BLUEPRINT

Impact Report

Q1 2020

Looking back & looking ahead

When we began our work on Blueprint last year, we wanted to make it easier for donors to give strategically. The 2020 election would have significant implications for the future of our democracy, and, consequently, warranted high-impact investments in campaigns at every level of the ballot and civic organizations working to realize a more inclusive electorate.

Blueprint was our answer to the demands of the moment. A political giving platform that provides a personalized, dynamic portfolio of federal and state races, as well as civic organizations, would help donors maximize their impact year-round. We were excited to share the Blueprint beta with you, and we're grateful for the positive responses we received. Your enthusiasm translated to early funding for 38 Democratic candidates and six civic organizations in the first quarter of this year.

But the moment has changed. At the time of writing, over 15,000 people have died from COVID-19 in the U.S., and the outbreak continues to upend life around the world. This crisis does not diminish the relevance of our political efforts. Instead, what was important before is even more critical now. Expanding access to healthcare. Protecting reproductive rights. Ensuring safe, accessible, and fair elections. The list, unfortunately, goes on.

In the following pages, we'll share details about the recipients of Blueprint investments in Q1. This is only the beginning—there is still much work to be done. Amidst this crisis, the candidates and organizations best positioned to deliver much-needed changes face unprecedented fundraising challenges. We're proud that Blueprint's diversified and dynamic approach to political targeting will help drive funds to campaigns and organizations that can use your dollars most effectively.

Although we find ourselves in uncertain times, we look forward to investing in a better future with you. Most importantly, we hope you, your loved ones, and community are staying safe.

With deep gratitude,

Catherine

Catherine Vaughan
Chief Operating Officer, Swing Left

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During the Blueprint beta period, donors gave nearly $225,000 to support candidates and civic organizations.

These early investments in registering new voters and jump-starting competitive races are critical for building scalable, high-impact programs as the election cycle progresses.

Our Q1 Blueprint zeroed in on key electoral objectives in five states, including state House and state Senate races across North Carolina, Pennsylvania, and Texas; the U.S. Senate race in North Carolina; and voter registration programs in Arizona and Wisconsin.

This initial funding from Blueprint comes at a crucial time for our Q1 recipients as campaigns have been forced to quickly pivot their programs in the face of COVID-19. Your support is helping candidates and civic organizations alike adapt to the unique challenges of the 2020 cycle, such as implementing virtual volunteer events, expanding digital fundraising outreach, and more.

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$82,788

Raised for state legislative candidates in Q1

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North Carolina

Since 2011, partisan and racial gerrymandering by the North Carolina GOP has caused North Carolina Democrats to win fewer seats for their share of the vote at both the congressional and state levels. In 2018, for example, Democrats received 48% of the statewide vote to the GOP's 50% but won just three (23%) of the state's 13 congressional seats.

During congressional reapportionment after the 2020 census, North Carolina is expected to gain at least one seat in the U.S. House of Representatives. Although the state currently has a Democratic governor, the governor's office does not have veto power over voting maps proposed by the state legislature. Electing a pro-democracy majority to the North Carolina General Assembly this November is voters' best chance to safeguard fair maps in 2021.
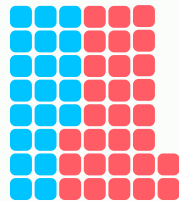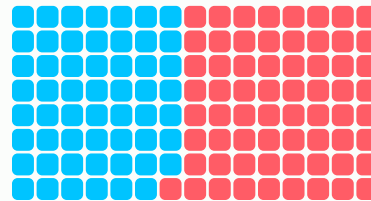
Current Balance of Power

Governor
D

State Senate
21 D / 29 R

State House
55 D / 65 R

All 120 seats in the North Carolina House of Representatives and all 50 seats in the state Senate are up for election this year. Democrats need to flip five seats in the state Senate and six seats in the state House to win the majority. Our Q1 Blueprint targets include the eight most competitive districts in the state Senate and 12 in the state House.

State Senate Races

Total Q1 targets

8

Competitiveness[1]

-2.7%

Average vote gap per race:
-2,820

State House Races

Total Q1 targets

12

Competitiveness

-1.6%

Average vote gap per race:
-659

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These 20 North Carolina Democrats received Blueprint funding in Q1:

Candidate	Seat	Race Type	2016 Clinton Margin	Last Election Democratic Margin
Emily Nicholson	HD 1 (Albemarle Sound)	Republican Incumbent	-6.0%	-6.2%
Brian Farkas	HD 9 (Greenville)	Republican Incumbent	0.5%	-20.5%
Virginia Cox-Daugherty	HD 12 (Kinston)	Republican Incumbent	-5.5%	-13.5%
Adam Ericson	HD 20 (Wilmington)	Open Seat: Republican-Held	-13.8%	-5.6%
Rep. Sydney Batch	HD 37 (Raleigh)	Democratic Incumbent	-6.5%	1.8%
Kimberly Hardy	HD 43 (Fayetteville)	Open Seat: Democratic-Held	-2.2%	48.2%
Frances Jackson	HD 45 (Fayetteville)	Republican Incumbent	-2.6%	-16.9%
Ricky Hurtado	HD 63 (Burlington Area)	Republican Incumbent	-2.5%	-1.0%
Dan Besse	HD 74 (Winston-Salem)	Open Seat: Republican-Held	-9.6%	-9.3%
Rep. Ray Russell	HD 93 (High Country Region)	Democratic Incumbent	-12.9%	4.1%
Rep. Christy Clark	HD 98 (Charlotte)	Democratic Incumbent	-7.7%	1.1%
Rep. Joe Sam Queen	HD 119 (Great Smoky Mountains Region)	Democratic Incumbent	-14.6%	4.6%
Donna Lake	SD 7 (Goldsboro-Kinston Area)	Republican Incumbent	-8.8%	-8.5%
Sen. Harper Peterson	SD 9 (Wilmington)	Democratic Incumbent	-3.5%	0.3%
Allen Wellons	SD 11 (Raleigh-Durham Metro Area)	Open Seat: Republican-Held	-10.2%	-13.2%
Sarah Crawford	SD 18 (Raleigh-Durham Metro Area)	Open Seat: Republican-Held	0.3%	-2.4%
Sen. Kirk DeViere	SD 19 (Fayetteville Area)	Democratic Incumbent	0.6%	0.7%
J.D. Wooten	SD 24 (Greensboro-Burlington Area)	Open Seat: Republican-Held	-12.4%	-7.9%
Terri LeGrand	SD 31 (Winston-Salem Area)	Republican Incumbent	-10.1%	-22.3%
DeAndrea Salvador	SD 39 (Charlotte)	Open Seat: Republican-Held	20.2%	-6.1%

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Gerrymandering

"I will do everything within my power to champion legislation that ensures fair districts and, once and for all, end this gerrymandered mess in North Carolina."

RAY RUSSELL / HD 93

Environment

"Protecting our clean air and water for the health and safety of North Carolinians should be our top priority, not the bottom line of corporations benefiting from our natural resources."

RICKY HURTADO / HD 63

Education

"North Carolina schools used to lead the nation, but Raleigh Republicans have allowed funding to dry up. I will give our teachers, children, and school employees the support and respect they deserve."

SEN. KIRK DEVIERE / SD 19

Health Care

"Expanding Federal Medicaid would allow 500,000 lower-income earners the opportunity to obtain quality and affordable health care. For too long, the Republican leaders have used this issue to play politics rather than doing what's right for our state."

REP. SYDNEY BATCH / HD 37

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Pennsylvania

Until 2018, Pennsylvania's congressional map was one of the worst instances of partisan gerrymandering in the country. Court-ordered redistricting before the midterms provided temporary relief for Pennsylvania voters, but state legislators will redraw congressional districts in 2021.

A five-member commission assembled by state legislative leaders is charged with redrawing Pennsylvania's state legislative districts. Although Pennsylvania has a Democratic governor, the GOP controls both chambers of the state legislature. By flipping these chambers in November, Democrats can gain unified control of the state government for the first time since 1993.
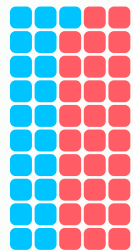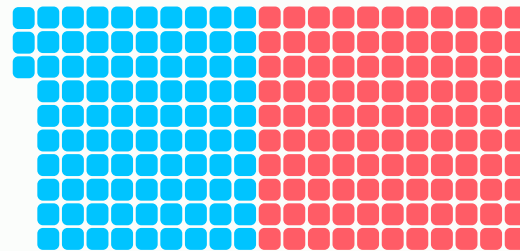
Current Balance of Power

Governor
D

State Senate
21 D / **29 R**

State House
93 D / **110 R**

All 203 seats in the Pennsylvania House of Representatives and 25 of 50 seats in the state Senate are up for election this year. In 2018, Pennsylvania Democrats flipped 11 seats in the state House and five seats in the state Senate, creating significant momentum for the coming election. Democrats need to flip nine more seats in the state House and four more seats in the state Senate to win majorities this November.

Our 2020 targets for the Pennsylvania General Assembly include 21 races in all: 16 in the state House and five in the state Senate. For the Q1 Blueprint, we focused on providing early support to nine candidates running in uncontested primaries.[2]

State Senate Races

Total Q1 targets

1

Competitiveness[3]

10.1%

Average vote gap per race:

+16,171

State House Races

Total Q1 targets

8

Competitiveness

-2.9%

Average vote gap per race:

-1,012

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These nine Pennsylvania Democrats received Blueprint funding in Q1:

Candidate	Seat	Race Type	2016 Clinton Margin	Last Election Democratic Margin
Harold Hayes	HD 18 (Greater Philadelphia Area)	Republican Incumbent	8.7%	-13.1%
Marlene Katz	HD 29 (Greater Philadelphia Area)	Republican Incumbent	-4.4%	-4.4%
Michele Knoll	HD 44 (Pittsburgh Metro Area)	Republican Incumbent	-10.1%	-3.4%
Rep. Steve Malagari	HD 53 (Greater Philadelphia Area)	Democratic Incumbent	2.0%	3.2%
Brittney Rodas	HD 105 (Harrisburg)	Republican Incumbent	-7.9%	-1.7%
Rep. Wendy Ullman	HD 143 (Greater Philadelphia Area)	Democratic Incumbent	-0.5%	1.7%
Nancy Guenst	HD 152 (Greater Philadelphia Area)	Open Seat: Republican-Held	13.0%	-10.0%
Ann Marie Mitchell	HD 178 (Greater Philadelphia Area)	Republican Incumbent	-3.2%	-1.7%
Sen. Pam Iovino	SD 37 (Pittsburgh)	Democratic Incumbent	-5.8%	4.0%

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Reproductive Rights

"In the past few months, Republicans in state legislatures across the country have declared open season on women's reproductive rights, but we must not let that occur in Pennsylvania. I'll fight like hell to protect a woman's right to choose."

NANCY GUENST / HD 152

Minimum Wage

"The current minimum wage of $7.25 leaves many people struggling. I believe in fair and equitable pay and an equal opportunity to succeed. I support raising the minimum wage to help improve lives and our economy at large."

MARLENE KATZ / HD 29

Fair Elections

"As State Representative, I will be committed to reforming our government by fighting for increased access for voting and campaign finance reform to give government back to the people. Additionally, I will advocate for the creation of an independent commission for redistricting to eliminate gerrymandering in Pennsylvania."

BRITTNEY RODAS / HD 105

Education

"A quality education should be a right, not a privilege, for every child in Pennsylvania. It is imperative that we immediately reverse the trend of our legislature providing less and less funding for public education and shifting more and more of the burden onto our local communities."

REP. WENDY ULLMAN / HD 143

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Texas

Texas Republicans have controlled the governorship and both state legislative chambers since 2003. For years, they have championed voter suppression policies with an outsized effect on voters of color, from voter purges to poll closures to partisan and racial gerrymandering.

Flipping the Texas State House is Democrats' only opportunity to put a check on GOP gerrymandering given that the governorship and most competitive state Senate seats are not up for election until 2022. Importantly, Texas is expected to gain up to three congressional seats after the 2020 census. Having a Democratic majority in the state House is critical to ensure a fair redistricting process in 2021.
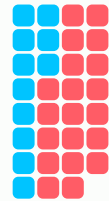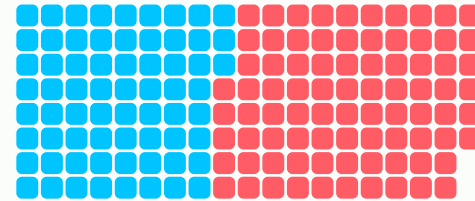
Current Balance of Power

Governor
R

State Senate
12 D / **19 R**

State House
67 D / **83 R**

Sixteen of the 31 seats in the Texas State Senate and all 150 seats in the Texas State House are up for election in 2020. This November, Democrats can win control of the lower chamber by flipping nine seats. Our Q1 targets include 11 state House districts—nine GOP-held seats and two Democratic holds. Three of these races are headed to runoffs in July—rescheduled from May 26th due to COVID-19—and will receive Blueprint funding after the Democratic nominees are declared.

State House Races

Total Q1 targets

8

Competitiveness[4]

-4.3%

Average vote gap per race:

-3,555

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These eight Texas Democrats received Blueprint funding in Q1:

Candidate	Seat	Race Type	2016 Clinton Margin	Last Election Democratic Margin
Rep. Michelle Beckley	HD 65 (Dallas-Fort Worth Metro Area)	Democratic Incumbent	-2.1%	2.3%
Sharon Hirsch	HD 66 (Dallas-Fort Worth Metro Area)	Republican Incumbent	-3.2%	-0.6%
Jeff Whitfield	HD 92 (Fort Worth)	Open Seat: Republican-Held	-14.1%	-2.4%
Joe Drago	HD 96 (Fort Worth)	Open Seat: Republican-Held	-11.2%	-3.6%
Joanna Cattanach	HD 108 (Dallas)	Republican Incumbent	6.3%	-0.3%
Brandy Chambers	HD 112 (Dallas)	Republican Incumbent	1.2%	-2.1%
Rep. Gina Calanni	HD 132 (Houston Metro Area)	Democratic Incumbent	-4.4%	0.2%
Ann Johnson	HD 134 (Houston Metro Area)	Republican Incumbent	15.5%	-6.3%

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Immigration

"Attempts to block legal refugees with the cries of illegal immigration are shameful and incomprehensible. When Governor Abbott attempted to close Texas to desperate refugees, my opponent looked the other way and said nothing."

BRANDY CHAMBERS / HD 112

Criminal Justice Reform

"We must break our reliance on unchecked and unregulated for-profit prisons and invest in early education, secondary education, work skills training programs, and mental health treatment to help break the cycle of incarceration of first-time and non-violent repeat offenders."

JOE DRAGO / HD 96

Voting Rights

"I believe that eligible voters should be encouraged to vote, not the opposite. That means expanding voting locations and hours, extending early voting, instituting secure online, automatic, and same-day voter registration, and rolling back the discriminatory voter ID requirements that our government has wasted millions of taxpayer dollars defending in court."

SHARON HIRSCH / HD 66

Health Care

"The fact that Texas has the largest uninsured population in the country is not just ethically wrong, it's economically irresponsible. One of the most responsible things we can do for our state and the health of her citizens is to accept the billions of dollars from the federal government to expand health coverage."

JEFF WHITFIELD / HD 92

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$28,148

Raised for U.S. Senate candidates in Q1

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North Carolina

The GOP currently has a 53–47 majority in the U.S. Senate, so Democrats need to flip four seats to gain control of the chamber.[5] Of the 35 seats up for election this November, 23 are Republican-held. The North Carolina U.S. Senate election, which was the first Blueprint Senate target of the year, is one of those races.

Republican Thom Tillis, who currently holds this seat, has one of the lowest net approval ratings in the chamber: -3%.[6] Tillis's low standing with North Carolina voters, combined with narrow margins of victory in recent statewide elections, makes North Carolina one of the nation's most competitive Senate races—and a high-priority target for Democrats.

Per Cook Political Report's latest Senate race ratings, the North Carolina U.S. Senate race is one of four to be classified as a "Toss Up," which further reinforces how competitive this election will be.[8]

Army veteran and former state senator **Cal Cunningham** won the Democratic primary and will take on Tillis this fall. Thanks to investments from Blueprint donors in Q1, we were able to provide a timely disbursement to help jumpstart Cunningham's general election campaign.

Blueprint's catalytic funding arrived during a challenging yet critical time for campaign fundraising. In the weeks leading up to the March 3rd primary, Cunningham was forced to spend significantly more than expected due to a Republican-affiliated super PAC pouring millions into boosting another candidate in the race.[9] (The candidate disavowed the GOP's tactics.) This Q1 Blueprint disbursement will help Cunningham and his staff as they pivot to the general election.

Statewide Races

2014 U.S. Senate[7]

47.3%
Votes for the Democratic candidate:
1,377,651

48.8%
Votes for the Republican candidate:
1,423,259

2016 Governor

49.0%
Votes for the Democratic candidate:
2,309,157

48.8%
Votes for the Republican candidate:
2,298,880

2016 Presidential

46.2%
Votes for the Democratic candidate:
2,189,316

49.8%
Votes for the Republican candidate:
2,362,631

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$112,738

Raised for registering voters in presidential swing states

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Voter Registration

Voter turnout is infamously low in the United States, and that is compounded by the low voter registration rate: 33.1% of voting-eligible adults across the United States are not registered to vote.

While the 2016 presidential election was determined by roughly 78,000 voters across three states, current analysis indicates that six swing states will prove critical for winning the presidency this year. [10] Arizona and Wisconsin—home to the civic organizations featured in the Q1 Blueprint—are two of those states and are widely expected to be tipping points in the presidential election. [11]

Expanding the electorate in Arizona and Wisconsin stands to have positive benefits for Democrats beyond the presidential this year. Arizona has a special election for the U.S. Senate seat previously held by John McCain, and Democrats need to flip seats in both state legislatures to stop the GOP from gerrymandering voting maps in 2021.

6
Number of civic organizations funded through Blueprint

465,500 voters [13]
Cumulative 2020 voter registration goals for Q1 civic organizations

Voting & Voter Registration in Presidential Swing States

Arizona

-91,234   2016 Presidential Win Margin

+55,900   2018 U.S. Senate Win Margin

1,495,000   2018 Unregistered Citizens[12]

Wisconsin

-22,748   2016 Presidential Win Margin

+140,118   2018 U.S. Senate Win Margin

1,167,000   2018 Unregistered Citizens

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In Q1, Blueprint donors invested in civic organizations working to register voters in communities that have been disproportionately impacted by voter suppression.

In addition to historical challenges surrounding voter registration and turnout, the barriers to voter participation are magnified by the society-altering realities of COVID-19. Civic organizations with on-the-ground voter registration operations are rapidly pivoting to update their strategies.

Arizona Center for Empowerment (ACE), the 501(c)(3) sister organization of LUCHA (Living United for Change in Arizona), is leading one of the largest voter registration programs in the state with a goal of registering 30,000 voters. Since 2010, this member-led, grassroots group has fought for social and economic justice on behalf of working families—Latinx and immigrant families in particular—in Arizona. Blueprint donors' Q1 investment will help shift ACE's voter registration efforts to digital registration work, provide updates in regards to COVID-19 policies, and identify community resource needs.

Leaders Igniting Transformation (LIT) aims to register 11,500 young people of color across Wisconsin this year. Founded in 2017, LIT has developed an organizing strategy that pairs site-based work on college campuses with an online tool that helps residents easily complete their voter registration. In response to COVID-19, LIT has doubled down on voter contact via text messages, phone calls, and digital outreach. To date, the organization has texted 147,000+ young voters and 200,000+ older voters of color, and made 12,000+ calls to young voters. LIT is successfully pivoting in the midst of a pandemic that has injected volatility into the general election.

Voter registration goals

30,000
Registered voter goals for Arizona Center for Empowerment

11,500
Registered young voters of color goals for Leaders Igniting Transformation

In addition to ACE and LIT, Blueprint donors invested in **Chispa Arizona**, **Wisconsin Voices**, **Battleground Texas**, and **Texas Freedom Network** via custom Blueprints in Q1.

29,000
for Chispa Arizona

80,000
for Wisconsin Voices

215,000
for Battleground Texas

100,000
for Texas Freedom Network

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Thank you for investing in critical races & organizations with Blueprint.

Your Q1 investments have provided candidates and organizations with early funds that will help jumpstart their efforts at a key juncture in the cycle. We'll continue to monitor Blueprint Q1 funding recipients and provide updates on their work—especially as they adapt to campaigning and organizing during a pandemic—as the cycle progresses.

For Q2, the Blueprint strategy is focused on expanding the map. Please log into your Blueprint account to get your personalized Q2 Blueprint with our latest Senate, state legislative, and civic organization targets.

If you have any questions about this report, please email us at blueprintsupport@swingleft.org.

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1. The average vote gap per race is determined using probabilistic forecasts from Deck Apps.

2. We will support the official Democratic nominees in Blueprint's remaining target races in Q2 after the June 2nd primary, which was rescheduled from April 28th due to coronavirus. These Q2 targets will include an additional four state Senate races and eight state House races.

3. The average vote gap per race is determined using probabilistic forecasts from Deck Apps.

4. The average vote gap per race is determined using probabilistic forecasts from Deck Apps.

5. If Democrats control the vice presidency, then Democrats only need to flip three seats to gain control of the U.S. Senate.

6. "Senator Approval Rankings: Q4 2019," Morning Consult.

7. Thom Tillis defeated then-Democratic incumbent Kay Hagen in this election.

8. "2020 Senate Race Ratings," Cook Political, March 20, 2020

9. Faith and Power PAC, a super PAC with ties to Senator Mitch McConnell, spent upwards of $3 million on TV ads promoting another candidate in an attempt to meddle in the Democratic primary.

10. Arizona, Florida, Michigan, North Carolina, Pennsylvania and Wisconsin, which all voted for Trump in 2016.

11. "Presidential Ratings," Inside Elections, April 3, 2020; "2020 Electoral College Ratings," Sabato's Crystal Ball, April 2, 2020.

12. "Voting and Registration in the Election of November 2018," United States Census Bureau.

13. These goals will likely be adjusted due to COVID-19.

Photos courtesy of candidates as well as organizations via social media.

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