

**WE RESEARCH.
YOU GIVE.
TOGETHER WE WIN.** 2024

crimsongoesblue**PORTFOLIO**

April 2024 Portfolio

Selection Process

In partnership with both national experts and successful on-the-ground organizers, Crimson Goes Blue and Swing Left identify **civic organizations** for the Crimson Goes Blue Portfolio each quarter. We employ the following analysis:

Stage 1: A set of peer-validated parameters such as geographic focus, scale, and cycle experience.

Stage 2: A robust set of criteria, including (but not limited to) impact metrics, strategic clarity, leadership and staffing, community-rooted programs, and funding need.

Some of the organizations we support have both non-partisan (501c3) and partisan (501c4) arms. In those cases, we recommend donating to the 501c4 entities that can use contributions for partisan activities. While such donations are not tax-deductible, they have a more direct impact on election outcomes.

On the **candidate side**, our goal is to drive dollars to where they will have the greatest marginal impact on electoral outcomes. Our return on investment (ROI) model integrates the research and meta-analysis of leading experts, reviewing probabilistic forecasting, electoral data, fundraising performance, campaign expenditures, and qualitative inputs from state-based partners.

Funding Beneficiaries

Winning Back the House of Representatives in 2024

Democrats lost the U.S. House of Representatives by just 6,675 votes in 2022, and they will need to net only five seats to regain the majority in 2024. This fight is winnable, so we're intentionally investing early in swing districts where our collective efforts can make the biggest impact.

- In **California**, Rudy Salas (CA-22) and Derek Tran (CA-45) won their primaries on March 5th and now need new resources to go up against much better-funded Republican incumbents. In both districts, Biden won big in 2020, but Dems lost by small margins in the 2022 midterms – just 3% in CA-22 and by 4.8% in CA-45.
- In **Michigan**, Curtis Hertel (MI-07) is the sole Democratic candidate running for a vacant seat in a toss-up district.
- Now that the **North Carolina** GOP has a legislative supermajority, Rep. Don Davis (NC-01) may face a more difficult path to reelection under a GOP-gerrymandered map.
- In **New York**, candidates Mondaire Jones (NY-17) and Josh Riley (NY-19) are strongly favored to win their primaries and then will face well-funded GOP incumbents in the general election.
- In **Ohio**, Rep. Emilia Sykes (OH-13) is now facing a tight race with the GOP challenger who emerged from the March 19th primary.

Protect the Senate Democratic Majority

Democrats hold a narrow 51-49 majority in the U.S. Senate. Now that Joe Manchin isn't seeking re-election in West Virginia, Democrats will need to win every incumbent Senate seat in order to retain a Democratic majority in President Biden's second term. This majority will be required to prevent a nationwide abortion ban, fight the climate and gun crises, and protect affordable health care.

- In **Pennsylvania**, despite **Senator Bob Casey** winning a third term reelection in 2018 by more than 13%, Republicans have been narrowing that gap in recent statewide elections. The good news is Democrats were able to flip the Pennsylvania State House in 2022—securing a one-seat majority—and won a hotly-contested state Supreme Court race in 2023.

Strengthen Democracy in the States

Strengthening our democracy and winning the fight for voting rights, abortion access, and so much more, begins in the states. Our target selection prioritizes states where Democrats have a clear chance to make durable state-level gains.

- **Arizona for Abortion Access** is a coalition of reproductive health, rights, and justice organizations collecting signatures to place a constitutional amendment on the November 2024 ballot that would protect abortion access in Arizona. As in other states that have put abortion rights measures on the ballot since the Dobbs decision, this effort promises to boost turnout, in a year when Arizona will once again play a critical role in determining the Presidency and majorities in both houses of the U.S. Congress.
- This ballot committee is supported by the ACLU of Arizona, Affirm Sexual and Reproductive Health, Arizona List, Healthcare Rising Arizona, NARAL Arizona, and Planned Parenthood Advocates of Arizona.

Registering and Engaging Voters in Battleground States

Holding on to the Presidency and the Democratic majority in the U.S. Senate and winning back the House this year will require robust grassroots infrastructure that can get out the vote, especially in states impacted by gerrymandering and voter suppression. Early funding not only helps civic organizations kick off voter registration and engagement programs, but it also builds the foundation for scaling voter turnout and voter protection programs through Election Day.

Our April 2024 Portfolio includes the following organizations leading this work:

- **Communities for a New California** is a California-based organization focused on engaging and mobilizing Latina voters across the state with an emphasis on competitive House races in the Central Valley. *Organization type: 501c4*
- **Battleground New York** is a coalition of New York's leading civic organizations and unions leading the effort to mobilize and win the NY-03 special election in February and flip four other Republican-held seats in the U.S. House in November. *Organization type: PAC*
- **Leaders Igniting Transformation (LIT)** is a Black and Brown-led organization founded in 2017 to organize young people and build independent political power for social, racial, and economic justice in Milwaukee and all of Wisconsin. LIT engages year-round in values-based issues and electoral organizing, direct action, public policy advocacy, and leadership development, including engagement programs at college campuses across the state. *Organization type: 501c4*

Revised March 31, 2024