

January 17, 2024

Dear {{FirstName or 'Friend'}},

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Ignore the Shiny Object by Janet Singer, CGB Political Director



More motivated to gain our attention than to inform, the news media often leads us astray by telling catchy rather than substantive stories. That is what we saw in the run-up to the Iowa caucuses on Monday and it continues in the post-caucus analysis. The story has been all about Nikki Haley surging as if the race were competitive despite the frontrunner's 30-point lead. **“Can she do it? Can she come from behind and dethrone King Trump?” The answer to that question is no.**

Haley's supporters are a mix of Independents and Republicans who dislike Trump. According to a recent [Monmouth University poll](#), 55% of Republicans support the MAGA movement and 37% oppose it. Haley's third place showing meant she didn't even capture the entire thirty-seven percent. **It simply isn't possible for a candidate like her to win in a Republican party dominated by MAGA voters.** Haley has a better chance in New Hampshire where voters are more moderate than in Iowa, but even if Haley shines in New Hampshire, there is no realistic path in the next primary states for her to end up with enough delegates to get the nomination. DeSantis bet all his chips on Iowa, so his

lackluster 2nd place finish likely ends his campaign. His voters and those of Ramaswamy will mostly go to Trump.

But all that is not the important part for us. For an incumbent or near-incumbent like Trump, winning 51% of the caucus voters is not a great show of strength. When Haley supporters were asked who they would vote for if Trump and Biden were the candidates, 43% said they would support Biden and only 23% said Trump. **A sizable number of Republican primary voters won't support Trump and we need to go after them.** What also matters in the Iowa story is this: until just weeks before the caucus, the leading competitors to Trump (except Chris Christie) spent their campaigns praising his performance as president, reinforcing his status as the frontrunner. Only in those final weeks did they begin to level attacks at him—and when they did, some of his supporters began to peel away. The effort from Haley and DeSantis to actually compete with Trump was tepid at best, but it did, finally, have some effect. Haley's increasing standing in the polls, covered so frantically by the media, showed that as an election gets closer, more voters pay attention, and when they do, their votes can change.

Once a real campaign is waged against Trump that emphasizes rather than barely mentions the dangers he poses to the country and the world, **more voters will be persuadable.** There is real opportunity to win such voters for Biden. **It is our job to make that happen.**

Grassroots Organizations Lay the Foundation

by Eric Horne, HBS '24



Early giving is a powerful catalyst both for Democratic candidates themselves and for the essential voter mobilization and engagement organizations that can make or break Democrats' chances in November. The Crimson Goes Blue Portfolio will continue to include both types of recipients in our [Portfolio](#). In this article, we profile one of the organizations Crimson Goes Blue has identified as critical to our 2024 electoral strategy: the Carolina Federation, a grassroots

power-building movement with a bold approach to organized voter engagement in North Carolina.

We spoke with Theo Luebke, the Carolina Federation's Partnerships Director for insights into why **donations made now, in January, can make or break pivotal races across the state.**

Long-Term Voter Engagement: The Carolina Federation focuses on quality conversations, not just door knocks. Early donations support training canvassers to conduct impactful discussions that address voter apathy, especially among young voters who may be feeling especially demoralized this cycle. **"Repeat conversations at someone's door can overcome apathy," Theo explained, "by helping [unmotivated voters] discover their own self-interest—and [recognize] how their hopes and dreams for their family are connected to voting—in a way that last-minute ad-buys cannot."** This means multiple conversations with the same potential voters throughout 2024. This kind of outreach can't start in October!

Quality Engagement over Quantity: Staffing constraints limit the number of canvassers. Early funding allows for a well-supervised and effectively trained team that can make the best use of donor funds and produce a real difference in electoral outcomes.

Early Staffing Decisions: Hiring for crucial staff like canvassers and office directors is happening now, in January. This early recruitment is essential to have adequate time for training necessary for effective voter engagement.

Building a Solid Foundation: The Federation's goal to register 40,000 voters by June and have 700,000 meaningful conversations by November highlights the importance of early donations. This groundwork in February and March is crucial for developing a robust team that will increase election turnout. Your early contributions play a critical role in shaping mobilization strategies.

By donating now, you're not just supporting a cause; you're actively participating in building a stronger, more engaged democracy. For more information about the Carolina Federation, check out their website at <https://carolinafederation.org/>.

Donate To the Portfolio Now



Right Now: Special Election in NY on February 13

The special election on **February 13th** to fill New York's 3rd District congressional seat vacated by George Santos is the most important election to work on right now. Winning this race—considered a **toss-up**—and **electing Tom Suozzi is the first step in taking back the House for Democrats.**

Come hear more at our **CGB NY Action Team Meeting Monday, January 22nd** at 6pm ET/3pm PT ([Register here](#)) including our plan to canvass the weekend of February 3rd.

In our lively CGB phone banks, we've learned that many voters don't know a special election is coming up. Our calls will increase turnout, which is what winning special elections is all about. We hope more of you will join us on Wednesdays and Saturdays to make these all-important calls.

Wednesday phone banks — [sign up now](#)

Saturday phone banks — [sign up now](#)

If you've **never phone-banked with CGB before, training will be provided**—along with fellowship and encouragement from like-minded Harvard folks! If you have questions, contact CGB's Larry Kahn at phonebankteam@crimsongoesblue.org.

You can find more information about the race and opportunities for you to participate [here](#). We'll be updating this web page regularly. And **please fill out this NY Interest Form** so we can connect you to your preferred activities.



Action Teams on the Move

Our efforts in our CGB target states are led by Action Team leaders in each state. Next week the teams for California, New York, and Pennsylvania will be meeting. We hope you will join us, get involved, and make a difference in the 2024 elections.

CGB NY Action Team Meeting--NY03 Campaign

Monday, January 22 at 6pm ET/3pm PT

Online Event Location: <https://www.mobilize.us/crimsongoesblue/event/599315/>

We will discuss our efforts to win NY03 for Tom Suozzi--phone banking, canvassing, and postcarding. You do not need to be from NY to join us.

CGB Pennsylvania Action Team Meeting

Monday, January 22 at 7pm ET/4pm PT

Online Event Location:

<https://www.mobilize.us/crimsongoesblue/event/599352/>

Join us to hear about the critical Pennsylvania races and our plans for winning.

CGB California Action Team Meeting

Wednesday, January 24 at 3pm ET/noon PT

Online Event Location:

<https://www.mobilize.us/crimsongoesblue/event/598975/>

Join CGB to take action in California! Meet other members and get an update on the races we're working on and ways to be involved.



President Biden spent Martin Luther King, Jr. Day volunteering at a Philadelphia food bank for the third year in a row, recognizing the legacy of Dr. King through acts of public service. **Trump spent the MLK weekend preparing for the second civil suit he is facing for defaming E. Jean Carroll by lying about sexually assaulting her.**

As the deadline for enrollment in the Affordable Care Act approached, more than 20 million Americans had enrolled in the program, including about 3.7 million first-time enrollees, marking the third straight year of increased enrollment during the Biden administration. **Notwithstanding the enormous popularity of the program across the country (even red states like Louisiana**

saw a significant uptick in enrollment), Trump has revived his call to repeal the ACA despite his inability to do so during his term in office.

Upcoming Events

With Democrats, Things Get Better: Simon Rosenberg

Friday, January 19 at 1pm ET/10am PT

Online Event Location: [Register here](#)



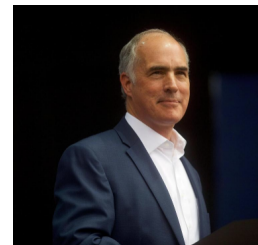
Please join us for NDN's signature presentation, "With Democrats Things Get Better." It's a 30 minute data-filled look at the performance of the two American political parties since the end of the Cold War. What we learn is that Democrats have

repeatedly made things better when in power; the GOP, not so much. This presentation is for all the info warriors out there who want to help Joe Biden and the Democrats get louder and win the election this year. Loud and proud people!

Force Multiplier invites you to meet Sen. Bob Casey with special guest Sen. John Fetterman

Tuesday, January 23 at 7pm ET/4pm PT

Online Event Location: [Register & Donate](#)



The Democrats currently have a **51-49** majority in the Senate.

7 of the Democratic + Independent seats are competitive.

Bob Casey's seat is **one of the 7. To hold the Senate, we need to hold Pennsylvania.**



The NY Buddy Group: Help Democrats Win the Keystone State

Wednesday, January 24 at 6pm ET/3pmPT

Online Event Location: [Register and Donate](#)

The NY Buddy Group invites you to join us on for the first event in its Swing State Series. You'll hear from Sen. Casey about what he is doing to win statewide, and from two congressional veterans, Reps. Susan Wild (PA-07) and Matt Cartwright (PA-08), along with a talented 2022 freshman, Rep. Chris Deluzio (PA-17), about the requirements of individual districts. These three Frontliners all won their districts by razor-thin margins. Former Congressman Conor Lamb, who knows

the landscape of the Pennsylvania electorate intimately, will be our moderator and guide through the changing demographics of the state.

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