

crimson goes blue news

April 24th, 2024

Dear Friend,

In This Issue

Upcoming Events

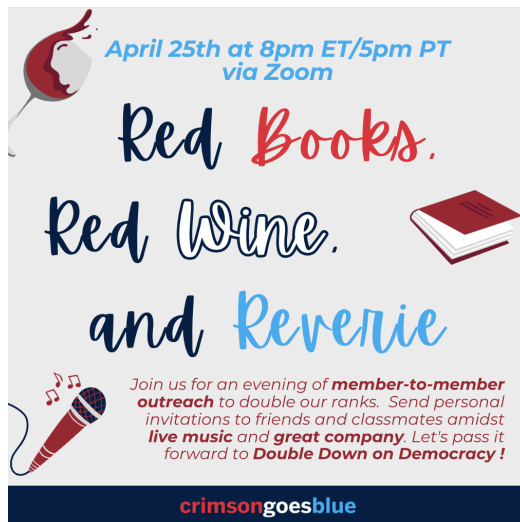
Are They Losing Power?

Not Everyone Has Decided

A Strategic Donation for 2024 Victory Gets Matched in April

MAGA Mess/Dem Success

[Upcoming Events](#)



Red Books, Red Wine, and Reverie

Thursday, April 25 at 8pm ET/5pm PT

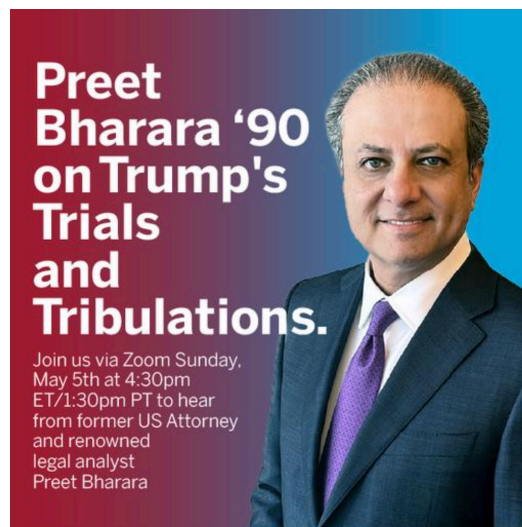
[Register Here](#) and help us recruit new members to CGB.

PHONE BANK Saturdays with CGB

Saturday, April 27 and
Saturday, May 4 at 1pm
ET/10am PT

[Register Here](#) to call voters in the critical state of Arizona





Preet Bharara on Trump's Trials and Tribulations

Sunday, May 5 at 4:30pm ET/

1:30pm PT

[Register Here](#) for this CGB event.

Discussion + strategy + musical entertainment.

Are They Losing Power? By Janet Singer, CGB Political Director



Big things are happening: Trump in a courtroom, House Speaker Johnson passing aid for Ukraine. Both events could signal that Trump and the most MAGA of the Republicans are losing power. It's hard not to feel righteous glee that **Trump has to show up and follow someone else's rules for days at a time**, maybe for the first time in his life; that he has to hear and not speak while words of ordinary Americans who detest him are read aloud; and that two of his recent courtroom experiences have earned him the nicknames "Don Poorleone" and "Don Snoreleone" respectively. And **who can resist fantasizing about the conversation between Schumer, Jeffries, and Mike Johnson after which Johnson decided to go against Trump and Marjorie**

Taylor Greene and support a bill to fund Ukraine? Certainly, the deft choreography that led to the passage of bills was not Johnson's. "Mike, here's what you've gotta do...and here's what you'll owe us when we make it happen." I don't know what these events will mean in the long run, whether justice will prevail and moderate Republicans regain a voice in the party, but I do know that **as the campaign ramps up, it's great that Biden is on the trail while Trump is trapped in a courtroom.**

We need to make the most of these moments. They give us something to smile about, yes, but they can also fuel our activism. **Let's take advantage of every minute when we have the momentum,** when we can apply weight on the arc of the moral universe, to make it bend toward justice more quickly.

Not Everyone Has Decided

By Kathy Goodman '83

The US political landscape is often described as "deeply divided." We talk about "red states" and "blue states," about a two-party system, about Dems vs. the GOP. The implication is that the entire country is split down the middle, 50-50, and the only way for one side to win is to convince people from the other side to join them.

The reality is quite different. Some voters, certainly, are partisans who have long since aligned themselves with a party or candidate. People in this group are not persuadable. But, according to a study of voters conducted earlier this year by [Future Majority](#), **there is a large group of prospective voters who are still truly undecided and can be persuaded.** Future Majority posits that this group of voters, whom it describes as "movable," may make

up as much as a quarter of the overall electorate and may hold the key to Biden’s victory.

Future Majority characterizes the movable voter as someone who (a) “somewhat disapproves” of the job Joe Biden is doing as president or is “not sure,” and (b) is either undecided in the presidential race or says they currently support Biden or Trump but could change their mind. **They tend to be younger, more likely female, less Republican and much less motivated to vote than their decided counterparts.**

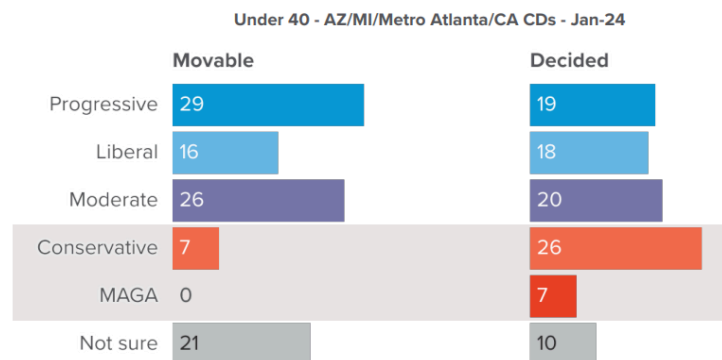
In an election year that will likely be decided by the thinnest of margins, it will be absolutely **crucial to reach out to these undecided voters and both persuade them to support Biden and get them to the polls in November.**

The good news for Democrats is that virtually none of the movables describe themselves as MAGA or conservative. In fact, they are much more likely than decided voters to describe themselves as “Progressive” (29% v. 19%) or “not sure” of their political philosophy (21% v. 10%).

Who is Movable in 2024?



Few young movables identify as conservative or MAGA. Democrats need to win over people who describe themselves as progressive, liberal, moderate, or unsure of their political philosophy.



Since these movables by definition have a somewhat negative view of President Biden, the best way to reach and persuade these voters is by focusing on the agendas and actions of the parties as a whole and on the issues rather than focusing on Biden/Trump.

Future Majority's study recommends that **the most persuasive messaging is focused on freedom (health care freedom, economic freedom, etc.) and reminds movable voters of MAGA extremism.** More than half of movable voters rate "abortion and reproductive freedom" as a top issue in 2024. This is the issue that has rallied people to the polls since Dobbs, and it is particularly salient for movables, who overwhelmingly oppose the Dobbs decision. In addition, **79% of movables already agree that the MAGA wing of the Republican Party threatens democracy.** We can help motivate movables to vote for Biden by reminding them of the extreme agenda of Trump and his MAGA followers, who will not hesitate to put in place even more conservative judges and back extremist policies that will take away even more freedoms.

Who is Movable in 2024?



Abortion remains a potential issue with young voters, especially the movables who largely oppose the Dobbs decision.



The key to defeating Trump in November is finding the roughly 25% of voters in swing states who are movable voters and reminding them what is actually at stake in this election. Such voters care about these issues and Democrats are on the right side.

The country may be deeply divided, but there are still many voters out there who will turn out in November if someone gives them a reason to vote for Biden. Let's be that someone.

A Strategic Donation for 2024 Victory Gets Matched in April

by *Madison Eagan '24, CGB Intern*



- **How can you tell whether your political donations are making a difference?**
- **When should you donate to maximize your impact?**
- **Which races and organizations can put your funds to the best use?**

Last week CGB members and their friends gathered on Zoom to learn the answers to these questions and more, in a program on “How to Make Strategic Donations for 2024 Victory” through the Crimson Goes Blue Portfolio. [Tripadvisor Co-Founder Steve Kaufer '84 explained](#) how he found his way to the Crimson Goes Blue Portfolio after having contributed to a 2020 U.S. Senate campaign that was doomed to fail from the start. Now he is sponsoring a **\$115,000 CGB Portfolio Challenge Match in April** because he knows that his money will go to the races that matter.

Participants also [heard from CGB Political Director Janet Singer](#) about the **CGB Portfolio’s strategic approach to supporting a rotating group of candidates in close, winnable races along with grassroots organizations mobilizing voters in key states and districts.** A leader from one of those

organizations, [Battleground New York Co-Director Gabby Seay](#) (at 8:34), provided insights into how grassroots organizations build statewide infrastructure by investing in local community organizations and talking directly to voters. [John Ries '86](#) (at 20:54) described how to make a donation through our CGB webpage.

Give today at <https://www.crimsongoesblue.org/donate>, and Steve Kaufer will match your donation. Together, you and Steve will move our donor community a big step closer to achieving our \$2 million-by-October fundraising goal for this cycle. And then, **please spread the word to your friends, family members, coworkers, and anyone else who wants to see a Blue wave in 2024.** You don't have to be a Crimson Goes Blue member to donate strategically through the Portfolio!



With the General Election rapidly approaching, the Biden-Harris campaign has 300 paid staffers in 9 states, and over 100 offices in regions crucial to the 2024 election. The Trump campaign has fewer than five staffers in each of the battleground states, and has closed all the offices that made up the Republican National Committee's minority outreach program.

The Biden Administration announced a landmark, life-saving rule that will reduce the number of firearms sold without background checks. Doubling

down on his commitment to gutting any gun safety laws, Trump said he'd undo all Biden firearm legislation as early as his first day.

This week President Biden was on the campaign trail in swing states announcing a new solar initiative to bring alternative energy to underserved communities and promoting investments in infrastructure projects made possible as a result of Biden-backed legislation. Trump is spending the week in a Manhattan courtroom as the defendant in the first-ever criminal trial of a former President, alternating between counting felonies and counting sheep.

For a full list of events, see our [Calendar](#)

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Crimson Goes Blue
19 Jay St.

Somerville, MA 02144
United States

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