

BLUEPRINT

2020 END OF YEAR

Impact Report

We began 2020 by making quarterly recommendations for state legislative races, Senate races, and civic organizations. For legislative races, we targeted GOP-held chambers, where Democratic majorities were within reach, in states with legacies of gerrymandering and voter suppression. At the Senate level, we prioritized competitive races that could forge a path to the majority. For civic organizations, we chose groups working to register, protect, and turn out voters—with a special emphasis on voters of color, working-class voters, and young voters—in presidential and Senate battleground states.

Q1

Laying the groundwork

Prioritized voter registration in presidential battlegrounds and early funding to candidates.

Q2

Expanding the map

Focused on bolstering organizations and campaigns as they scaled up for the general election.

As Election Day approached, we shifted to more frequent updates to support nimble investing that avoided saturated races and helped narrow funding gaps.

Q3

3.1 Making new majorities

Supported campaigns and organizations as they navigated challenges at a key point in the cycle.

3.2 Going on offense

Boosted candidates and civic organizations as they prepared for the final stretch.

Q4

4.1 Closing gaps

Minimized funding gaps to keep races competitive and support voter protection and turnout work.

4.2 Sprinting to Election Day

Made late money count by supporting underfunded Senate races as well as voter protection and turnout efforts.

4.3 Curing ballots

Funded civic organizations engaged in ballot-curing efforts in battleground states.

4.4 Flipping the final seats of 2020

Fueled campaigns and civic organizations ahead of the Georgia U.S. Senate runoffs.

During the 2020 cycle, Blueprint donors invested over \$5 million in 148 Democratic candidates and 31 civic organizations to win key races, empower voters, and strengthen our democracy.

Blueprint's emphasis on high-impact investments meant we only recommended competitive races where each dollar had difference-making potential. The benefit of this strategy is that funds aren't spent on races where Democrats are expected to win by huge margins, but the downside is that losing is always a possibility. At the state level, the challenge of overcoming Republican gerrymandering and flipping must-win districts proved to be too difficult for many Democrats.

Meanwhile, this strategy led us to recommend 10 offensive Senate races, three of which helped Democrats secure a majority. Although seven of those candidates lost, the average loss margin in those races was in the single digits: -8.8%.¹

On the organizing side, this strategy meant providing support to nonpartisan civic organizations that work predominantly with underrepresented communities in presidential and Senate battlegrounds. These constituencies—working-class voters, young voters, rural voters, and/or voters of color—had potential for greater turnout and ultimately comprised the diverse coalition that helped propel President Joe Biden to victory in key states.

Disclaimer: Civic organizations listed by Blueprint are non-partisan 501(c)(3)s and/or 501(c)(4)s. Funding for these organizations through the Blueprint Voter Fund, a project of Tides Advocacy, is only for independent political work that does not coordinate with any campaign. Organizations and strategies across various tax statuses are provided for donor information purposes only and do not imply coordination.

2020 was always expected to be a competitive election year. With voters deciding presidential, Senate, and state legislative races—ahead of a once-per-decade redistricting process—the future of our democracy was on the ballot. After the coronavirus pandemic swept through the country in March, taking and upending so many lives, the stakes grew even higher.

We'll continue to analyze the data from the general election and Georgia Senate runoffs in the weeks and months ahead, but here are our initial takeaways:

Polling bias led Democrats to underestimate Trump's support again.

In the leadup to Election Day, polls overwhelmingly made it seem that Democrats were favored to flip the U.S. Senate, and key state legislatures appeared within reach. Unfortunately, those polls undersampled Trump voters.

This omission was significant because while Democrats were able to turn out historic numbers of voters and build an exceptionally diverse coalition, Trump's turnout apparatus also performed strongly. Crucially, Trump's campaign succeeded in mobilizing people who voted straight Republican down ticket, preventing Democrats from flipping state legislative chambers and winning key Senate races.

A Note on Polling

Measuring public sentiment is a must in any functioning democracy, and polling is the best way to relay constituents' views to elected officials. But we've now seen sizable polling errors in two election cycles when Trump appeared at the top of the ticket. Pollsters need to modify their methodology so they can capture the people they've missed in both cycles.

As far as Blueprint's strategy going forward, incorporating more candidate-agnostic measures—such as modeled partisanship or perception of the economy—alongside polling may make it easier to gauge race competitiveness if polling participation continues to have a partisan skew.

Organizing finally gets its due.

Arizona and Georgia turning blue in the presidential and Senate elections is a testament to the power of grassroots organizing. In both states, organizers have been building political power among overlooked communities for years. Their work in assembling diverse coalitions transformed both former Republican strongholds and delivered the presidency for Joe Biden and a Democratic Senate majority.

Combine those victories with the years-long organizing effort that helped establish a Democratic trifecta in Virginia in 2019, and it's hard to deny the value of investing early and regularly in grassroots organizing. This is further underscored by the uptick in Republican attacks on democracy and the rapid scaling of increasingly conservative and unpopular policy.

But the importance of organizing extends far beyond electoral outcomes. Grassroots organizations are so effective in building winning coalitions because they spend years cultivating deep relationships within their communities. These organizers are committed to helping people advocate for life-changing issues and show elected officials that their communities are too powerful to ignore.

Overlooking investments in defensive seats cost some down-ballot Democrats.

In order to help Democrats gain control of state legislative chambers, we always had to target offensive opportunities (seat flips) that we believed were winnable. However, systemic polling errors led us to believe that the state legislative environment was more competitive—in Democrats' favor—than it turned out to be. As a result, we did not prioritize defensive opportunities (seat holds) and lost some of the seats Democrats had flipped in 2018.

At the congressional level, Democrats lost more seats than expected even with historic fundraising. The close margins in some races, with incumbents losing by 1% to 2%, suggests that investments in defensive opportunities could have made an impact.

In several key states, redistricting is positioned to be more fair than it was in 2011.

Although Republicans held onto key state legislative chambers in 2020, Democrats stand to have a bigger role in redistricting in 2021 than they did 10 years ago. After the 2010 midterms, Democrats had 11 trifectas to the GOP's 22; after the 2020 elections, Democrats have 15 trifectas to the GOP's 23.

Michigan, one of the most gerrymandered states in the nation, will have its maps drawn by an independent redistricting commission. Pennsylvania and Wisconsin both have Democratic governors who have varying levels of veto power over maps, and Democrats have a majority on the Pennsylvania State Supreme Court, which is particularly important given the U.S. Supreme Court ruling in *Rucho v. Common Cause* that partisan gerrymandering can only be decided at the state level.



STATES



\$1,502,591

disbursed to state legislative candidates

Arizona

The GOP retained control of both chambers of the Arizona Legislature this year, preserving its 31–29 state House majority while Democrats narrowed the GOP’s state Senate majority to 16–14 after flipping one seat. Three of the Arizona candidates we invested in this cycle won their races: **Representative Jennifer Pawlik** held LD-17, **Representative Judy Schwiebert** flipped LD-20, and **Senator Christine Marsh** flipped LD-28.

Overall, Democrats—and democracy—are in a solid position going into 2021. Arizona is still a GOP trifecta, but an independent redistricting commission draws electoral maps in the state and has done so since 2000. GOP legislators attempted to change the commission’s makeup in 2018 and 2019, but their efforts failed. As a result, the five-person commission will still have two GOP-appointed members, two Democrat-appointed members, and an independent chair during the 2021 redistricting process.



Balance of Power

2011

Governor: **Republican**

State Senate:
21 (R) – 9 (D)

State House:
40 (R) – 20 (D)

2021

Governor: **Republican**

State Senate:
16 (R) – 14 (D)

State House:
31 (R) – 29 (D)



State Representative Judy Schwiebert is a former teacher who spent 27 years teaching at Cactus and Greenway High Schools in Legislative District 20. Schwiebert decided to run for office in response to Arizona’s public education crisis. Arizona has one of the highest teacher turnover rates in the country and a vacancy rate of 24%, which, in early 2020, led to a teacher shortage that left 1,800 classrooms without a permanent teacher.

Investing in public education so that both students and educators alike are positioned for success is a top legislative priority for Schwiebert.

Michigan

The Michigan State House remains under GOP control, with Republican legislators preserving their 58–52 majority after the general election.² Four of the Michigan candidates we supported this cycle won their races: **Representative Laurie Pohutsky** held HD-19, **Representative Kelly Breen** flipped HD-38, **Representative Christine Morse** flipped HD-61, and **Representative Angela Witwer** held HD-71.

Even though the GOP retained control of both chambers of the Michigan Legislature, the upcoming round of redistricting will be better for Michiganders and democracy. Thanks to Michigan voters passing ballot measure Proposition 2 in 2018, an independent redistricting commission will be tasked with drawing maps in 2021. The commission will be composed of 13 randomly selected applicants: four Democrats, four Republicans, and five Independents.

Lastly, Democrats control the governorship and the state Supreme Court, so there are multiple avenues for defending the independent redistricting commission from bad-faith GOP attacks.



REP. KELLY BREEN



SEN. CHRISTINE MORSE



REP. ANGELA WITWER

Balance of Power

2011

Governor: **Republican**

State Senate:

26 (R) – 12 (D)

State House:

63 (R) – 47 (D)

2021

Governor: **Democrat**

State Senate:

22 (R) – 16 (D)

State House:

58 (R) – 52 (D)



State Representative Laurie Pohutsky, who sits on the Committee for Natural Resources and Outdoor Recreation, is a microbiologist who is passionate about environmental causes. In March 2019, Pohutsky introduced HB 4386, an environmental oversight bill aimed at giving state agencies more power to address environmental concerns, such as the state's ongoing PFAS water contamination crisis.

HB 4386 would repeal a law signed by former GOP Governor Rick Snyder during his 2018 lame duck session that prohibited state agencies from implementing any environmental rules that were stricter than the federal standard.

Florida

The GOP retained control of the Florida State House, increasing its majority to 78–42 after picking up five seats. While the GOP expanded its majority, **Representative Andrew Learned**, one of the Florida candidates we supported this cycle, won his race and defended HD-59.

Although the GOP doesn't have the supermajority it had in 2011, Florida remains a GOP trifecta and Republican lawmakers are expected to once again draw skewed maps during the 2021 redistricting process.

Balance of Power

2011

Governor: **Republican**

State Senate:
28 (R) – 12 (D)

State House:
81 (R) – 39 (D)

2021

Governor: **Republican**

State Senate:
24 (R) – 16 (D)

State House:
78 (R) – 42 (D)

North Carolina

Both chambers of the North Carolina General Assembly remain under Republican control, with the GOP increasing its state House majority by four seats to 69–51 while Democrats narrowed the GOP's state Senate majority to 28–22 after flipping one seat. Four of the North Carolina candidates we supported this cycle won their races: **Representative Brian Farkas** flipped HD-9, **Representative Ricky Hurtado** flipped HD-63, **Senator Sarah Crawford** flipped SD-18, and **Senator Kirk deViere** defended SD-19.

Since Governor Cooper (D) lacks veto power over maps and the Supreme Court has declared partisan gerrymandering to be a states' issue, the North Carolina Supreme Court stands to play a key role in the fight for fair maps. The court has issued pro-democracy rulings in the past, most recently throwing out the state's gerrymandered congressional and legislative maps in 2019. However, it's unclear how the new composition of the court—three Republican justices, three nonpartisan justices, and one Democratic justice—will affect future rulings.

Balance of Power

2011

Governor: **Republican**

State Senate:
26 (R) – 12 (D)

State House:
63 (R) – 47 (D)

2021

Governor: **Democrat**

State Senate:
22 (R) – 16 (D)

State House:
58 (R) – 52 (D)

115 S. MAPLE STREET



North Carolina State Representative Ricky Hurtado
gathers with volunteers in December 2019

Pennsylvania

The GOP retained control of both chambers of the Pennsylvania General Assembly, preserving its 28–21–1 majority in the state Senate and expanding its state House majority by one seat to 111–92. Four of the Pennsylvania candidates we supported this cycle won their races: **Representative Steve Malagari** defended HD-53, **Representative Gerald Mullery** defended HD-119, **Representative Nancy Guenst** flipped HD-152, and **Senator John Kane** flipped SD-9.



REP. STEVE MALAGARI



REP. GERALD MULLERY



REP. NANCY GUENST



SEN. JOHN KANE

Nonetheless, Democrats are in a stronger position for redistricting compared to a decade ago. Governor Wolf (D) has the ability to veto congressional maps drawn by the General Assembly, and Democrats have a 5-2 majority on the Supreme Court of Pennsylvania. Back in 2011, the GOP had free rein to gerrymander maps due to its control of the state legislature, governorship, and the state Supreme Court.

Control of the court is particularly notable, because it could ultimately play a role in the 2021 state legislative map-drawing process. Pennsylvania's legislative redistricting is conducted by a five-person commission composed of the General Assembly's four floor leaders (two from each party) and a fifth member, who, if the parties fail to agree, will be selected by the court.

Balance of Power

2011

Governor: **Republican**

State Senate:
30 (R) – 20 (D)

State House:
112 (R) – 91 (D)

2021

Governor: **Democrat**

State Senate:
28 (R) – 21 (D) – 1 (I)

State House:
111 (R) – 92 (D)

Texas

The GOP preserved its 83–67 majority in the Texas State House, and Democrats flipped one seat in the state Senate, narrowing the GOP’s majority to 18–13. Four of the Texas candidates we supported this cycle won their races:

Representative Erin Zwiener held HD-45, **Representative Michelle Beckley** held HD-65, **Representative Ann Johnson** flipped HD-152, and **Senator Roland Gutierrez** flipped SD-19.

In addition to having a trifecta, the GOP controls Texas’s Legislative Redistricting Board—which takes over map-drawing if the legislature reaches a deadlock. As a result, the Texas GOP is expected to once again draw skewed maps during the 2021 redistricting process.

REP. ANN JOHNSON



REP. ERIN ZWIENER

Balance of Power

2011

Governor: **Republican**

State Senate:
19 (R) – 12 (D)

State House:
101 (R) – 49 (D)

2021

Governor: **Republican**

State Senate:
18 (R) – 13 (D)

State House:
83 (R) – 67 (D)



Sen. Gutierrez and family



Rep. Michelle Beckley being sworn in



SENATE



\$1,213,072

dibursed to Senate candidates

Arizona

We supported **Senator Mark Kelly** in Q2, in his race against Martha McSally in the special election to fill the late John McCain's U.S. Senate seat. Although the Democratic primary was scheduled for August, we chose to fund Kelly's campaign months in advance because he was running uncontested. This early funding meant we could support the development and execution of a thoughtful, effective campaign strategy well ahead of the general election.

This was among the most expensive Senate races this cycle, and Democrats were expected to flip the seat. Kelly succeeded, winning by 2.4% in an election that saw a remarkable increase in Democratic turnout. Part of that uptick in turnout can be attributed to Kelly establishing a strong campaign early in the cycle that was able to engage, persuade, and turn out potential voters.

Exit polls show that the three most important issues to voters who supported Kelly were coronavirus pandemic response, racial inequality, and health-care policy.

Democratic Voter Turnout

2016 Presidential Race

1,252,401

2020 U.S. Senate Race

1,716,467



Sen. Mark Kelly and Gabby Giffords

Georgia

Jon Ossoff first became a Blueprint target in Q3 after he won the June primary and secured the Democratic nomination in the race against former GOP Senator David Perdue. This timing allowed us to send funds that could immediately be used for the general campaign.

Polls characterized this race as highly competitive—which turned out to be accurate. In the end, Perdue won 49.7% of the vote, compared to Ossoff's 47.9%, and triggered a runoff election for the seat. As in Arizona, this U.S. Senate race saw an impressive increase in Democratic turnout that buoyed Ossoff and kept the seat in play for Democrats.



Democratic Voter Turnout

2016 Presidential Race

1,877,963

2020 U.S. Senate Race (Ossoff)

2,374,519

GENERAL

2,269,738

RUNOFF

2020 U.S. Senate Race (Warnock)

1,617,035

GENERAL

2,288,923

RUNOFF

Following Election Day, we supported Ossoff and **Reverend Raphael Warnock** in their Senate runoff elections on January 5th. Ossoff, during an appearance at a Blueprint webinar in August, presciently noted that control of the U.S. Senate could come down to Georgia as it was the only state with two seats up for election in 2020. By assembling a coalition similar to Biden's—although with even greater Black voter turnout and, to a smaller degree, increased Latino and Asian American Pacific Islander voter turnout—Ossoff and Warnock won both runoffs and gave Democrats a Senate majority.



Sen. Rev. Raphael Warnock

Iowa

We first supported **Theresa Greenfield** in Q2 in her race against incumbent GOP Senator Joni Ernst. Greenfield became the Democratic nominee following the June primary, and we were able to provide funds to her campaign at the end of Q2 as she began campaigning for the general election. In Q3, we continued to support Greenfield as the race grew more expensive.

Despite being the sixth-closest Senate race of the year, this race was one of the definitive examples of polling error, as most polls suggested a more competitive outcome. Ernst captured 51.8% of the vote whereas Greenfield only won 45.2%. Unfortunately, this wasn't unique to Iowa: polling in midwestern states with large white voter populations had an average error of -6.14% compared to an average error of -3.3% in more diverse sunbelt states.

Lastly, since Iowa's population growth is stagnant, Democratic victories depend on winning a larger share of the existing voter base. Even though Democratic turnout increased, Democrats' ongoing challenges in rural areas meant that Greenfield—who outperformed Biden (-8.2%)—still wasn't able to overcome the Trump/Ernst ticket.

Democratic Voter Turnout

2016 Presidential Race

653,669

2020 U.S. Senate Race

754,859



Maine

We added **Sara Gideon** as a Blueprint target in Q2 in her race against incumbent GOP Senator Susan Collins. Gideon became the Democratic nominee following the March primary, so we were able to support her campaign as it was pivoting toward the general election.

Although this race was classified as a toss-up by Cook Political Report, Collins won 51% of the vote whereas Gideon won 42.4%. Polling disappointingly failed to capture the breadth of Collins's support: the October polls average deviated from the final results by -13.0% while the polling average between Trump and Biden was only off by -4.3%.

Maine, like Iowa, is a state where Democrats rely heavily on persuasion, and not just turnout, to win elections. Gideon's failure to at least match Hillary Clinton's vote share, even amid an 8% increase in overall turnout, shows that her campaign's inability to persuade voters ultimately decided this race.

Democratic Voter Turnout

2016 Presidential Race

357,735

2020 U.S. Senate Race

347,223



Montana

In Q3, **Steve Bullock** became a Blueprint target for his race against incumbent GOP Senator Steve Daines. We chose to support Bullock after he secured the Democratic nomination in June, which enabled us to provide funds to his campaign as it transitioned from the primary to the general election.

As with Iowa and Maine, the Montana U.S. Senate race also saw significant polling error. Polls suggested that the race would be highly competitive, but Daines ended up with 55% of the vote compared to Bullock's 45%. Still, Bullock won almost as many votes as Trump did in 2016—the most of any Democrat running for federal office in Montana's history—which shows that Democrats are building a base in a rural state with a growing population.

Democratic Voter Turnout

2016 Presidential Race

177,709

2020 U.S. Senate Race

272,463



Steve Bullock

North Carolina

We supported **Cal Cunningham** in Q1 in his race against incumbent GOP Senator Thom Tillis. Cunningham became the Democratic nominee following the March primary, so we were able to quickly provide funds as his campaign was pivoting from an expensive primary toward a competitive general election.

Polling showed Cunningham ahead throughout the year, although his lead narrowed in the fall. Tillis ultimately won 48.7% of the vote compared to Cunningham's 46.9%—the second-closest margin in a U.S. Senate race this year. Even though Cunningham lost the race, Democratic turnout rose significantly in North Carolina's population centers and growing parts of the state.

Democratic Voter Turnout

2016 Presidential Race

2,189,316

2020 U.S. Senate Race

2,569,965



EXPANSION RACE

Alaska

In Q4, we supported **Al Gross** in his race against incumbent GOP Senator Dan Sullivan. Gross, who is an Independent, became the Democratic nominee in August, so we provided funds to his campaign as it entered the final stage of the election cycle.

This investment was intended to help widen Democrats' path to a majority in the Senate, especially as priority races—such as Arizona and Maine—were overfunded and therefore offered diminishing returns so close to Election Day.

Unfortunately, Alaska is notoriously hard to poll, and this year was no different. The Senate race saw a 10%+ polling error, and Sullivan won 54% of the vote compared to Gross's 41.2%. Even so, Biden finished with the strongest performance of a Democratic candidate since 1964 and Gross captured 25% more votes than Clinton. This indicates that Democrats are making inroads in Alaska—which could have significant implications in the 2022 Senate race and beyond.

Democratic Voter Turnout

2016 Presidential Race

116,454

2020 U.S. Senate Race

145,694



EXPANSION RACE

Kansas

We first funded **Barbara Bollier**'s campaign in her race against GOP candidate Roger Marshall in Q3. Bollier became the Democratic nominee in August, and our funding arrived shortly after the campaign shifted its focus to the general election. We also supported Bollier in Q4.

Similar to Alaska, our investments in Kansas aimed to strategically expand Democrats' potential paths to victory in the Senate beyond the top-tier targets and races that garnered more national attention. However, the polling errors in Kansas are consistent with the challenges of polling rural populations in other states. Marshall ended up with 53.2% of the vote compared to Bollier's 41.8%, which differed from the state polling by 9.4%.

While the outcome of this race wasn't competitive, Democrats still made notable gains in voter turnout. Furthermore, the state's changing demographics suggest that Democrats, with effective campaigning and outreach to rural communities, can continue to build support in the state.

Democratic Voter Turnout

2016 Presidential Race

427,005

2020 U.S. Senate Race

571,530



Dr. Barbara Bollier

EXPANSION RACE

Texas

MJ Hegar's race was our final expansion target, and we supported her in Q4 in her race against incumbent GOP Senator John Cornyn. Hegar secured the Democratic nomination in July following a late runoff, which meant our funding arrived as her campaign shifted to persuading and mobilizing Texas voters for the general election.

This race was widely recognized as an uphill battle, and even inaccurate polling reflected the challenge of winning this seat. Cornyn ended up with 53.5% of the vote versus Hegar's 43.9%, resulting in a -3.9% polling error compared to -4.4% in the presidential race.

Despite the loss, the surge in Democratic turnout in this race is part of ongoing efforts to transform Texas into a swing state. Turnout in Texas increased by 26.2% from 2016, resulting in the fourth largest increase in the nation. Hegar's campaign, while unsuccessful this year, is playing an important role in a statewide effort to turn the second-largest state in the nation into the largest electoral battleground.

Democratic Voter Turnout

2016 Presidential Race

427,005

2020 U.S. Senate Race

571,530





ORGANIZATIONS



\$2,379,505

disbursed to civic organizations

Disclaimer: Civic organizations listed by Blueprint are non-partisan 501(c)(3)s and/or 501(c)(4)s. Funding for these organizations through the Blueprint Voter Fund, a project of Tides Advocacy, is only for independent political work that does not coordinate with any campaign. Organizations and strategies across various tax statuses are provided for donor information purposes only and do not imply coordination.

Arizona

Thanks to years of multiracial, multigenerational grassroots organizing led by immigrants, young people of color, workers, and teachers, Arizona quickly emerged as a presidential, Senate, and state legislative battleground in 2020. But restrictions to voting access—passed by the GOP-led state legislature in 2019—along with consistently low voter turnout meant that existing voter registration and mobilization programs needed to scale up drastically in order for victory to be possible.

We moved funds to two grassroots civic groups working to expand and mobilize the Arizona electorate: **Arizona Center for Empowerment (ACE)** for voter registration in Q1 and **MiAZ**, a coalition of six organizations, for voter mobilization in Q3. Blueprint funds helped ACE reach its goal of registering 11,208 new voters and MiAZ make 2.3 million voter contact attempts.

These organizations prioritized outreach to Latinos, people of color, young people, and working-class communities—and their efforts paid off. In a state that President Biden won by just over 10,000 votes, Latino turnout in key Latino-majority precincts grew by up to 20%, compared with 2016, and roughly 73% of Latino voters in those precincts supported Biden.³

Additionally, MiAZ supported and coordinated outreach efforts to Native communities, a constituency that also helped push Biden to victory. Turnout on the Navajo and Hopi reservations increased by almost 40% from 2016, and Biden won over 80% of votes cast in the Navajo Nation and Hopi Reservation.⁴



Voters registered

11,208

Voter contact attempts

3.4M

Turnout universe

2.6M

Organizing beyond the election

ACE's advocacy efforts included creating, in partnership with United We Dream, the Arizona Undocumented Workers Relief (AUWR) Fund to help individuals who were left out of Congress's March COVID-19 relief bill. This newer initiative compliments ACE's ongoing work to provide access to immigration services, including raising funds for DACA and work authorization permit renewal.

Georgia

Stacey Abrams's historic 2018 gubernatorial run, in which she won a larger vote share than Hillary Clinton and Barack Obama, illustrated what progressive organizers had argued for years: Georgia was in play. 2020 would be the chance to prove this at the presidential and Senate levels, though Georgia's track record of voter suppression—exacerbated by the pandemic—posed a real challenge.

We supported **New Georgia Project Action Fund**—the 501(c)(4) arm of New Georgia Project—for voter registration, protection, and mobilization in Q2, Q3, and Q4 post-Election Day ahead of the Senate runoffs; **America Votes-Georgia** for mobilization in Q4 pre- and post-Election Day; and **Asian American Advocacy Fund, The Georgia Latino Alliance for Human Rights Action Network, Mijente PAC**, and student advocacy organization **Rise** for registration, protection, and mobilization for the January 5th runoff elections.

These six organizations work with often overlooked, yet growing constituencies with the power to determine the outcome of close races. While some post-election analysis quickly pointed out that Black vote share declined in the general election, turnout, in raw numbers, among Black Georgians, actually set a new record: approximately 1.35 million, up from roughly 1.15 million in 2016. Additionally, Asian American turnout grew by nearly 63% from 2016, more young voters turned out in Georgia than in any other state, and 62% of Latino voters supported Biden over Trump.

“Blueprint is a dream funding partner for the New Georgia Project Action Fund. Blueprint's streamlined process made it possible for NGPAF to quickly deploy funds during the most critical election of our lifetime.”

New Georgia Project
Action Fund

Voters registered

21,000

Voter contact attempts

3.97M

Turnout universe

2.36M

Organizing beyond the election

Since Georgia state law does not provide civil rights protections, New Georgia Project Action Fund, alongside other grassroots groups, has fought for years to get Macon-Bibb County to pass a local civil rights ordinance prohibiting discrimination due to a person's race, religion, national origin, sex, or age. The county committee finally passed an anti-discrimination ordinance in November.

In September, New Georgia Project Action Fund organized in response to Governor Brian Kemp's proposal to block access to the Affordable Care Act health insurance exchange and instead direct Georgians to a private portal. The organization mobilized Georgians to submit public comments in opposition to the plan because it would complicate access to health care and likely result in tens of thousands of Georgians not enrolling in coverage.



Mijente PAC



Asian American Advocacy Fund

Pennsylvania

When it comes to presidential elections, Pennsylvania is the archetypal swing state. Add to that Trump's win margin of less than 1% in 2016, and it was clear that Pennsylvania would once again be a high priority target. However, unlike other presidential battlegrounds, Pennsylvania made early strides toward expanding ballot access. In 2019, the state passed an election reform bill that finally allowed no-excuse absentee voting, a pro-democracy move that stood to exponentially increase the number of mail-in ballots cast in the upcoming general election.

We supported **Make the Road Action Pennsylvania**, the 501(c)(4) arm of Make the Road Pennsylvania, for voter mobilization in Q4 prior to Election Day. During this period, Blueprint funds helped MTR increase its phone and text bank capacity and ultimately surpass its call and text goals.

Make the Road Action has been organizing Latino, immigrant, and working-class communities across Pennsylvania for the past four years. As a voting bloc, Latinos played a pivotal role in helping Biden win Pennsylvania: an estimated 69% of Latino voters voted for Biden compared to 26% for Trump.

Calls made

2.2M

Texts sent

1.4M

Organizing beyond the election

In October, Make the Road Pennsylvania published a COVID-19 report that analyzed the disproportionate impact the pandemic is having on Pennsylvania's Latino and immigrant communities. The organization's advocacy work also includes pushing for government eviction relief, noting that Black and brown renters will be hardest hit by the looming eviction crisis that stands to devastate the lives of 30 to 40 million people.



Wisconsin

Going into the 2020 presidential election, Wisconsin was widely viewed as the likely tipping-point state. The close margin in the 2016 race suggested the state was within reach, but it would take work. Further, because of barriers to participation like strict voter ID laws, voter registration hurdles, and long lines—all of which impacted voters during the primary—winning Wisconsin would require robust, proven programs that could both engage and protect voters.

We supported Milwaukee-based **Leaders Igniting Transformation Action Fund (LIT)** for voter registration and protection in Q1 and Q2. In addition to registering voters in the first half of the year, LIT and its in-state partners successfully advocated for local and state election officials to send absentee ballot applications to approximately three million registered voters across the state.

LIT works with young people of color in Wisconsin to help them build political power, and young voters (ages 18–29) were part of the coalition that helped deliver Biden his victory. The youth vote accounted for 14% of the total vote in Wisconsin, and Biden won the youth vote by 19%, compared to Clinton's 3%. This is all the more encouraging given that Wisconsin's burdensome voting restrictions disproportionately impact young people and people of color.



Voters registered

5,000

Texts sent

2.12M

Calls made

1.28M

Voter guides distributed

75,000

Organizing beyond the election

For years, LIT has advocated for the removal of the Milwaukee Police Department from Milwaukee Public Schools. After George Floyd's murder in late May brought overdue national attention to the prevalence of racist police violence, the Milwaukee Public Schools system finally agreed to cut police contracts in schools. LIT continues to push for greater funding for mental health resources as well as investment in restorative justice practices to ensure the school system supports Black and brown students.

Florida

We invested in **Organize Florida** and the Florida for All Coalition for voter registration and mobilization in Q3 and Q4. Our funding to this member-led organization of low- and moderate-income Floridians committed to social, racial, and economic justice helped with vote-by-mail ballot chase and cure efforts, as well as texting and calling programs during GOTV.



Voters registered

149,740

Voter contact attempts

15.77M

Turnout universe

3.8M

Organizing beyond the election

Organize Florida and partners within the Florida for All Coalition organized in support of Amendment 2, the voter-passed ballot measure that will gradually raise Florida's minimum wage from \$8.56 to \$15 an hour by 2026.

Iowa

We invested in **Citizens for Community Improvement Action Fund (CCI Action)** for voter protection and mobilization in Q3. Blueprint's investments arrived while the member-led organization was doubling down on its outreach in rural communities and its work to ensure the counting of each vote. This work included running a robust advertising program via local news, radio, and television that reached over a quarter million Iowans.



Voters engaged through ads

250,000+

Voters mobilized

342,000

Organizing beyond the election

CCI Action organized to pressure the Des Moines Sustainability Taskforce and the Iowa Environmental Council to pass a resolution to have carbon-free energy by 2030. The organization also aims to mobilize over 10,000 Iowans to participate in issue campaigns for COVID-19 response and economic relief, expanded access to clean water, protections for family farms, stronger workers' rights, and more.

Kansas

We invested in **Loud Light Civic Action** for voter mobilization in Q4. Our funding supported the youth-powered civic organization as it ran a voter education program, offered Spanish-language voting resources, and reached out to young voters and voters of color through digital, text, phone, and mail.



Texts sent

466,680

Calls made

12,508

Mailers sent

115,775

Organizing beyond the election

In 2021, Loud Light will be advocating against voter suppression policies that will likely be a priority for the far-right-led Republican supermajorities in both legislative chambers. Beyond defense, Loud Light hopes to advance proactive pro-voter policies that might include same-day voter registration. The current 21-day voter registration deadline is a major barrier to democratic participation in the state.

Montana

We invested in **Forward Montana** for voter mobilization in Q3. Blueprint funding helped the youth civic engagement organization print tens of thousands of mailers and voter guides to distribute across college campuses in the fall.

Mailers sent

50,000

Voter Guides Distributed

60,000

Organizing beyond the election

Forward Montana asked community members to review, attend workshops about and comment on the city of Bozeman's climate plan in order to ensure the plan reflected constituents' desire for a bold, clean future.



North Carolina

We invested in several North Carolina organizations this year: **Blueprint North Carolina** for voter registration and outreach in Q2, and **Advance Carolina** and **Down Home North Carolina** for voter protection and mobilization in Q3. Our funding helped Blueprint North Carolina, a network of non-profit organizations across the state, pivot to digital tactics amid the early months of the pandemic.

Later in the year, Blueprint investments arrived as Advance Carolina contacted Black voters who had been purged from the rolls; our funds also supported Down Home as it scaled its relational organizing and deep phone canvassing programs in multiracial, working-class, and poor rural communities.

Voters registered

50,000

Voter Contact Attempts

8.28M

Relational and Deep Canvass Conversations

40,536

Organizing beyond the election

Key provisions of North Carolina's anti-LGBTQ bill HB142, which prohibited municipalities from passing their own ordinances to establish protections for LGBTQ individuals, expired on December 1. Down Home North Carolina is working with the #NCisReady campaign to take advantage of the expirations and get protections passed throughout the state.

Texas

We invested in **Texas Organizing Project (TOP)** for voter mobilization in Q3 and Q4. Our funding supported TOP, which works with Black and Latino communities in Texas's four largest counties (Bexar, Dallas, Fort Bend, and Harris) as it launched its voter outreach program.

Voter Contact Attempts

5.6M

Voters mobilized

1.9M

Organizing beyond the election

TOP's advocacy work includes the Right 2 Justice campaign, which seeks to end mass incarceration and the criminalization of poverty within Black and Latino communities. One of the campaign's current initiatives is bail reform in Harris County; TOP, with several partners, also authored a report calling for change and reform to Houston's policing.





National Organizations & Custom Blueprints

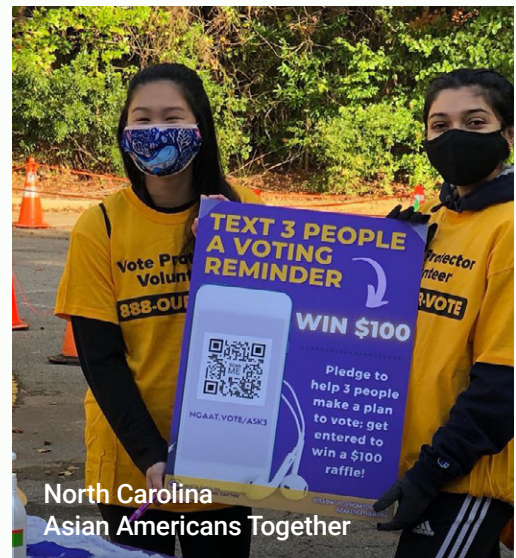
We also invested in national voter protection efforts starting in Q2 through the end of the year, through **Fair Fight Action**, an organization working to provide equal access to the ballot through voter protection, organizing, and election reform advocacy.

After Election Day in November, we supported ballot curing work by **New Georgia Project Action Fund**, **North Carolina Asian Americans Together in Action**, **Poder** in Arizona, and **UNITE HERE Action Fund** in Arizona, Georgia, Nevada, North Carolina, and Pennsylvania.

We also invested in the following organizations through custom Blueprints throughout the year: **Center for Voter Information**, **Chispa Arizona**, **Democracy Docket Action Fund**, **One Pennsylvania**, **Texas Freedom Network**, and **We Can Vote**. By recruiting poll workers, fighting Trump and GOP lawsuits, communicating safe voting options to the public, and training election workers, the election protection organizations—Democracy Docket, We the Action, and We Can Vote—were instrumental in ensuring that the general election and Georgia U.S. Senate runoffs were free and fair.



One Pennsylvania



North Carolina Asian Americans Together

Thank you for using Blueprint to invest in races and organizations that are critical to strengthening our democracy.

Log into your Blueprint account today to see your latest quarterly recommendations. If you have any questions about this report, please email us at blueprintsupport@swingleft.org.

¹ Source: *The New York Times*

² Democrats flipped two seats and Republicans flipped two seats—hence why the GOP maintained the same majority. The GOP-controlled state Senate isn't up until 2022.

³ *Arizona Central*

⁴ *The New York Times*

Financials

\$5,110,700.89 raised over the 2020 cycle

\$1,213,071.92 for U.S. Senate candidates
\$10,000 for U.S. House candidates
\$1,502,591.39 for state legislative candidates

\$5,533 for state parties
\$2,379,504.58 for civic organizations

U.S. Senate

\$64,740.68 to Al Gross
\$2,888.88 to Amy McGrath*
\$133,703.63 to Barbara Bollier
\$179,197.42 to Cal Cunningham
\$520 to Gary Peters*

\$12,288.89 to Jaime Harrison*
\$19,688.89 to John Hickenlooper*
\$209,540.66 to Jon Ossoff
\$61,240.63 to Mark Kelly
\$55,990.68 to MJ Hegar

\$65,092.09 to Raphael Warnock
\$68,702.08 to Sara Gideon
\$166,388.32 to Steve Bullock
\$173,089.07 to Theresa Greenfield

U.S. House*

\$500 to Abby Finkenauer
\$500 to Anthony Brindisi
\$500 to Ben McAdams
\$250 to Betsy Dirksen Londrigan
\$500 to Candace Valenzuela
\$500 to Carolyn Bourdeaux
\$250 to Christina Hale
\$500 to Christy Smith

\$250 to Cindy Axne
\$500 to Dana Balter
\$250 to Debbie Mucarsel-Powell
\$250 to Elaine Luria
\$500 Eugene DePasquale
\$250 to Hiral Tipirneni
\$500 to Jackie Gordon
\$250 to Joe Cunningham

\$500 to Kara Eastman
\$500 to Kate Schroder
\$250 to Kathleen Williams
\$500 to Kendra Horn
\$500 to Rita Hart
\$500 to Sri Kulkarni
\$500 to Wendy Davis
\$500 to Xochitl Torres Small

State Legislatures

\$155,669.46 to Arizona State House and Senate
\$99,286.86 to Florida State House
\$60,000 to Michigan State House**

\$65,275.59 to North Carolina State House and Senate
\$573,373.05 to Pennsylvania State House and Senate

\$548,786.43 to Texas State House
\$200 to Wisconsin State House and Senate*

State Parties*

\$5,533 to Democratic Party of Georgia

Organizations

\$120,900 to Advance Carolina
\$75,000 to America Votes—Georgia
\$51,347.58 to Arizona Center for Empowerment
\$20,000 to Asian American Advocacy Fund
\$50,000 to Asian Americans for Ossoff & Warnock (Asian American Advocacy Fund's PAC)
\$62,830.57 to Blueprint North Carolina
\$25,500 to Center for Voter Information*
\$28,050 to Chispa Arizona*
\$67,300 to Citizens for Community Improvement Action Fund
\$50,700 to Democracy Docket Action Fund
\$147,217 to Down Home North Carolina

\$278,438 to Fair Fight Action
\$178.58 to Florida Rising Together*
\$114,000 to Forward Montana
\$50,000 to Georgia Latino Alliance for Human Rights Action Network
\$63,033 to Leaders Igniting Transformation Action Fund
\$46,000 to Loud Light Civic Action
\$121,900 to Arizona Wins (MiAZ is a campaign through Arizona Wins)
\$68,000 to Mijente PAC
\$79,000 to Make the Road Action Pennsylvania
\$178.58 to New Florida Majority*
\$276,700 to New Georgia Project Action Fund
\$26,178.57 to New Georgia Project Incorporated

\$1,100 to North Carolina Asian Americans Together in Action
\$39,950 to One Pennsylvania*
\$200,150 to Organize Florida
\$178.58 to Organize Florida Education Fund*
\$1,100 to PODER
\$50,000 to Rise
\$31,050 to Texas Freedom Network*
\$178.56 to Texas Freedom Network Education Fund*
\$115,917 to Texas Organizing Project
\$54,500 to TOP PAC
\$1,100 to United Here Action Fund
\$39,150 to We the Action*
\$22,678.56 to Wisconsin Voices*

* investment via custom Blueprints

** Our PAC contributions to support Michigan state legislative candidates were capped at \$60,000.

BLUEPRINT

BLUEPRINT.SWINGLEFT.ORG