

**WE RESEARCH.
YOU GIVE.
TOGETHER WE WIN.** 2024

crimsongoesblue**PORTFOLIO**

May 2024 Portfolio

Selection Process

In partnership with both national experts and successful on-the-ground organizers, Crimson Goes Blue and Swing Left identify **civic organizations** for the Crimson Goes Blue Portfolio each quarter. We employ the following analysis:

Stage 1: A set of peer-validated parameters such as geographic focus, scale, and cycle experience.

Stage 2: A robust set of criteria, including (but not limited to) impact metrics, strategic clarity, leadership and staffing, community-rooted programs, and funding need.

Some of the organizations we support have both non-partisan (501c3) and partisan (501c4) arms. In those cases, we recommend donating to the 501c4 entities that can use contributions for partisan activities. While such donations are not tax-deductible, they have a more direct impact on election outcomes.

On the **candidate side**, our goal is to drive dollars to where they will have the greatest marginal impact on electoral outcomes. Our return on investment (ROI) model integrates the research and meta-analysis of leading experts, reviewing probabilistic forecasting, electoral data, fundraising performance, campaign expenditures, and qualitative inputs from state-based partners.

Funding Beneficiaries

Winning Back the House of Representatives in 2024

Democrats lost the U.S. House of Representatives by just 6,675 votes in 2022, and they will need to net only five seats to regain the majority in 2024. This fight is winnable, so we're intentionally investing early in swing districts where our collective efforts can make the biggest impact.

- In **California**, candidates Derek Tran (CA-45) and Dave Min (CA-47) advanced in their primaries on March 5th and now need new resources to go up against better-funded Republican opponents in November. In both districts, Biden won big in 2020, but Dems lost CA-45 by a small margin in the 2022 midterm, and the GOP is going all out for the open seat in CA-47 .
- In **Michigan**, Curtis Hertel (MI-07) is the sole Democratic candidate running for a vacant seat in a toss-up district. Increasing turnout in his district will help in the Presidential and Senate contests as well.
- In **Nebraska**, candidate Tony Vargas (NE-02) is entering a rematch with a better-funded Republican incumbent, to whom he lost his 2022 race by just 2.6%. A Democratic victory in this district would also win one of Nebraska’s five Electoral College votes for Joe Biden, as happened in 2020–since Nebraska is one of only two states where it’s possible to divide electoral college votes among different presidential candidates.
- In **New Jersey**, candidate Sue Altman (NJ-07) is the sole Democrat going up against a first-term incumbent in a district the Dems lost by only 2.8% in 2022. While New Jersey is not a presidential priority in 2024, it’s the type of district Democrats need to win in order to flip the House.
- In **New York**, candidates Lauren Gillen (NY-04) and Mondaire Jones (NY-17) are poised to win their primaries in June and then will face well-funded GOP incumbents in the general election.
- In **Pennsylvania**, candidate Janelle Stelson (PA-10) won her primary on April 23rd and now needs an infusion of resources to go up against a much better-funded Republican incumbent in November. A strong Congressional campaign in this district would help Joe Biden in this key presidential swing state.

Strengthen Democracy in the States

Strengthening our democracy and winning the fight for voting rights, abortion access, and so much more, begins in the states. Our target selection prioritizes states where Democrats have a clear chance to make durable state-level gains.

- **Arizona for Abortion Access** is a coalition of reproductive health, rights, and justice organizations collecting signatures to place a constitutional amendment on the November 2024 ballot that would protect abortion access in Arizona. As in other states that have put abortion rights measures on the ballot since the Dobbs decision, this effort promises to boost turnout, in a year when Arizona will once again play a critical role in determining the Presidency and majorities in both houses of the U.S. Congress.
- This ballot committee is supported by the ACLU of Arizona, Affirm Sexual and Reproductive Health, Arizona List, Healthcare Rising Arizona, NARAL Arizona, and Planned Parenthood Advocates of Arizona.

Registering and Engaging Voters in Battleground States

Holding on to the Presidency and the Democratic majority in the U.S. Senate and winning back the House this year will require robust grassroots infrastructure that can get out the vote, especially in states impacted by gerrymandering and voter suppression. Early funding not only helps civic organizations kick off voter registration and engagement programs, but it also builds the foundation for scaling voter turnout and voter protection programs through Election Day.

Our May 2024 Portfolio includes the following organizations leading this work:

- **Communities for a New California** is a California-based organization focused on engaging and mobilizing Latina voters across the state with an emphasis on competitive House races in the Central Valley. *Organization type: 501c4*
- **Leaders Igniting Transformation (LIT)** is a Black and Brown-led organization founded in 2017 to organize young people and build independent political power for social, racial, and economic justice in Milwaukee and all of Wisconsin. LIT engages year-round in values-based issues and electoral organizing, direct action, public policy advocacy, and leadership development, including engagement programs at college campuses across the state. *Organization type: 501c4*

Revised April 30, 2024