

TO: Progressives, people who have already chewed through their nails at the thought of '24
FROM: Franco Caliz-Aguilar, Co-Director of Electoral Power Building
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The 2024 Election begins

We've now had the first ballots cast in the 2024 election, with Donald Trump easily romping to victory in the Iowa primaries and looking likely to win in New Hampshire as well. This election feels unimaginably high stakes and frightening. Donald Trump's rhetoric—while not dominating headlines as they once did—has been nothing short of shocking, particularly his latest comments echoing Hitler's speeches that “immigrants are poisoning the blood of our nation.” It's also worth noting he's said he'd be a dictator “on day one.” And, while President Biden has had strong policy successes, the likely race between them is a coin flip.

What this points to is a two-part challenge: the Administration and its allied entities not being able to overcome disinformation via a right leaning media ecosystem, and a need for trusted messengers to deliver information on a vision for what a second Biden term would look like. ***The Biden presidency has delivered significant wins across the last 4 years, but people are not feeling the connection to their daily life and our side of the fight is failing to reach them.***

Working in this environment seems daunting and the challenges are perplexing. [Americans are seeing real wage growth, the stock market has rebounded from the pandemic, there's record low unemployment, the predicted recession doesn't seem to have come...](#) But, Americans are mostly unhappy and feel uncertain about the state of the economy. [The homicide rate fell a record 13% in 2023, yet Americans think crime is on the rise.](#) Even though factors that are typically decisive in an election look good for us, the mood of the electorate is not matching the data. Last fall, as we ran municipal election campaigns, we heard voters concerned about housing or how their neighbors would fare across the country. Though complaints about the price of groceries are common in everyday conversations, [voters are shopping at higher than expected](#) numbers, but continue to move towards an attitude of spending less because of uncertainty. One voter told us “just because I'm okay now doesn't mean I'll be okay next week.” Younger voters are frustrated with the lack of forgiveness for student loan debt relief or reduction in debts, despite President Biden's continued attempts to forgive student loans and Republican stone walling.

What we're hearing in key states:

Thanks to our great in-state partnerships, we are able to have a strong handle on the issues that are top of mind for voters across the country. At the top of the list is the high cost of housing for both renters and owners. Our partners in Nevada—PLAN Action and Make The

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Road Nevada—have seen lots of chatter around this, particularly since Gov. Lombardo vetoed rent caps, providing strong opportunities for us to contrast with Republican values. Parents continue to tell us that childcare is a significant drain on their pocketbooks, while childcare providers are struggling to make ends meet and keep their doors open. Reestablishing the temporary Child Tax Credit (CTC) expansion that President Biden signed into law and helped drive child poverty to a record low of [5.2 percent](#) in 2021 is crucial given that the failure to extend the expanded CTC caused child poverty to spike in 2022. This week the Republican

and Democratic Congressional tax committee Chairs announced a deal that includes an expanded Child Tax Credit. [We strongly urge Congress](#) to make the tax system truly equitable and will continue our grassroots organizing to ensure benefits flow to our families.

Fighting for power in 2022

2+ Million conversations with voters*


*Due to implementation differences, this cautiously does not include text message conversations.

12.7 Million attempts to reach voters

 **5.7M calls**

 **3M doors knocked**

 **4M texts**

 **169K messages to friends & family**

One of our Georgia partners, the Black Male Initiative Fund has been flagging for us how incensed voters are at the decision by local Democratic lawmakers to build Cop City. It presents an additional barrier in those elected officials being able to connect in an authentic and honest way with Black voters. More than 116,000 people have signed a petition to put Cop City's construction on the ballot, but Mayor Dickens decided not to listen. This dynamic breeds resentment and is seen as symptomatic of the lack of listening done by Democrats.

While we agree that healthcare presents a significant opportunity for Democrats to campaign on and defend given former [President Trump's "repeal and replace" stance](#) towards the Affordable Care Act, we also think that additional securities for elderly patients, such as the \$35 limit on insulin that President Biden passed as part of the Inflation Reduction Act would be extremely helpful. One of the biggest fears among Americans is that one bad diagnosis could ruin what people have worked their whole lives for.

There are both signs of hope and caution for the next 10 months. The U.S. Senate continues to be an area of concern given the map, and the House has a very narrow Republican majority that creates a feeling of opportunity to flip the chamber. We'll be putting these memos out with increased frequency as we get nearer to the election and with more details and information coming from the ground.

Community Change Action's program



In 2024, Community Change Action aims to engage in seven states at a large scale: Arizona, Georgia, Michigan, Nevada, North Carolina, Ohio and Wisconsin to deliver victory for POC and low-income communities who are often left out by traditional campaigns. This continues our work from prior cycles and has proven to create additional civic engagement, better policy outcomes for impacted folks and more visibility for the needs of the communities we work with. We also continue to leverage existing relationships between people through relational voter turnout. One experiment we tested last year was a voter pledge postcard with relational organizing as the backbone that resulted in 91% turnout among those who pledged to vote. Our relational voter turnout program has helped augment our canvassing and phone banking efforts.

The result of these strategies was significant wins from 2018-2022 as more folks funded and paid attention to this strategy of engaging these key communities and stakeholders. We will also be engaging in additional congressional districts that we will determine later this year and may include California, Colorado, New York, New Jersey, Oregon and New Mexico as states with races of interest.

Attempts by State and Contact Type

STATE	PHONE	WALK
AZ	863,973	813,258
CO	21,421	56,324
FL	441,696	201,065
GA	4,352,614	941,639
MI	873,054	444,383
NM	85,145	35,157
NV	750,269	128,598
WI	475,053	202,833

In 2022, Community Change Action had a significant impact, re-electing Senators Cortez Masto (D-NV), Kelly (D-AZ) and Warnock (D-GA). We also helped with the overperformance despite historic headwinds in the U.S. House by working in key swing races such as Yadira Caraveo (CO-CD-8), Steven Horsford (NV-04), Greg Landsman (OH-CD-1), Katie Porter (CA-CD-47), Hillary Scholten (MI-03), and Emilia Sykes (OH-CD-13)'s races.