

# Swing Left Mission & Values

## What we do

Swing Left is building a **lasting culture** of **grassroots participation** in **winning elections for the Left** by making it as easy as possible for anyone to have **maximum impact on the elections that determine the balance of power in our country.**

## Why we do it

**Elections are year-round work.** We invest continually in communities and organizers to build the long-term infrastructure necessary to gain and hold power for Democrats because we cannot expect to drop in every two or four years and have the trust and organization we need to win.

**We've all got to show up.** Even in the best of times, civic engagement at a massive scale is necessary to ensure a government that reflects the will of the American people. As we face the threat of a GOP that increasingly sees its path to power through subverting that will, we must drive towards a level of participation that is even broader, deeper, and more sustained.

**Elect Democrats to strengthen democracy.** We recognize that as a country, we have a long way to go to build a government and society that serves the interests of all Americans, but also that an empowered Democratic Party is critical to move us forward.

**Winning isn't everything—but it's a start.** Swing Left's specific contribution towards tangible, positive change in our country is winning elections against Republicans. To do that, we focus our efforts on winning the swing races that deliver and keep power for all Democrats.

## How we do it

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**Put people first.** Our organization is built on the bedrock idea that if you remove barriers to action, people will do amazing things. We drive impact by creating programs and products that make people's work in elections easy, strategic, and rewarding. We prioritize mental and physical well-being and provide the structure to know when to surge and when to recharge, all toward the goal of making progress sustainable for our community.

**Champion diversity, equity, and inclusion.** Our objectives and policies that promote diversity, equity, and inclusion are not a separate function or department. We recognize that the work of dismantling white supremacy, being anti-racist, creating inclusive spaces, and building equity and accessibility into our programs and products is work for every employee, contractor, partner, and volunteer in the organization.

**Uncomplicate the complex.** We provide the clear context, targeted strategy, and efficient processes to help our community support Democratic wins in key races. We create simple and streamlined content, tools, and programs to bring sense and meaning to the confusing world of electoral politics. We connect the dots between action and impact so our volunteers and donors can see how their efforts make a tangible difference.

**Innovate, test, and grow.** We engage new approaches from both inside and outside of politics. We experiment and learn. We are constantly curious and challenge assumptions. Internally, we create space to discuss our values and how they show up in our work and culture, and we hold each other—and ourselves—to account. We do not avoid failure and conflict, but treat them as necessary steps on the path to growth.

**Pitch in as partners.** In important moments that others are better equipped to meet, we step back to support and uplift the individuals, organizations, and electeds who are leading the charge. We create space to support the work of others both internally and externally, and we step up when needed.

# What we value

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## **Constructive action**

We believe that action towards a goal is the antidote to anger and despair. Our entire community is brought together by a focus on what we can all do to effect positive change in the near and long term.

## **Community**

We value collaboration and effective teamwork. We know progress is more sustainable when the work is done with others. We're committed to being generous and helpful at every level of our community, from our staff, to our volunteers and donors, to the progressive movement as a whole.

## **Diversity, equity, and inclusivity**

We work towards a diverse, equitable, and inclusive culture and a greater sense of belonging. We recognize that this work does not have a finish line and requires daily, active effort across our community, from the individual team member and volunteer to the organization itself.

## **Effectiveness**

We help people make better decisions about how to spend limited time, effort, and resources to help Democrats win. We prioritize impact today and impact tomorrow, ensuring that our team, community, and campaigns have the internal and external resources they need to succeed, now and sustainably over the long haul.