

Here is why
Virginia
2017 Matters

(and why you should join the fight to flip Virginia blue)

Our Goals

Spread the word

Virginia's 2017 state races impact the national political landscape.

Build a nationwide network of informed donors

This will help win 17 flippable state legislative districts in Virginia.

Replicate two proven models

Flippable and NY4VA have already been successful.

The Roadmap

Where are we?

How did we get here?

Why is this a problem for all?

How do we dig out?

Where are we?

Presidency

Republican

Senate

Republican

House of Representatives

Republican

Supreme Court

Majority Conservative

State Legislatures

66% Republican Controlled

State Legislative Seats Lost by
Democrats in Last 8 years

1000

How Did We Get Here?

The 2009 Republican Party shifted focus

The goal was to remake the political map at the state level

They took the long view

Showed up, rolled up their sleeves and focused on long term

Three-step takeover plan

Heavy investment, extremist agenda, and entrenched control

How Did We Get Here?

STEP 1

Heavy Investment in State Races

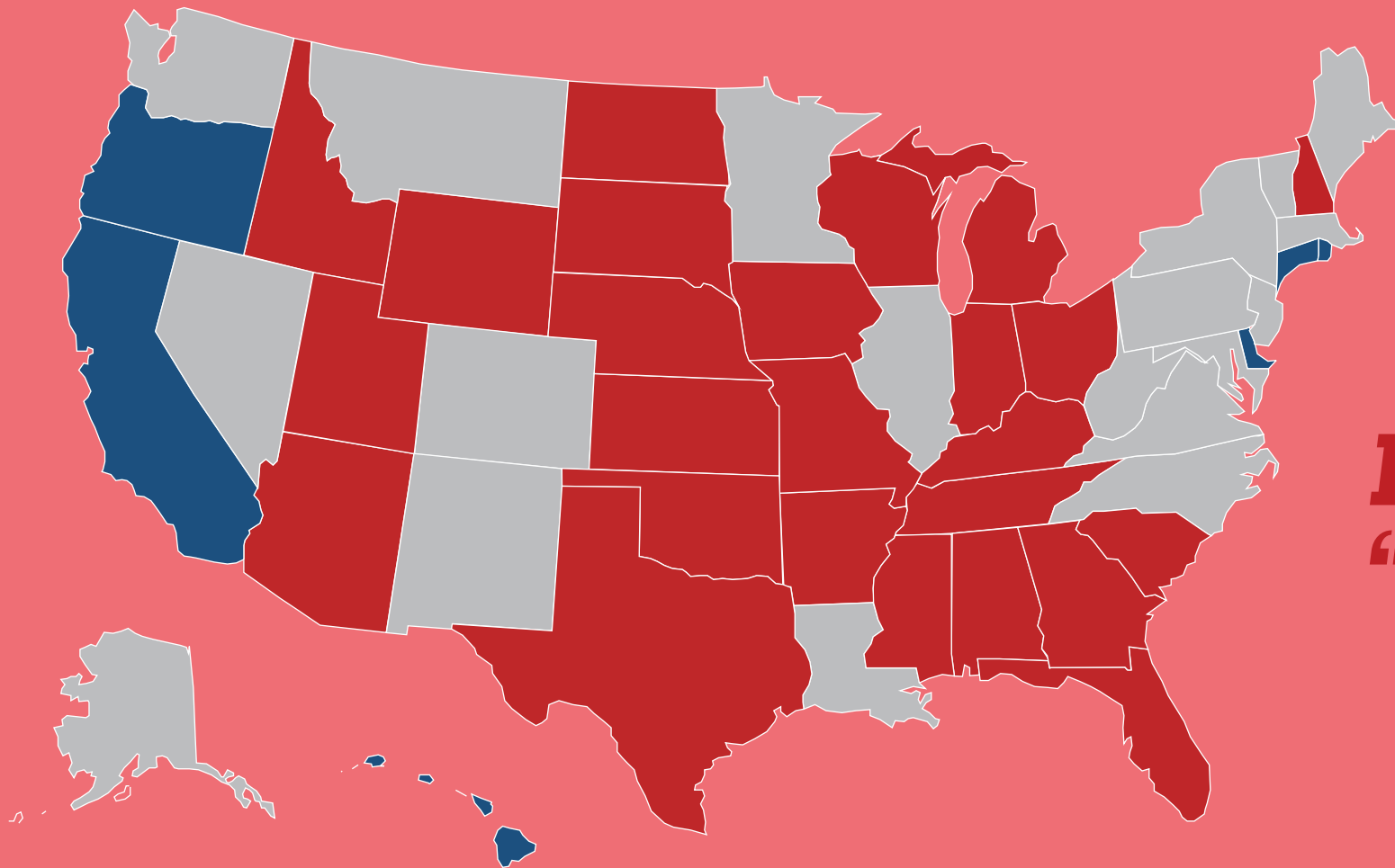
2009: The Pay-In

*Conservatives and billionaire donors begin pumping money
in state races.*

By 2017: The Pay-Off

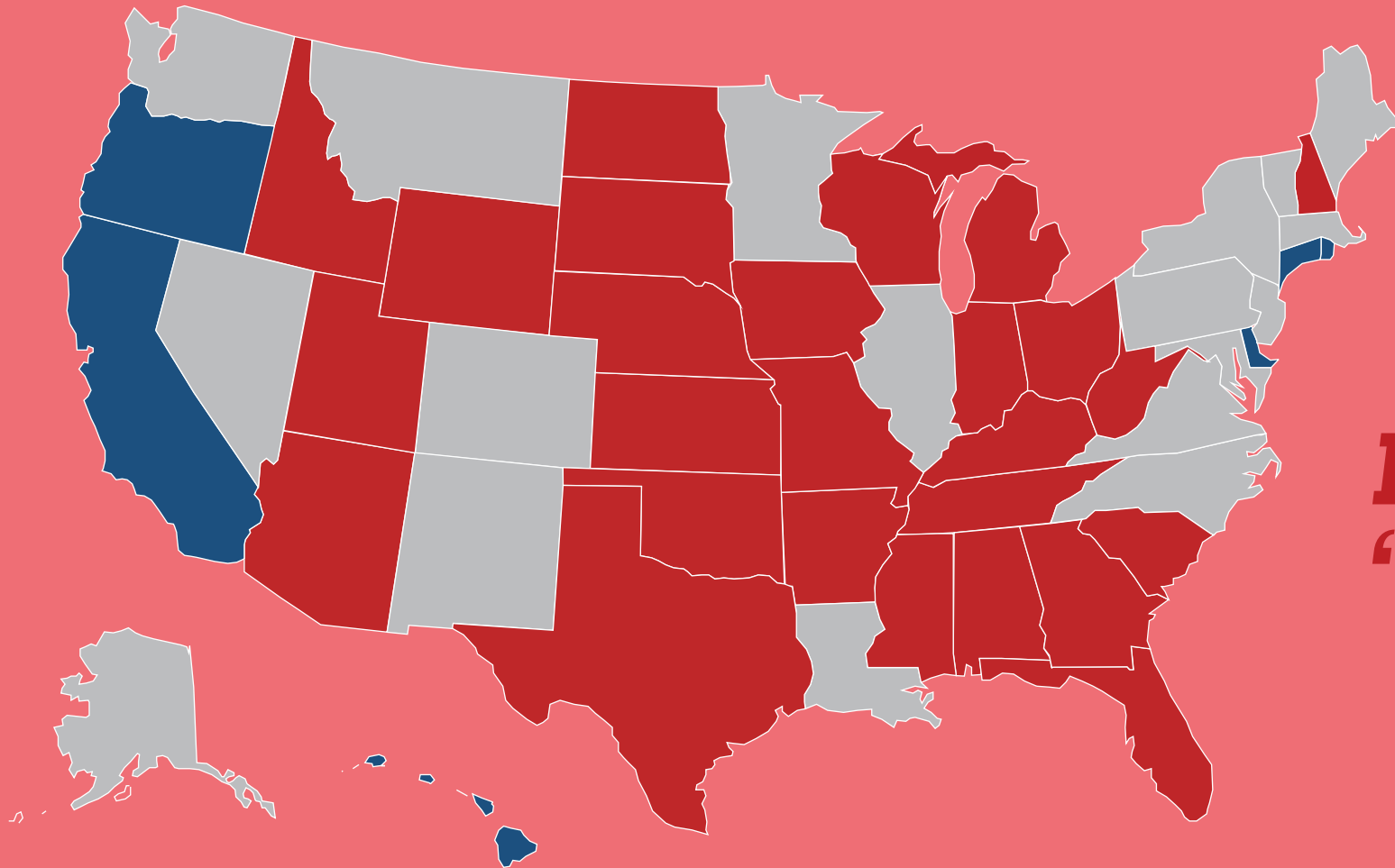
Half of all states are Republican “trifectas”

How Did We Get Here?



25
REPUBLICAN
“TRIFECTAS”

How Did We Get Here?



26
REPUBLICAN
“TRIFECTAS”

How Did We Get Here?

STEP 2

Pass Extremist Agenda

Restrictions on women's healthcare rights

Anti-LGBTQ laws

Environmental protection rollbacks

Anti-immigrant laws

Pro-gun lobby laws

How Did We Get Here?

STEP 2

Pass Extremist Agenda

*Restrictions on women's healthcare rights **PASSED***

*Anti-LGBTQ laws **PASSED***

*Environmental protection rollbacks **PASSED***

*Anti-immigrant laws **PASSED***

*Pro-gun lobby laws **PASSED***

How Did We Get Here?

STEP 3

Cement Control

Republicans wield the “tools of the trifecta”

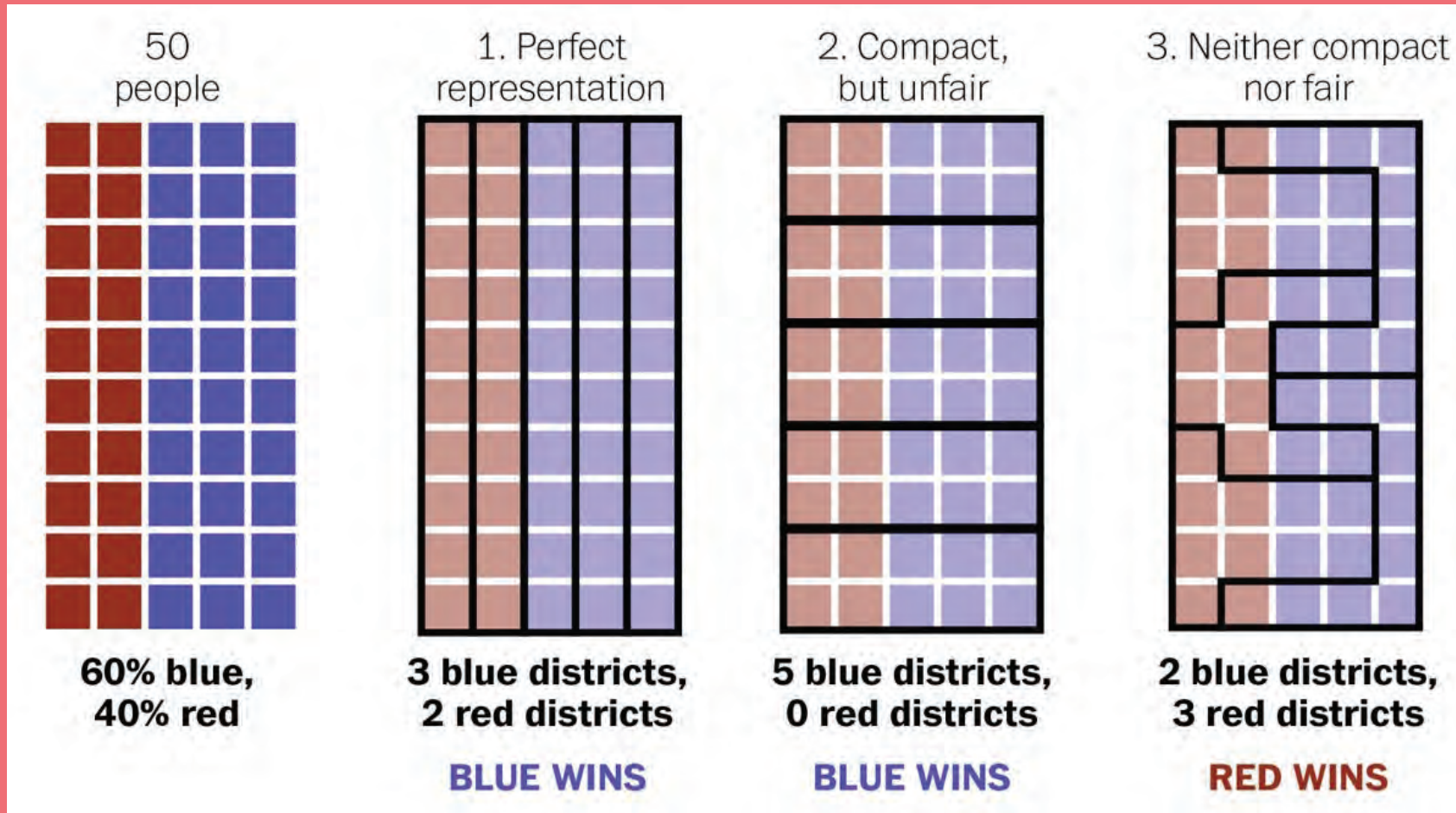
Gerrymandering

Voter ID Laws

Voter Registration Laws

“Right to Work” Laws

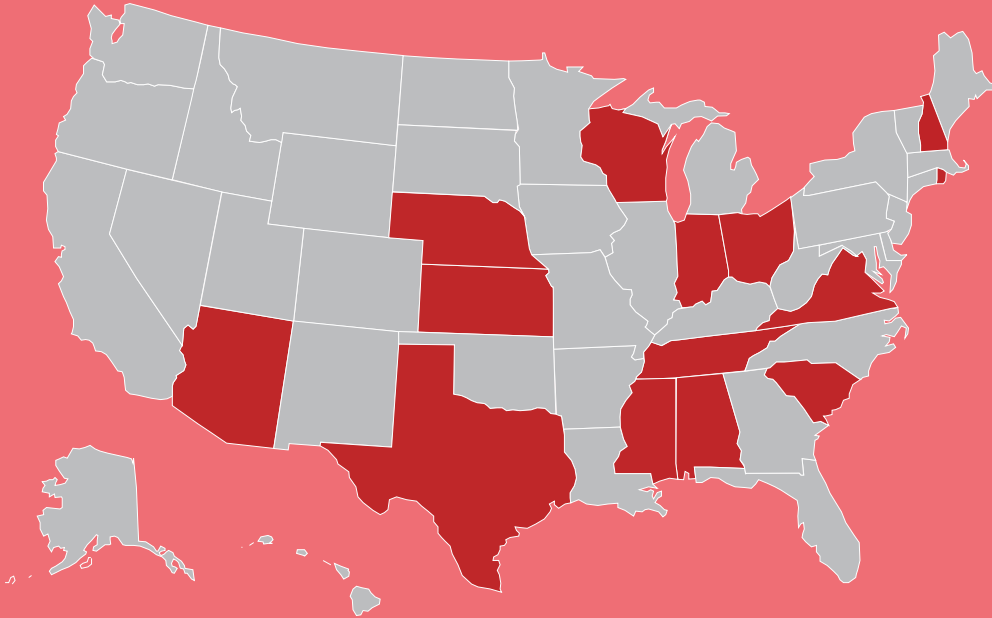
How Did We Get Here?



“Explaining Gerrymandering” from The Washington Post

How Did We Get Here?

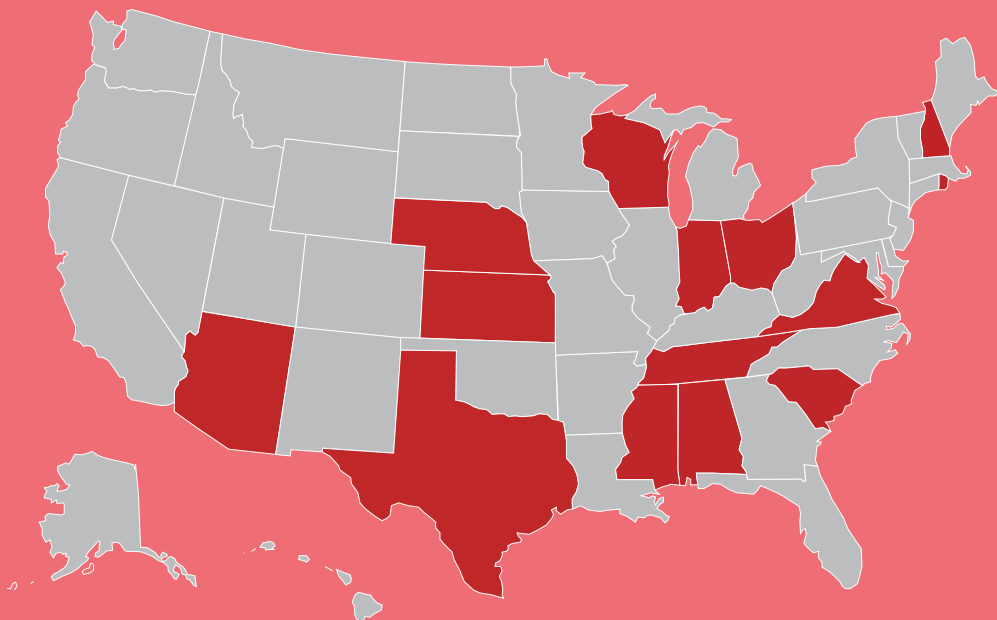
Brennan Center for Justice



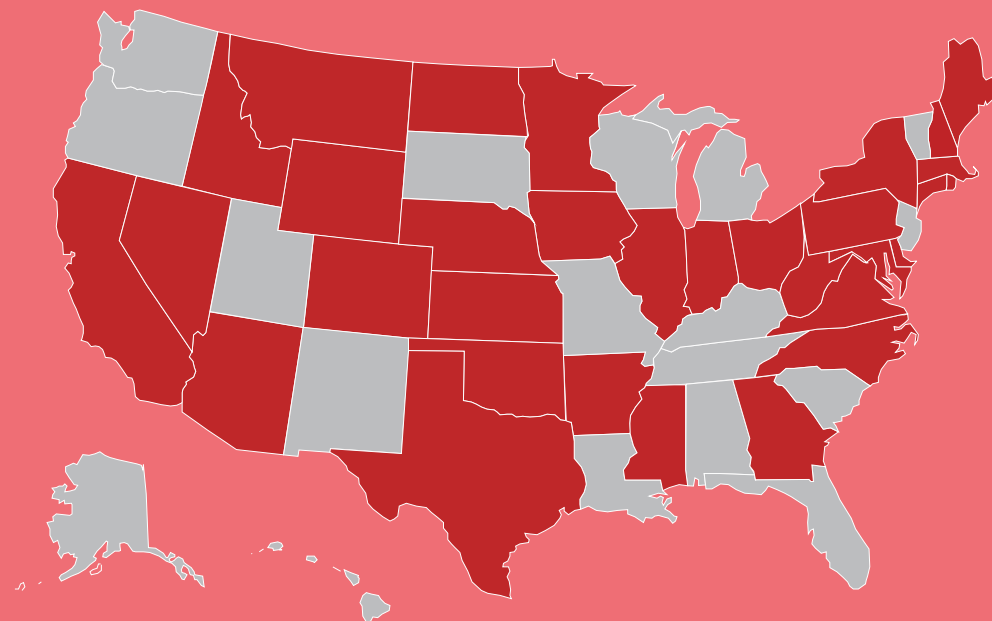
**FIRST-TIME VOTING
RESTRICTIONS 2016
PRES. ELECTION**

How Did We Get Here?

Brennan Center for Justice



**FIRST-TIME VOTING
RESTRICTIONS 2016
PRES. ELECTION**



**NEW BILLS TO
RESTRICT ACCESS
TO VOTING IN 2017**

Why Is This A Problem For All?

The Ripple Effect

Why Care if You're Out of State?

REASON 1 **Constitutional Convention**

Article V of the U.S. Constitution: States can convene a Constitutional Convention if two-thirds (34) of their legislatures pass a resolution in favor of doing so.

Why Care if You're Out of State?



Constitutional Convention

*Rightwing organizations (funded by billionaires)
have been working furiously toward this goal.*

Why Care if You're Out of State?

The Washington Post
Democracy Dies in Darkness

The Post's View | Opinion

We're surprisingly close to our first constitutional convention since 1787. Bad idea.

By **Editorial Board**
April 8, 2017 at 7:34 PM

The New York Times

Inside the Conservative Push for States to Amend the Constitution

THE NEW YORKER

A STATE AWAY

By **Jelani Cobb** March 4, 2017 11:00 PM

USNews BEST STATES

NEWS / BEST STATES / WISCONSIN NEWS

Republicans Push Constitutional Convention Measures Forward

Wisconsin is one step closer to being added to the list of states demanding a constitutional convention.

May 31, 2017, at 3:02 p.m.

Constitutional Convention

Why Care if You're Out of State?

28

**RESOLUTIONS
PASSED**

33

**LEGISLATURES
CONTROLLED**

1

**ADDITIONAL
STATE NEEDED**

Constitutional Convention

Why Care if You're Out of State?

**September
2016**
Williamsburg, Virginia

**A “simulated” convention held
137 delegates participated
Practiced procedures
Debated & passed 6 “amendments”**

Constitutional Convention

Why Care if You're Out of State?

REASON 2

Gerrymandered U.S. Congressional Districts

*Virginia state legislators ALSO draw FEDERAL DISTRICTS
for the U.S. Congress.*

Why Care if You're Out of State?

7R 4D

**CURRENT
COMPOSITION**

6R 5D

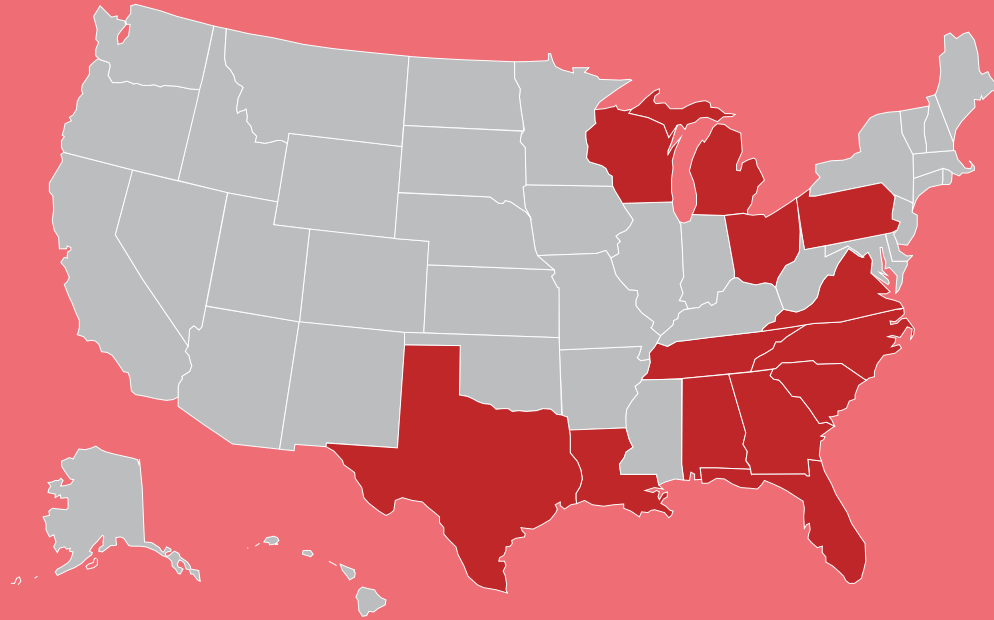
**IF DISTRICTS
DRAWN FAIRLY**

VA's Rigged Federal Districts

***Republican House of Delegates rigged districts for U.S. Congress,
diluting national power of Democrats***

Why Care if You're Out of State?

Brennan Center for Justice



17
REPUBLICAN
SEATS IN
U.S. CONGRESS

A Gerrymandered Advantage

Why Care if You're Out of State?

REASON 3

***State-level gerrymandering
impacts national legislation***

For Federal legislation...SEATS=VOTES

Why Care if You're Out of State?

3

**VOTES NEEDED
TO KILL AHCA**

***Tackle gerrymandering at
state level for national impact***

Why Care if You're Out of State?

3

**VOTES NEEDED
TO KILL AHCA**

17

**EXTRA SEATS
GO DEMOCRAT**

***Tackle gerrymandering at
state level for national impact***

Why Care if You're Out of State?

3

**VOTES NEEDED
TO KILL AHCA**

17

**EXTRA SEATS
GO DEMOCRAT**

7

**NEW TARGET TO
REGAIN HOUSE**

***Tackle gerrymandering at
state level for national impact***

Why Care if You're Out of State?

REASON 4

***State-level voter suppression
has national consequences***

We need to pay attention to attempts to attack voting rights

Why Care if You're Out of State?



300k

**ELIGIBLE VOTERS
WHO LACKED
REQUIRED I.D.**

Welcome to Wisconsin

With the tools of the trifecta, Republicans have suppressed the vote, and undercut Democratic goals

Why Care if You're Out of State?



300k

**ELIGIBLE VOTERS
WHO LACKED
REQUIRED I.D.**

22k

**NUMBER OF
VOTES TRUMP
WON BY**

Welcome to Wisconsin

With the tools of the trifecta, Republicans have suppressed the vote, and undercut Democratic goals

How Do We Dig Out?

Presidency

Republican

Supreme Court

Majority Conservative

Senate

Republican

State Legislatures

66% Republican Controlled

House of Representatives

Republican

State Legislative Seats Lost by
Democrats in Last 8 years

1000

How Do We Dig Out?

***Protecting our federal rights
and rebuilding Congress
begins from the bottom-up...
in the states!***

How Do We Dig Out?

Here is why

Virginia

2017 Matters

How Do We Dig Out?



100
HOUSE SEATS
ARE UP FOR
GRABS IN 2017

It starts with Virginia

The state with elections for all members of a legislative body, House of Delegates. Republicans control 66 of those seats.

How Do We Dig Out?



100

**HOUSE SEATS
ARE UP FOR
GRABS IN 2017**

51

**NUMBER WON
BY HILLARY
IN 2016**

It starts with Virginia

The state with elections for all members of a legislative body, House of Delegates. Republicans control 66 of those seats.

Flip Virginia Blue Strategy

- 1. Play the Numbers***
- 2. Turn Out the Vote – We Vote, We Win!***
- 3. Engage out-of-state progressives like you!***

1. Play the Numbers

We have a magic number

This year the numbers are aligning in VA House of Delegates races and we have an opportunity to make a big impact.

1. Play the Numbers

17

**VIRGINIA GOES
TO THE POLLS
IN 2017**

17

**REPUBLICAN HoD
DISTRICTS WON
BY HILLARY**

17

**NUMBER OF
SEATS TO FLIP
VA HoD BLUE**

We have a magic number

This year the numbers are aligning in VA House of Delegates races and we have an opportunity to make a big impact.

1. Play the Numbers

Focused Effort

We prioritize the 17 key flippable districts that Hillary won

Close Races

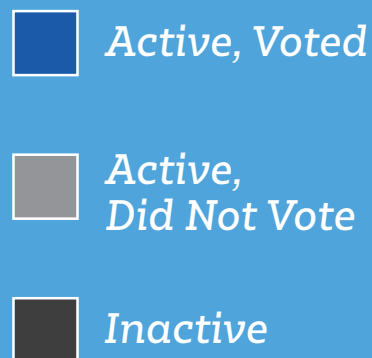
HoD races often decided by small margins – ONE vote!

Targeted Donations

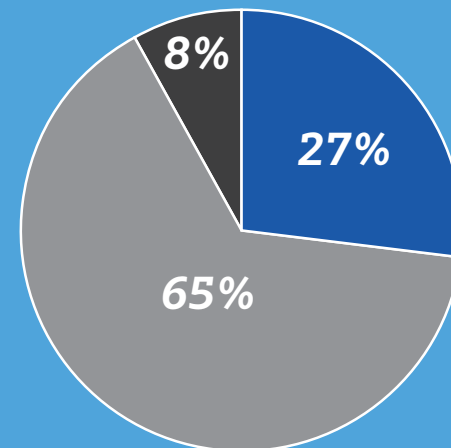
Your dollars will have a bigger impact in these close races.

2. We Vote - We Win

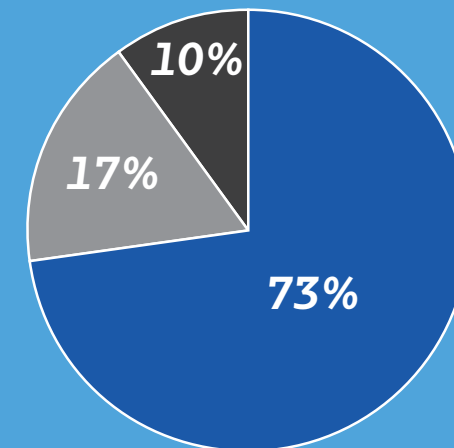
27%
**OF ACTIVE VOTERS
PARTICIPATED IN
VIRGINIA'S 2015
OFF-YEAR ELECTION**



2015 Off-Year Election
By Registered Voter Activity



2016 Presidential Election
By Registered Voter Activity



Getting out the vote

*Off-year elections are notorious for low voter turnout
and an organizing opportunity*

2. We Vote - We Win

Engage drop-off voters (D42)

A study of voter turnout in District 42 shows how boosting voter turnout can help elect Democrats in the VA HoD

2. We Vote - We Win

9500

**DEMOCRATIC
DROP-OFF
VOTERS**

Engage drop-off voters (D42)

A study of voter turnout in District 42 shows how boosting voter turnout can help elect Democrats in the VA HoD

2. We Vote - We Win

9500

**DEMOCRATIC
DROP-OFF
VOTERS**

5500

**REPUBLICAN
DROP-OFF
VOTERS**

Engage drop-off voters (D42)

A study of voter turnout in District 42 shows how boosting voter turnout can help elect Democrats in the VA HoD

2. We Vote - We Win

9500

**DEMOCRATIC
DROP-OFF
VOTERS**

5500

**REPUBLICAN
DROP-OFF
VOTERS**

4000

**MORE
DEMOCRATS
SITTING OUT**

Engage drop-off voters (D42)

A study of voter turnout in District 42 shows how boosting voter turnout can help elect Democrats in the VA HoD

3. Out-Of-State Support

Stephanie Hansen / Delaware Model

*Outpouring of \$ support from Democrats from all 50 states
One-third of budget from flippable
Translated to a spike in turnout*

NY4VA Model

*Channeling frustration into organizing and \$ for state races
Hosting out of state fundraising parties
Success!*

Game-On In Virginia



Virginia has momentum

VA went blue for Hillary

Democratic Primary: +170,000 Ds > Rs

Dems broke primary turnout record by 220,000

We Need All Hands On Deck!

GOTV requires resources

Boots on the ground

Money to fund the effort

Republicans have advantages

Built-in fundraising advantages and dark money

Only 3 of 17 Dem challengers have cash-on-hand advantage

You can help bridge the gap!

Every \$ raised at your fundraising party helps to turn out votes that could swing an election!

Our Candidates Need Support

Inspiring candidates in Virginia

Deeply connected to their communities

Reflect the diverse districts they seek to represent

Have not held public office

New to politics

New to fundraising

Our Candidates Need Support

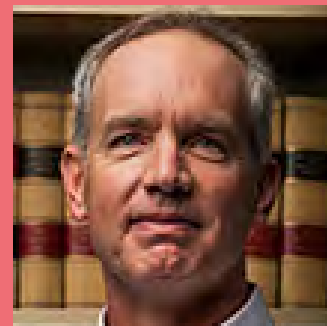
\$500k - \$1million

Funds needed to run in Northern Virginia

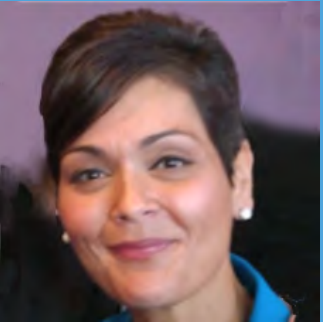
\$100k - \$200K

Funds needed to run outside of Northern Virginia

Republicans in Flippable Districts



Our Democratic Challengers



Top Five Flippable Districts



42



32



2



13



31



Let's Recap

We've got a lot of work to do

Virginia is the place to start

We have the voter numbers

Boots and Dollars = Get Out the Vote

We Need You!

Visit www.whyVAmatters2017.com

Choose a candidate (or candidates) to support today

- 1. Throw a party — host guide toolkit on website***
- 2. Make a contribution to your favorite candidate(s)***
- 3. Discover other ways to help with fundraising, phonebanking, and postcard writing***
- 4. Celebrate victory with us on November 8, 2017***