

**2022 WIN THE
MIDTERMS**

SwingLeft

THE CHALLENGE

There's so much at stake in the midterms this year, and it will require all hands on deck to win and overcome tough headwinds facing Democrats. Midterm elections tend not to favor the party in power, and we're up against voter suppression laws, partisan gerrymandering, and a Republican party that is increasingly radical and engaging in shameless power grabs.

We're also dealing with a frustrated voter base of Democrats who are disappointed by Congress and the Biden administration and are exhausted after an extremely tough few years.

**DEMOCRATS CAN
WIN IN NOVEMBER,
DESPITE WHAT
THE GOP WANTS US
TO BELIEVE.**

WHAT DOES WINNING LOOK LIKE?

- ✔ A more just and equitable society with a thriving and inclusive democracy.
- ✔ A government that addresses the challenges we face today, and in the future.
- ✔ A government that reflects the will of the people and does not attempt to distort it through voter suppression and extreme partisan gerrymandering.
- ✔ A culture of civic engagement that continues year after year.

HOW DO WE MAKE IT HAPPEN?



Connecting volunteers and donors to the **races + actions of greatest impact**



Writing **millions of Vote Forward letters** to potential voters



Supporting **Democratic infrastructure** building for 2024 and beyond

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MIDTERMS ARE ALL ABOUT

TURNOUT

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MIDTERMS ARE UNIQUE

- ➔ Decentralized, race-by-race environment largely adjacent to America's liberal population centers
- ➔ Increased need for resources to drive voter turnout, but a dropoff in donors and volunteers to provide those resources (compared to a presidential election)
- ➔ Above all, a conspicuous absence of a unifying funnel that can galvanize donors and volunteers and direct their resources to the races where they can have the greatest impact

**FOUR YEARS AGO
WE STEPPED INTO
THAT BREACH—
AND THIS YEAR
WE'LL DO IT AGAIN.**

** WITH MORE INNOVATIVE TOOLS THAN EVER BEFORE!*

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ENABLING HIGH-IMPACT ACTION TAKING

By simply entering your zip code, Swing Left connects you to a competitive race in a target state near you where you can make the biggest impact.

The screenshot displays the Arizona page on the Swing Left website. At the top, the word "Arizona" is prominently displayed. Below it are two buttons: "Subscribe for AZ updates" and "Choose a state". To the right, there are social media sharing icons for LinkedIn, Twitter, and Facebook. The page is divided into two main sections: "About the state" and "Target races in Arizona".

About the state

Governor
R Doug Ducey

Senators
D Kelly D Sinema

U.S. House Delegation
D 5 R 4

State House **State Senate**
D 29 R 31 D 14 R 16

The election of Senator Mark Kelly in 2020 helped Democrats earn a majority in the Senate, making the passage of the Bipartisan Infrastructure Bill and COVID-19 Relief possible. In 2022, Sen. Kelly will be up for reelection and share the ballot with a critical gubernatorial

Target races in Arizona

Our primary objectives in Arizona are to: 1) defend the U.S. Senate seat currently held by Mark Kelly, 2) win the state's three competitive congressional races, 3) and flip the state's governorship and state legislature.

U.S. House races	U.S. Senate race	State-level races
AZ-01 R We need to flip this seat. Biden won by: +1.4% More details		
AZ-02 D We need to hold this seat. Biden lost by: -7.9% More details		
AZ-06 D We need to hold this seat. Biden won by: +0.1% More details		

What's at stake

INVESTING IN CANDIDATES AND CIVIC ORGS

With Blueprint, donors get a custom quarterly portfolio of competitive Democratic candidates and vetted civic organizations to support throughout the year.

INVEST / Q1 2022

Starting the Clock

ALLOCATION	PERCENT	
Fighting for Fair Maps in Key States	20%	Info
Registering and Engaging Voters	20%	Info
Breaking GOP Majorities in the States	60%	Info

Make an investment

Your entire Q3 contribution will go to the recommended candidates and organizations.

CONTRIBUTION: \$ Enter amount

METHOD: Check or wire transfer

Invest

SUPPORTING COMMUNITY ORGANIZING

Swing Left's local groups connect thousands of volunteers to host events, plan fundraisers, and more.

The screenshot displays the 'Swing Left San Francisco' group page. At the top, the group name is prominently displayed in white on a dark teal background, with the location 'San Francisco, CA 94114' below it. Three key statistics are shown: 5,389 Group members, 382 Events sponsored, and 13,630 Volunteer shifts. Below these are social media links for Facebook, Twitter, and Instagram. A 'Leader tools' section is located at the bottom, featuring six icons and their corresponding descriptions: 'Edit this group' (change details), 'Email members' (contact members), 'Manage members' (add/view members), 'Create an event' (create Mobilize event), 'Event sign in' (add members during live event), and 'Start a fundraiser' (start raising funds).

Swing Left San Francisco

San Francisco, CA 94114

5,389 Group members 382 Events sponsored 13,630 Volunteer shifts

FOLLOW US ON SOCIAL MEDIA

Facebook Twitter Instagram

Leader tools

- Edit this group**
Change details about your mission, add photos.
- Email members**
Contact your members and edit welcome email.
- Manage members**
Add or view existing members, change permissions.
- Create an event**
Create a Mobilize event sponsored by your group.
- Event sign in**
Add new members to your group during a live event.
- Start a fundraiser**
Start raising funds for key races you're focused on.

WRITING LETTERS TO VOTERS

In research verified by the Analyst Institute, Vote Forward letters in 2020 were proven to be one of the most effective turnout tactics ever measured in a presidential election.

The screenshot shows the 'VOTE FORWARD' website. At the top, there is a navigation bar with 'Active campaigns', 'How it works', 'FAQs', and a 'Log out' button. A light blue banner below the navigation bar contains the text: 'We're monitoring the situation with USPS and evaluating our letter send timeline. [Read our FAQs for more details.](#)'

The main content area is titled 'Choose a campaign' and includes a 'Filter by state' dropdown menu. Below this, there are two main sections:

- Social campaigns**: 450,000 voters adopted | 1,850,000 remaining. Description: 'Send letters to encourage voters from underrepresented communities to vote in November.' This section features four campaign cards for Colorado, Georgia, New York, and Pennsylvania. Each card shows '8,500 adopted | 41,145 remaining' and a progress bar. The mailing dates are: Colorado (Oct 27, 73 days), Georgia (May 15, 20 days), New York (Oct 27, 73 days), and Pennsylvania (Oct 27, 73 days).
- Political campaigns**: 550,000 voters adopted | 950,000 remaining. Description: 'Send letters to encourage Democratic-leaning registered voters to vote in November.'

2022 TARGET RACES

State leg



Governor



U.S. Senate

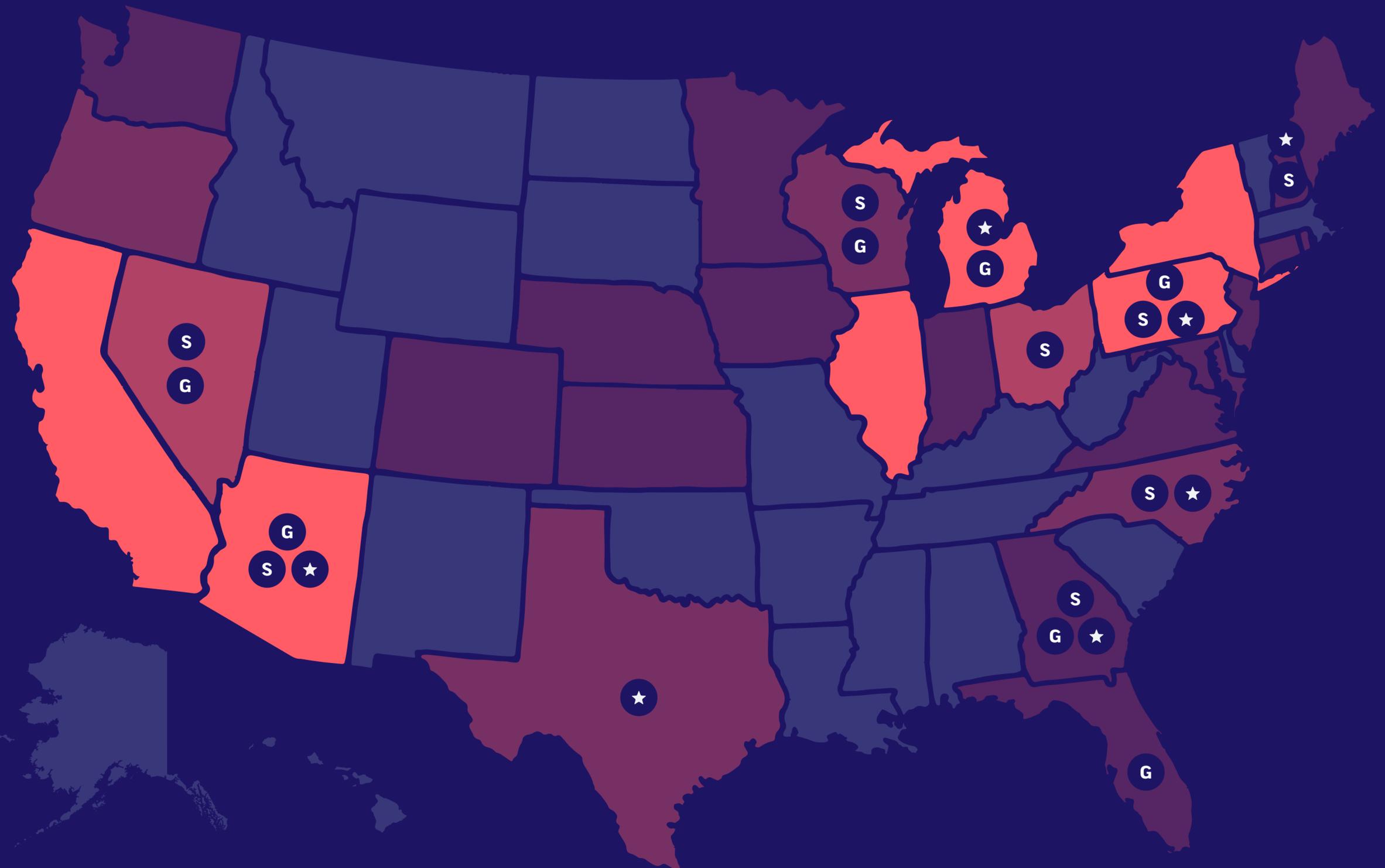


U.S. House



0 targets

4+ targets



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LET'S GET TO WORK

We've already seen major wins on abortion rights in Kansas, and in special elections in New York and most recently Alaska—a state that hasn't sent a Democrat to the U.S. House in more than 50 years! Democrats are energized around voting rights, reproductive justice, climate action, and more. If we write letters, make calls, knock doors, and donate strategically, we can increase **Democratic turnout** where it counts and win in November.

Go to swingleft.org and enter your zip code to find the most effective volunteer and donation options in the most competitive races near you. We do the legwork to find the select races where the outcomes will impact the national balance of power, and we make it easy for you to get involved.

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