

represent **Us**

150 Days to Restore American Democracy

APRIL 2021

1 PROTECT OUR
RIGHT TO VOTE

2 MAKE ELECTIONS
SECURE AND COM

3 END POLITICAL
CORRUPTION

DEMOCRACY11.US

150 Days to Restore American Democracy

"It is not our diversity which divides us; it is not our ethnicity, or religion or culture that divides us. Since we have achieved our freedom, there can only be one division amongst us: between those who cherish democracy and those who do not."

Nelson Mandela

American democracy is in crisis. But in crisis there is opportunity. Between now and September 1, we are facing a once-in-a-lifetime chance to restore and revitalize the democratic institutions that are the very foundation of our nation by passing the For The People Act.

For those who study American democracy, the January 6 insurrection was not a surprise. It was the result of 50 years of deepening political system failure. Today, the unexpected Democratic party trifecta, combined with the insurrection at the U.S. Capitol and a raft of voter suppression bills sweeping state capitals, have created an opportunity to pass the most impactful democracy reform legislation in American history. With the *For The People Act*, we have a real shot at ending some of the greatest threats to our democracy: federal gerrymandering, voter suppression, dark money, super PAC abuse, election insecurity, presidential conflicts of interest, among others - in one fell swoop. It would transform American politics by shifting political incentives towards integrity, moderation, and compromise, ultimately forcing Trump's radicalized factions of the GOP to abandon extremism and authoritarianism or face demise.

As the nation's largest grassroots anti-corruption campaign, RepresentUs's unique and impactful approach brings together conservatives, progressives, and everyone in between to pass anti-corruption laws in cities and states to stop political bribery, end secret money, and fix our broken elections. For nearly a decade, we have worked in collaboration with partners from the grassroots to the grasstops to bring together unlikely allies united for one purpose: to preserve and protect our democracy.

THE OPPORTUNITY:

We have a window of roughly 150 days — until September 1 — to pass this bill, for three reasons: 1) states will begin their decennial redrawing of district lines at or around that date; 2) if voter suppression laws in the states are not stopped, they will create a Putin-style "managed democracy" that ensures power for the authoritarian wing of the GOP; and 3) because history shows that major change immediately follows major upheaval.

There likely will not be another chance of this magnitude in our lifetimes.

Major federal victories are the most effective way to expand and accelerate movements for social change. A victory on the *For the People Act* will inspire democracy reform activists across the country to double down on their commitment to our democracy and continue the fight for needed reforms. Passing proactive policies at the state and local levels builds on federal efforts, serves as a bulwark against immediate authoritarian action, and *grows the foundation of a long-term pro-democracy infrastructure.*

THE NEED:

There has never been a higher ROI opportunity to fix democracy, and we need your help. We need to raise \$8 million immediately to execute the strategy outlined below: to pass sweeping federal reforms that will transform American politics; stop the most dangerous gerrymandering threats (*For The People Act does not address state legislative gerrymandering, and it may not pass*), and continue to seed and pass long-term state and local reforms.

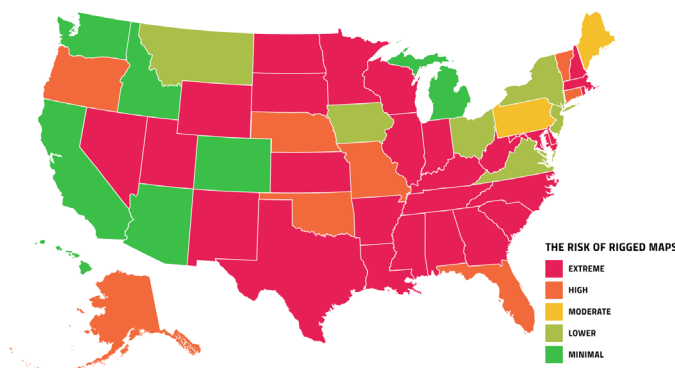
THE WORK:

The following outlines our 2021 strategy and priorities:

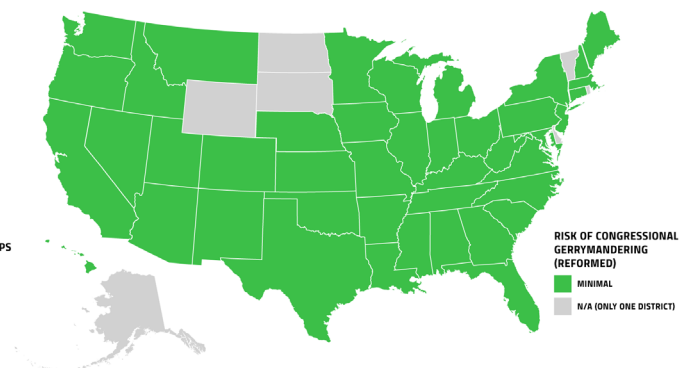
- **Programs:** Below we include one-page strategic overviews of our **four core programs**: Federal Offense (focused on the *For The People Act*); State Defense (combating gerrymandering); State Offense (campaigns to win state-based reform); and Movement Building.
- **Analysis:** Each program description is accompanied by a strategic analysis. In closing, we provide historical and contextual explanations supporting democracy reform's return on investment and timing.

What follows is not a partisan analysis or electoral strategy. We have left the old paradigm of Republican versus Democrat, and entered a new one of small "d" democracy vs. authoritarianism. This is what we must do to ensure competitive, representative and stable democracy in the U.S. **If we don't pass federal reform by September 1 to outlaw gerrymandering, block voter suppression, and fix our broken elections, the emergent, anti-democratic faction of politicians will swiftly gerrymander, suppress, and manipulate the vote in all battleground states to ensure near-certain victory in 2022, 2024, and beyond. Our politics, economy and society will further destabilize.**

CURRENT GERRYMANDERING RISK



AFTER FTPA PASSAGE



Snapshot - Table of Contents

Federal Offense: Immediate Federal Democracy Reform Opportunity

Page 6	Goal:	Pass the <i>For The People Act</i> (HR-1) by July 1
	Role:	RepresentUs independent brand, messaging prowess, celebrity activation
	Q2 Action Plan:	Coordination, breakout media, Senate target states, lobbying/organizing
Page 7	Budget:	\$8,705,000 Raised: \$1,200,000 Gap: \$7,505,000
Page 8	Analysis:	Timeline and changing political calculus for passage

State Defense: Battlegrounds & Accountability Attacks

Page 9	Goal:	Punish in-state authoritarianism and thwart gerrymandering, voter suppression, and election manipulation state legislation
	Rationale:	Timely, impactful, gap-filling, complementary with other key advocates
Page 10	Role:	Nonpartisan approach and cudgel
	Program Description:	Complete staffing, onboard vendors and lobbyists, and design attack campaigns
Page 11	Budget:	\$4,665,000 Raised: \$800,000 Gap: \$3,865,000
Page 12	Analysis:	How to thwart anti-democracy in 100% GOP legislature swing states

State Offense: Passing Reform in the States

Page 13	Goal:	Seed 15 new campaigns to pass high-impact statewide reforms in 2022-2024
	Rationale:	Continue reform momentum, fix statewide law, grow campaign infrastructure
Page 14	Role:	No other nationwide democracy reform accelerator program exists
	Program Description:	Investment in 25 emerging campaigns, strategic support & asset creation
Page 15	Budget:	\$2,343,000 Raised: \$600,000 Gap: \$1,743,000
Page 16	Analysis:	Continuing importance and opportunity of state-based reform

Movement Building: Expanding the Democracy Movement

Page 187	Goal:	Reach 30 million Americans, recruit 3 million supporters, activate 60,000 members, Increase awareness of <i>FTPA</i>
	Rationale:	People-power holds politicians accountable to pass federal and state laws, and implement post-passage
Page 18	Role:	Unique right-left positioning and best-in-class creative assets; decade of grassroots success
Page 19	Budget:	\$3,732,000 Raised: \$400,000 Gap: \$3,332,000
Page 20	Analysis:	Victory not possible without real grassroots support and awareness

Background Analysis:

Page 21	How We Got Here
Page 22	Remaining Threats
	Related Reforms/Issue Areas
Page 23	Conclusion

Goal

- **Pass the landmark *For The People Act (HR-1)* by September 1.**
 - **By mid-2022, also pass crucial post-Trump companion legislation, including the *Protecting Our Democracy Act (Presidential powers focus)***

Need: RepresentUs Role

We are working in close coordination with national and local advocacy partners to employ the unique mix of our nonpartisan/independent brand with our best-in-class celebrity/cultural network and marketing platforms to 1) Engage moderate/independent and conservative voters and influencers in the handful of key states where U.S. Senators need positive pressure (carrot, not stick); and 2) Run a public education campaign that ensures Americans know about and demand the passage of the For The People Act. 67% of Americans support the Act, but too few know about it.

Q2 Action Plan

- HQ staff are coordinating daily with top organizations, Capitol Hill strategists, and our federal and state lobbyists to ensure our nationwide messaging, celebrity activation, and grassroots organizing campaigns are in lock-step with changing political needs.
- Working with top-tier marketing firms, HQ staff are producing a major, celebrity-driven public education, paid and earned media push — based on emerging research-tested messaging — to emotionally (not cerebrally) connect for the American public how the For the People Act (FTPA) is central to stopping the rise of authoritarianism and the forces that led the radical right to storm the U.S. Capitol.
- Senators Joe Manchin (D-WV) and Krysten Sinema (D-AZ) are our two primary targets -- with Manchin the top priority as the de facto head of the moderate block of swing Senators. Donald Trump won West Virginia in 2020 by a wider margin than any other state (40 points). Senator Manchin must appeal to very conservative voters and influencers, and we are the only group doing that, using in-state grassroots, grasstops, lobbyists, and advertising tactics to ensure their support for the Act, We employ sophisticated targeting of crucial independent and moderate voters and influencers, and are launching three pro-FTPA coalitions in April: military, small business and faith. We have top WV political operatives leading our work there, we are on the radio and online with conservative-targeted messages and messengers, and we have popular conservative and moderate influencers on retainer and speaking out publicly in support of the Act. It is imperative that we show Senators Manchin and Sinema that they have support back home.

Budget Overview

	Item Monthly Cost	Item Multiplier	Months Active	Total Cost	Note
3 FTE HQ staff: Program management	\$7,000	3	5	\$105,000	1 Political Director, 2 Program Assistants
4 FTE HQ staff: Program development	\$4,000	8	5	\$160,000	8 staff at 50% time (research, digital, marketing, political)
3 FTE HQ staff: Partnerships	\$5,000	3	5	\$75,000	Partnership outreach, collaboration
6 FTE field staff: Field organizers	\$5,000	6	5	\$150,000	2 organizers in each of 3 Senate target states (WV, AZ, MT/NH)
Lobbying: Federal	\$18,000	2	5	\$180,000	2 lobbying firms in DC
Lobbying: Senate target states	\$12,000	3	5	\$180,000	1 state firm in each of 3 states (WV, AZ, MT/NH)
Research: Nationwide	\$20,000	1	5	\$100,000	Monthly research/polling
Research: Senate target states	\$10,000	3	5	\$150,000	Polls in each of 3 Senate target states
Marketing: Influencer marketing firm	\$14,000	6	5	\$420,000	
Marketing: Digital marketing agency	\$14,000	8	5	\$560,000	
Advertising development: Senate target states	\$20,000	3	5	\$300,000	3 Senate target states
Advertising development: Nationwide	\$40,000	1	5	\$200,000	
Advertising placement: Senate target states	\$175,000	3	5	\$2,625,000	3 Senate target states
Advertising placement: Nationwide	\$700,000	1	5	\$3,500,000	
			Sum:	\$8,705,000	
			Raised:	\$1,200,000	
			Gap:	\$7,505,000	

Analysis

Ahead of the January 5 Georgia runoff election, the odds of a Democratic trifecta in DC were low, and the field was prepared for another two years of federal democracy reform dead-ends. Post-Georgia, the slim 51-50 Democratic Senate majority creates an extraordinarily rare opportunity to pass sweeping democracy reforms — but leaves no room for error. The U.S. House passed “House Resolution 1 (HR1),” the For The People Act, in March with all but one Democrat’s approval. On the Senate side, despite the impeachment trial and other legislative priorities, Majority Leader Chuck Schumer (D-NY) has given FTPA the parallel “Senate Bill 1” designation, signifying it as the top priority. The first and only hearing occurred in March. Markup occurs in April, and Schumer will attempt to hold his caucus together to keep the integrity of the bill in place during markup, and ensure a unanimous vote. Should that occur, we then face the filibuster.

If passed, the Act (and other Acts) will be filibustered by the GOP, and Democrats will make the case to modify the filibuster over the summer. The most likely scenario is a return to the “talking filibuster,” which would ultimately enable passage of the Act. The goal is to then pass the FTPA on a party line 51-50 vote before the redistricting/ gerrymandering process progresses significantly (Census data is being delivered very late due to the pandemic, giving us more time than we normally would have before decennial gerrymandering begins later this year.)

If the For The People Act does not pass by Sept 1, it is unlikely its anti-gerrymandering provisions will be able to stop in-state gerrymandering in 2021 for U.S. House districts. Furthermore, the sooner the FTPA’s anti-voter suppression rules are passed, the better; Georgia has already passed draconian “reforms”, and state legislatures in nearly every state are already using the 2020 election as cover to propose new legislation to suppress the vote for 2022 and 2024 (see the next program section below — State Defense — for detail on our in-state plan to thwart this attack).

Other important federal legislation are high priorities for passage after the FTPA. In particular, after July we will pivot our federal offensive work into ensuring the Protecting Our Democracy Act — an urgent post-Trump codification-into-law of once-accepted norms around Presidential abuse of power, conflict of interest, nepotism, foreign interference, DOJ independence, and more — passes before mid-2022.

Goal

- **Thwart gerrymandering in 9 battleground states, resulting in better, fairer maps for U.S. House elections for the next decade.**
- **Create enduring electoral pain for state legislators who attack democracy and support gerrymandering and authoritarianism**

Rationale

- **Timely:** The decennial redrawing of legislative districts starts this year. We must prevent the most egregious gerrymandering before it is locked in place for the next decade. And in the wake of Trump's false election fraud allegations, state legislators are currently introducing faux "election reform" laws to disenfranchise voters and manipulate election results in 2024.
- **Impactful:** Gerrymandering is one of the primary drivers of the extremism that drove the January 6 attacks on the Capitol. Disenfranchising voters and rigging the system is the only way authoritarians will reclaim and/or keep power.
- **Narrow Window:** Both gerrymandering and bogus election laws are being introduced now. We don't have much time.
- **Interaction with *For the People Act*:** If the FTPA passes before September, we will have stopped gerrymandering nationwide for U.S. House district lines and blocked states' ability to enforce voter suppression bills, but we still must defeat state legislative district gerrymandering in key states. The federal law does not affect the districts of state legislators. Regardless of whether federal reform passes, this in-state defense program is essential.
- **Fills Critical Gap:** There is currently no perception amongst state legislators that opposing democracy has political repercussions at the ballot box. This must change in order to win.
- **Complementary:** Our state-based work compliments the federal accountability campaigns being built to create the same dynamic for members of Congress.

Need: RepresentUs Role

We have the unique ability to act as a fiercely nonpartisan cudgel without being dismissed as partisans — because we're not. We will thwart either party when they thwart democracy.

Program Description

- Publish RepresentUs comprehensive [“Gerrymandering Risk Report”](#) of all 50 states. (released April 5). Use as springboard for national press, member action, and in-state attention to both the need for the *For the People Act* and the threat of gerrymandering.
- Finalize weekly coordination process with top ally organizations also working on the anti-gerrymandering and voter suppression issues in key states.
- Complete hiring of Program Management team and three state pod teams to provide full coverage of target states: Initially PA and FL. If funding allows, then NC, GA, FL, TX and/or AZ.
- Identify and select vulnerable, pro-gerrymandering, pro-voter suppression state legislative targets and their enablers. Engage opposition research. Design campaigns meant to telegraph and radiate consequences to others who consider following in their footsteps.
-



Budget Overview

	Item Monthly Cost	Item Multiplier	Months Active	Total Cost	Note
3 FTE HQ staff: Program management	\$30,000	1	11	\$330,000	1 Campaign Manager, 1 Policy Counsel, 1 Political Associate
2 FTE HQ staff: Program execution (Pod 1)	\$13,000	1	10	\$130,000	WI MI OH pod: 1 Legislative Manager, 1 Research Analyst
2 FTE HQ staff: Program execution (Pod 2)	\$13,000	1	10	\$130,000	PA NC FL pod: 1 Legislative Manager, 1 Research Analyst
2 FTE HQ staff: Program execution (Pod 3)	\$13,000	1	10	\$130,000	GA TX AZ pod: 1 Legislative Manager, 1 Research Analyst
Field organizers	\$6,000	9	10	\$540,000	1 organizer in each of the 9 battleground states
Lobbying	\$9,000	9	11	\$891,000	1 state lobbyist in each of the 9 battleground states
Research: State polling	\$15,000	9	2	\$270,000	2 polls in each of 9 battleground states
Research: Opposition	\$4,000	9	9	\$324,000	Opposition target research in each of the 9 battleground states
Research: Nationwide	\$30,000	1	1	\$30,000	1 nationwide poll
Marketing: Digital marketing agency	\$6,000	9	10	\$540,000	Digital/social media management/content creation for 9 states
Advertising placement	\$10,000	9	10	\$900,000	Advertising budget for each of the 9 battleground states
Political consultants	\$5,000	9	10	\$450,000	GOP political consultants in each of the 9 battleground states
				Sum: \$4,665,000	
				Raised: \$800,000	
				Gap: \$3,865,000	

Analysis

While we just survived the biggest stress test on our democracy in modern history, a cancer has been unleashed into the American political ecosystem and it needs to be rooted out with fierce urgency. This means taking an offensive posture in the states against authoritarian-leaning officials, and deploying aggressive tactics to ensure they pay a political price for their actions and never hold public office again.

This process starts by clearly defining the difference between being “pro-democracy” and “authoritarian” — and putting out a public notice of what constitutes our “redline” for engagement. We take a surgical approach to targeting — there are no shortage of bad actors — to focus precious resources on targets who are (1) beatable and (2) still engaging in anti-democratic actions such as promoting gerrymandering, anti-voting rights legislation and/or attacking officials who sided with democracy in the 2020 election. We are using a full suite of tactics, working in both primary and general elections, and including, but not limited to public education scorecard-based communications, digital ad campaigns, organizing in-district, deploying opposition research, and engaging funders, influencers, and constituents. The program is grounded in first-class research and modeling.

State legislatures are already beginning the process of redrawing state and federal districts with greatly improved data and supercomputing power that will prove far more pernicious than in 2011. Officials are using the distrust in

elections they have fomented as the pretense to introduce election legislation disguised as reform, seeking to disenfranchise voters and increase legislators’ ability to manipulate election outcomes — specifically through the Electoral College certification process — more effectively than they tried to do in 2020. We will pull these secretive maneuverings out from behind closed doors, and name and shame our opponents through a moderate/independent/conservative lens, to strategically compliment the cacophony of liberal organizations. Today, over 90% of Americans don’t like gerrymandering. We are capitalizing on that, and pulling the debate out from smoked-filled back rooms to face the light of day. Our nonpartisan brand is essential because the most important state legislatures lean conservative. Progressive messaging and messengers won’t sway conservative legislators to defy their base, and we are already versed in this strategy.

Goal

- **Seed 15 new campaigns to pass high-impact reforms statewide or in large (>500k) municipalities:**
 - **5 campaigns on-track to win by end 2022**
 - **10 campaigns on-track to win by end 2024**

Rationale

- **Growth & Momentum:** While the window of federal reform is short, opportunities will continue to abound at the state and local levels. State-based election reforms directly fix federal elections, and are sorely needed in most states.
- **Advance Preparation is Essential:** The development of impactful state campaigns takes years and requires patient political, policy, legal, fundraising, messaging, and coalition planning. You cannot parachute into states. This is especially true for high-impact, transformative policies. While 2021's advocacy focus is primarily on passing federal reform and stopping anti-democratic action, we must simultaneously seed and accelerate the most promising campaigns to remain on track for victories between 2022 and 2024, and to build the infrastructure needed to change political incentives and ensure reforms stick.
- **VC Model:** The RepresentUs "Campaign Accelerator" program employs a venture capital theory of investment for emerging campaigns. Our Accelerator Awards program (now in Year 2) provides financial grants and direct personnel support — including political guidance, policy design, and digital asset creation — to the most promising campaigns. We set benchmarks, hold campaigns accountable, fill gaps, and winnow to those with the most viable paths to victory.



Need: RepresentUs Role

There is no other organization in the U.S. with a robust program to seed, assist, service, and win high-impact state and local democracy reform campaigns. Our Campaign Accelerator has helped achieve [124 wins](#) over eight years. Going forward, state and local reforms must be less reactive and more proactive to ensure the right policies and people are in place before major capital is expended — and to optimize the likelihood that new reforms are implemented and protected.

Program Description

- The RepresentUs Campaign Accelerator program will grow in 2021 from a staff of 5 to a staff of 9 FTE to work on 25 potential campaigns, in order to get 5 to market for 2022 and another 10 by the end of 2024 (60% to-market rate, as approximately 10 campaigns will not advance).
- As we did in the 2019-2020 cycle, the Accelerator will provide over 10,000 hours of research, analysis, policy development, legal guidance, political strategy, digital, organizing, and communications support.
- Our Accelerator Awards program will help seed or accelerate new, impactful, and viable campaigns in states and large municipalities.

TOTAL BALLOT CAMPAIGNS SUPPORTED	16	DIALS MADE BY REPRESENTUS VOLUNTEERS FOR LOCAL CAMPAIGNS	74,367
WINNING CAMPAIGNS SUPPORTED	9	TEXTS SENT BY REPRESENTUS VOLUNTEERS FOR LOCAL CAMPAIGNS	425,334
CAMPAIGN MANAGERS HIRED	6	IMPRESSIONS ON REPRESENTUS SOCIAL MEDIA POSTS AMPLIFYING CAMPAIGNS	1,600,000+
BALLOT INITIATIVE LAWS DRAFTED	4		
WEBSITES BUILT	5		
SOCIAL MEDIA GRAPHICS CREATED	347		

Budget Overview

	Item Monthly Cost	Item Multiplier	Months Active	Total Cost	Note
3 FTE HQ staff: Program management	\$18,000	1	12	\$216,000	1 Director, 1 Program Manager, 1 Political Associates
3 FTE HQ staff: 5 Tier A (2022 wins) Campaigns	\$14,000	1	9	\$126,000	1 Campaign Director, 1 Research Analyst, 1 Political Associates
3 FTE HQ staff: 10 Tier B (2022 wins) Campaigns	\$14,000	1	6	\$84,000	1 Campaign Director, 1 Research Analyst, 1 Political Associates
Seed grants to campaigns	\$25,000	25	1	\$625,000	150 applications/year to Accelerator Award program; 25 winners selected for seed grants. 15 prove viability
Legal	\$10,000	15	1	\$150,000	15 in-state legal counsel reviews of policy and viability
Lobbying	\$6,000	6	6	\$216,000	Lobbyists in each of 6 select campaign states
Digital services	\$6,000	6	6	\$216,000	Digital services and advertisements in each of 6 select campaign states
Research: Short polls	\$10,000	8	1	\$80,000	1 brief poll in each of 8 select campaign states
Research: Full statewide polls	\$30,000	6	1	\$180,000	3 full statewide polls in each of 6 select campaign states
Political Consultants	\$6,000	6	6	\$216,000	Key political consultants in each of 6 select campaign states
5 FTE field staff: Field organizers	\$5,000	5	6	\$150,000	1 organizer embedded in each of 5 select campaign states
Misc Urgent gap filling	\$7,000	1	12	\$84,000	
			Sum:	\$2,343,000	
			Raised:	\$600,000	
			Gap:	\$1,743,000	

Analysis

Since our founding in 2012, RepresentUs has attacked the root cause of political system failure by passing laws at the state and local level that transform political incentives through changes to election, ethics, and campaign finance laws. Our political strategy follows in the footsteps of successful movements — marriage equality, women’s suffrage, marijuana legalization, etc. — that turned to the states in the face of insurmountable obstacles in DC, while building momentum for federal reform. To date, the Campaign Accelerator has delivered top-caliber, locally-branded political, policy, legal, design, communications, digital, and grassroots support that has helped secure nearly 124 victories across the nation that have directly contributed to the energy needed for the *For the People Act*. [List of victories here.](#)

In 2020, in spite of the pandemic, the democracy movement won 12 important statewide and municipal victories. Notably, Alaska passed the most impactful democracy reform package in American history, showing the structural path out of the doom loop of extremism and partisanship. The importance of this cannot be overstated. The RepresentUs Campaign Accelerator guided initial policy development for the Alaska campaign, provided seed financial support and guidance through polling, political strategy, digital, and communications.

While the pandemic slowed us down in 2020, we must remember that marriage equality lost 32 ballot initiatives between 1998 and 2012 before their ultimate victory. If we do not remain committed to long-term structural reform, we will find ourselves in 2030 still chasing symptoms without addressing the underlying disease as democracy withers.

Success requires increased investment in states and cities, with assertive expansion into state legislative lobbying (with less reliance on ballot measures), more proactive “seeding” of campaigns, and the continued growth of a robust democracy movement to bolster campaigns and protect wins.

We continue to prioritize ranked choice voting/ open primaries (in particular in upcoming Senate battleground and open races), anti-gerrymandering, and voting rights/access. Yet we remain opportunistic, pursuing a broader range of impactful policies based on viability.

Finally, we are bolstering our program to protect wins and ensure proper implementation of new laws. We’re evaluating recently seeded campaigns that didn’t launch or were defeated, and beginning deeper investment in a handful of key states to replicate what we achieved in Alaska: turning additional states into full-suite pro-democracy models.

Goal

- Triple the number of Americans who know of the *For The People Act* (from 13% to 39%)
- 3 million people engage with the democracy movement
- Activate 60,000 people in active support for must-win (or must-defend) campaigns/policies.

Rationale

- **Awareness:** Movement building applies to all of our program areas. To pass the For the People Act, we must ensure it stays at the top of the nation's agenda so Congress cannot ignore it amidst other priorities. The same goes for our offensive and defensive state strategies. Activating public support starts with awareness and mobilization.
- **Engagement=Pressure:** Structured networks of volunteers in key states are crucial to demonstrating a mandate for decision makers to act. By recruiting, training, and mobilizing volunteers we drastically scale the impact of our public pressure campaigns, applying pressure in multiple states across multiple vectors: For the People Act, anti-gerrymandering, and state offense and defense campaigns. When grassroots supporters, both liberal and conservative, champion the message, we pit political bad actors against real local heroes and effectively defang opposition.



Need: RepresentUs Role

We are using our high-quality creative, video, and digital assets to activate our large online following. We are creating a pipeline of support that fuels the most urgent political campaigns. Investing in power-building is essential to ensuring that campaigns win, that public support does not seemingly disappear at the end of a campaign, and that leaders are held accountable post-victory to implement change.

Program Description

- Data-driven and audience-targeted social media and multi-channel awareness campaigns that gain attention and persuade key constituencies to support core democracy policies and campaigns.
- Short film, commercial and viral video projects by elite Hollywood writers, producers, and directors that activate and persuade target audiences.
- Partner and influencer coordination to activate and mobilize already-engaged constituencies.
- National and local media engagement, original research, original content and reporting to highlight victories, spotlight campaigns, and celebrate the movement.
- Leverage RepresentUs's large, existing digital audiences to kickstart RepresentUs original and partner-made creative campaigns.
- Search Engine Optimized (SEO) educational content that ensures Americans searching for information about these issues find our educational and campaign materials.
- Optimized ladder of engagement that pulls casual supporters in and motivates them to contribute time, talent and treasure to pass the *For the People Act* and support offense and defense campaigns in-state.
- Scaled distributed organizing model that grows and deepens grassroots support through peer-to-peer training, national volunteer teams, and leadership development.
- Localized and hyper-targeted deep organizing model that builds power in communities on the frontlines of offense and defensive efforts.

Budget Overview

	Item Monthly Cost	Item Multiplier	Months Active	Total Cost	Note
Public Relations	\$7,000	1	12	\$84,000	PR consultant & research
Flagship Creative (Video & Design)	\$120,000	1	1	\$120,000	1 top-tier creative
Social Media Creative (Video & Design)	\$20,000	3	12	\$720,000	3 mid-low tier creative per month
Movement Advertising	\$15,000	1	12	\$180,000	Advertising costs, strategy & placement fees
Websites	\$36,000	6	1	\$216,000	Up to 6 new state websites, plus 2 <i>FTP</i> A microsites
Awareness & Member Growth Staffing	\$12,000	4	12	\$576,000	8 staff: PR, Social Media, Content Creators, & Strategy
Member Engagement & Mobilization Staff	\$15,000	3	12	\$540,000	8 staff: Campaign planning & execution, volunteer training
Volunteer Recruitment, Training, & Activation Staff	\$10,000	3	12	\$360,000	5 staff
Data & Technology Staff	\$15,000	2	12	\$360,000	3 staff: Website Development & Data
Research, Program Management & Administration	\$12,000	4	12	\$576,000	Department management, software, project consultants
			Sum:	\$3,732,000	
			Raised:	\$400,000	
			Gap:	\$3,332,000	

Analysis

In the dangerous run-up to the 2020 election, RepresentUs reached more than **40 million** Americans. at a total cost of less than \$2 million, a cost of five cents per American reached — orders of magnitude lower than a standard paid campaign.

Tactics included:

- [VoteSafe](#) Coalition featuring GOP Homeland Security Secretary Tom Ridge (R, PA) and 100+ more endorsers
- [Count Every Hero](#) Coalition featuring more than 70 top ranking military officials
- [Naked Ballots](#) Viral video featuring Chris Rock, Amy Schumer, Sarah Silverman and many more
- [#WaitForIt](#) A multichannel education campaign featuring Hamilton's Leslie Odom Jr.
- [Save the Vote](#) A grassroots campaign activating 30,000 Americans

Prior to November 2020, our 'Campaign Connector' helped grassroots members lean into more than 120 locally-led anti-corruption victories across America. As has happened throughout American history, grassroots work in the states has laid the groundwork for federal legislation.

As we look to the next 150 days with the *For the People Act*, and the coming year of state offense and defense, our movement's ability to reach vast numbers of the American electorate — and get them fired up in support of transformative action to save democracy — will ultimately be the difference between success or failure. Current polling shows that less than 13% of Americans have even heard of the *For The People Act*, but when it's described to them it enjoys support from more than two-thirds of the public. Thus, it is imperative that we immediately and dramatically increase public

awareness of and active support for *FTPA*. Only then will we build the political capital necessary to compel Congress to act.

If we fail to quickly build a loud and unrelenting public demand for passage of *FTPA*, the once-in-50-years window of opportunity to actually fix the root cause of America's political crisis will quickly fade into the annals of what might have been; with none but a few DC insiders and political wonks wringing their hands while the American experiment careens towards the next cliff. (Though if we do not pass the full Act by September, there may be opportunities to pass pieces of the Act in the fall.)

We are reaching hundreds of millions of Americans, converting millions of them into supporters, and tens of thousands into a base of action-takers. As with every political campaign, power begets more power. As we activate millions behind the *FTPA*, we build our ranks for state-based offense and defense. And as the grassroots learns its power to create real change with every victory in the states, we build the skills and structures necessary to apply real pressure behind federal legislation in a virtuous cycle of powerbuilding.

This moment provides a unique opportunity to hand the next generation a nation that is healing and rising up, rather than hurting and crashing; a rare opportunity to make real and lasting changes to the DNA of democracy. Recognizing this opportunity, we have set our most aggressive goals to date in bringing in new supporters, increasing the level of engagement among our active supporters, launching an ambitious small dollar donor drive, and building authentic relationships and connectivity between policymakers and supporters of democracy.

BACKGROUND ANALYSIS

The gravity of what just happened in America cannot be forgotten. The U.S. President exhorted extremists to storm the U.S. Capitol Building in a desperate attempt to reject a free and fair election.

It resulted in the first hostile invasion of the U.S. Congress since the British in 1814; an abrupt wake-up call that American democracy is in a deep and historic state of crisis that could be an ominous preview of domestic terrorism and destabilization – if we fail to act assertively and strategically.

The crisis is the result of 50 years of deepening political system failure caused by decimated and antiquated laws that determine how our leaders are elected, and which incentives, checks and balances shape their behavior once in office. Today, those incentives are skewed towards political extremism, corruption, nepotism, and their offspring, authoritarianism. And while January 6 illustrated the most immediate danger of that system failure, it is the same phenomenon causing government inaction on nearly every issue: climate, healthcare, infrastructure, education, etc. The remedy requires taking immediate and bold action to address these root causes of the crisis.

How We Got Here

Democracy is nothing but a raw contest for power tamed by norms and instantiated into law. When an authoritarian comes around, tearing holes through every norm, the power players see the holes and follow. We thought our democracy was sacrosanct. It's not. It is stitched together by mere threads."

-Matt Chanoff, Investor

We should not be surprised that a 245-year old system — one built to resolve conflict between large and small states in an agrarian and slaveholding society — is failing in 2021. It has been overlooked for generations by politicians and philanthropists. And while Democrats historically pay lip service to fixing the problem, when in power they have been unwilling to expend the real political capital required to repair the system. Meanwhile, Republican leadership has abandoned most pretenses of supporting representative democracy, and has shifted to systematically dismantling it in favor of minority-rule. The system quietly burns down, and authoritarianism rises from the ashes. Collaboration, competition, decorum and public service give way to extremism, corruption, duopoly, gridlock and instability: all fueled by skewed incentives created by tattered laws governing elections, ethics, government oversight, Congressional rules, media, presidential power and campaign finance.

While recent history is bleak, the tide may be changing.

Senator Schumer's decision to join Speaker Pelosi in making the *For the People Act* as the priority bill in 2021 is unprecedented for democracy reform, and signals the Democrats might be willing to put real political capital into passing sweeping federal reforms to our democracy – if we can create enough public awareness/demand, and target the key legislators effectively.

Remaining Threats

While there is cause for hope regarding federal reform (and cause for skepticism due to the looming filibuster threat and long history of disappointment described above), the anti-democracy malignancy will not magically disappear with Trump's departure. He will continue to influence a massive wing of the Republican base, and the structural failures that enabled his ascension remain. Irrespective of his trajectory post-Presidency, his authoritarian-leaning allies in DC and the states have a playbook for the next four years, and they are already moving to:

- Gerrymander state legislatures and the U.S. House in 2021 to lock in control for the next 10 years.
- Advance a slate of fake "election reform" bills in the states, designed to suppress voters, erode safeguards, and further manipulate the election administration and certification process.
- Demand loyalty from election administrators in future elections; and "primary" or replace those who will not genuflect.
- Position a more skillful authoritarian to become the next U.S. President in 2024.

The survival of the American experiment requires a short-term sprint to push through as many federal reforms as possible while the window of opportunity exists, and continue to seed, pass and implement high-impact state-based democracy reforms before the doom loop of extremism, partisanship and gridlock reduces our system to rubble. While our analysis could be misconstrued as partisan, it is not. One major political party has decided that representative democracy is against their interests, and we must respond accordingly. We remain staunchly nonpartisan, and we are not defined by ideology or partisanship. We are increasingly defined by those who believe in representative democracy, and those who do not.

Related Reforms/Issue Areas

In addition to our democracy reforms, there are two major issue areas that must also advance: 1) reforms to address rampant digital misinformation, and 2) reforms to laws that shape presidential/executive power. While we do not currently address these issues, we do plan to shift our federal lobbying efforts to support presidential power reforms after the 150 day window has closed.

Conclusion

2020 exposed a stark reality: beyond the heroism of key federal judges and election administrators — in the face of national scrutiny, direct pressure from the Oval Office, and even death threats — it was 40,000 votes and mere threads that prevented anti-democratic forces from prevailing in 2020. We cannot depend on those same threads holding in 2024. The greatest opportunity in nearly 50 years to fix our broken political system has arrived. Now is our moment to make up for generations of underfunding and undervaluing structural political reform. Now is the time for advocates and philanthropists to throw the full force of our collective strength at this problem.

We know which gaps must be filled — what has to happen — in order to seize the current crisis-opportunity, stop further assaults on American democracy, and pass lasting reforms that actually fix the root cause of the problem. This is how we ensure government integrity, moderation and compromise. This is how we ensure that the next authoritarian is stymied by laws rather than temporarily inconvenienced by norms. This is how we seize the current crisis/opportunity before the next, more skillful authoritarian takes the White House, and finally address the most urgent crises facing our nation and our planet. This is the fork in the road, and the stakes couldn't be higher.

