

2020: OUR Way to Win



On November 9th, 2016 everyone in this room woke up in horror about the election. Maybe you were so devastated that you walked around like a zombie, maybe you were thinking wow- racism is about to get that much worse. Maybe you were just shaking your head saying, “Yeah this is America.”

On election night – I – like a lot of people – sat with friends to watch the returns and was stunned as each state that should have been in the blue column went red. I was so upset I took a week off from work.

Here we are in 2020 – FINALLY – and now we can do something about it. We have a choice between 2 strategies:

- We can nominate a moderate Democrat to appeal to the middle.
- Or we can nominate a Progressive who can energize the base.



SAFE

ELECTABLE

Let's look at the evidence and debunk two words: Safe & Electable.

When we have put forward a "safe," moderate to appeal to the middle – we have lost – over – and over- and over.

And now let's look at flip side – in the last 3 elections: 2017, 2018, and 2019, it's Progressives who have won who speak to our core values of equity and fairness, and actually get us excited FOR a bold vision.

And when we talk about "electability." There is a fear that an Elizabeth Warren or a Bernie Sanders are not "electable" because they are too extreme.

I say, "are you kidding?" Right now, we have a president who has the most extreme world view in American history, has no prior governing experience, openly brags about being a sexual predator, and on the most profound level is a white supremacist.

All of which should have made him unelectable. But here we are.

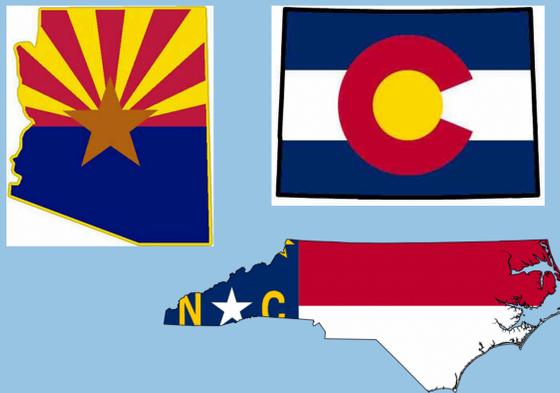
So let's look at a possible 2020 strategy.

#1 Acknowledge Our Changing Demographic



1. Acknowledge Shifting Demographic: The traditional strategy – is to go after white moderates. But that demographic is shrinking. The group that is growing is young people, people of color, and the millions of untapped Progressive voters we have to flip swing states.

#2 Expand “Swing” States



2. Expand “Swing States” Let’s expand what those swing states are beyond the infamous Rust Belt– to states with rapidly growing, younger, more diverse populations such as AZ, CO, and NC.

#3 Pick Candidates with a Bold Vision



3. Pick Candidates with Bold Vision: We don't need mealy mouthed incrementalism. We need bold action that is going to address the urgency of our economic system that only works for the few, the dramatic climate change we are experiencing, and the mass incarceration of people of color – whether its black men in prison or brown kids living in cages.

#4 Connect with “Unlikely” Voters

231,556,622

Eligible Voters Who did NOT Vote

46.9%

4. Connect with Unlikely Voters: Let's move away from this strategy of only outreaching to “likely” voters who are older, whiter, and more conservative. Let's move towards activating a larger base of the approximately 231,556,622 people who didn't vote in the last election because they didn't feel represented. 46.9 percent

#5 Organize for Long-Term Power



5. Organize for Long-Term Power: Invest in organizations who are doing on-the-ground organizing not only about the election, but who do deep work around local policies that effect people's daily lives. This should not be about just about 1 moment every 4 years – but long-term power building of low-income communities of color.

YOUR Choice!



SO...

Think about who you actually want for president

Who actually excites you.

Because when we are excited - we win

And that excitement has to be about more than just voting but being inspired to get out there and door knock, phone bank, and give money.

And when we do have a candidate – whether it was your first choice or last, I want you to think about how you woke up after the 2016 election and do the things you need to do to help us turn this country around:

You can give or volunteer directly for the candidate, and

You can give or volunteer with organizations in swing states that are not only turning out the vote but building long-term power for communities of color.



And Finally - over the next 10 months, leave it ALL on the court. So that when WE wake up on November 4th, WE know you did every. Single. Thing. So that WE can have a new direction for our country, for our communities, and for our lives.