermajority.

- ✓ Democrats have lost 20% of their state legislature seats since 2009
- ✓ Republicans vastly outraise Democrats in downballot races

CHALLENGE

It's difficult to garner support for downballot races, particularly in a year with voters and donors focused on flipping the White House and Senate.



Lack of downballot excitement

Although voters are more engaged in 2020, there is an aspect of donor fatigue in a presidential election year.



Republican control

The GOP holds 21 state trifectas, compared to only 15 for Democrats. As a result of the 2018 elections, Dems grew their trifectas by a net gain of six.

EVERYDISTRICT TOP TEN



SOLUTION

Grassroots Analytics worked with EveryDistrict to create solutions that would expand their data analysis and pool of fundraising targets for state legislature candidates in the 2020 cycle.

Donors who focus on local races

GA used its database to identify donors with “gives to state and local candidates” as their top issue reason to give. Combined with the issue term “gives to red-to-blue races”, these donors have a significantly higher likelihood to give, and give often, to downballot candidates, even in a presidential election year.

States with flippable chambers

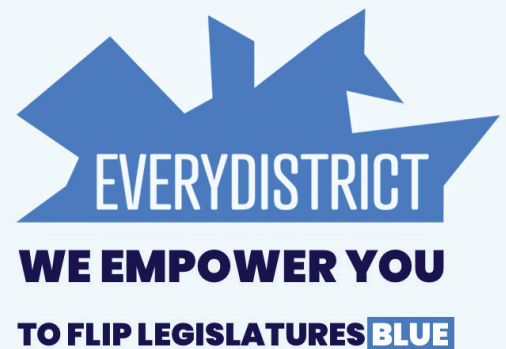
Capitalizing on the 2018 Dem trifecta gains, GA expanded the data variables of EveryDistrict’s *Legislative District Index* to find more donors in their targeted states.

“The presidential race is already occupying a large portion of every conversation we have, but our model makes fund-raising an organizing opportunity, and makes sure everybody’s engaged in their local community,” which may keep them from being distracted by... Democratic primaries.
– Drew Morrison, as quoted in *The Nation*

RESULTS

Utilizing different variables for targeted outreach, with a particular focus on high-dollar donors in specific states, GA helped EveryDistrict enhance their existing operation to achieve the following fundraising and organizational results:

- ✓ Increased mid- and high-dollar donor pools: two times the previous number of \$200+ donors; 25% increase in \$1,000 donors
- ✓ Financial support directly to state legislature candidates, which helped to elect 48 new legislators as of 2019
- ✓ Used peer-to-peer fundraising strategy to raise more than \$400,000 for its targeted candidates



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