



## A Donor Strategy to Put Progressives in the Lead

Poll-driven campaigns encourage moderate talk in conservative-full districts. We are looking for bold talk and proven success, and we do read between the lines. In addition to gauging the likely voter turnout, and the viability of a campaign, we overlay leadership potential and then calculate when money would make a difference. Early money shapes the field. Voter turnout can be enhanced by other overlapping competitive races, especially but not limited to presidential, or ballot questions that drive up people's desire to vote. Since politics is an arena where sudden last minute external events can influence an outcome, we stay open to longshot possibilities (recommending IL state Rep. Obama who won election as US Senator, for instance) and use the word 'longshot' to help you gauge your distribution. Send us suggestions if you have them!

Early support of progressives helps to shape the race. **We start our search for viable progressive candidates and then focus on candidates who promote** peace, democratic participation, public education, public financing of elections, fair and progressive taxes, candidates who represent low-income and people of color, and candidates with whom our clients can maintain relationships.

**Deliver your contributions through a progressive champion who represents a low and moderate-income district and is a leader on your priorities.** She gets credit for delivering contributions to other candidates, to the DCCC or DSCC, and that raises her status and influence in the Congress and the party.

**Make campaign contributions to a Leadership PAC sponsored by an elected incumbent.** Leadership PAC funds are spent on other candidates. One example is "One Voice," which supports a strategic and principled progressive woman of color asserting leadership, bolstering viable progressive challengers and vulnerable progressive incumbents. Rep. Barbara Lee is the Honorary Chair.

**Add more value to your contributions:** bring the achievements of the candidates you support to the attention of Democratic Party leadership. Advocate for Party dollars to support the campaigns of progressives. Remind Party operatives there are money and votes in going progressive.

For details, you may contact the research team at the Partnership by clicking [here](#).



## **Listing Criteria: Progressive Leaders & Candidates**

1. Has a progressive policy agenda and voting record.
2. Leads on critical issues: ending and prevents military action intervention in the wars in Iraq and Afghanistan; supporting public education; fair and progressive taxes; representative and inclusive democracy and public financing of elections; comprehensive and just immigration reform; defending and expanding national health care reform; expanding and defending labor unions; fair trade; leaders on a particular progressive cause.
3. Helps achieve greater proportional numbers for Women and People of Color.
4. Election would increase the voting bloc supporting low and moderate income communities.
5. Vulnerable progressives, recently elected, and special opportunities.

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