



WinDEM

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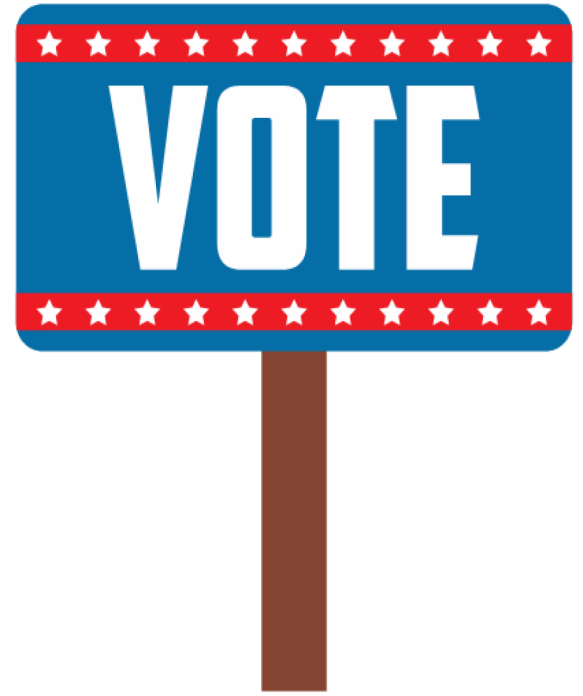
2018 ELECTION WRAP UP

| A Comprehensive Guide to RunTogether's Impact on the 2018 Midterms

RUNTOGETHER'S

2018 ELECTION WRAP UP

IMPORTANT HIGHLIGHTS
FROM THE 2018 ELECTION CYCLE



INTRODUCTION

The Blue Wave has washed over D.C. and the country this November, and the results continue to surpass expectations. Democrats flipped 41 seat in House of Representatives, 7 governorships, and over 370 state legislature seats. These phenomenal results aren't simply the fruit of a "never Trump" movement, but rather the product of many campaigns, activist groups, nonprofits, and PAC's. We at WinDEM are one of these groups, and we share one common goal: make democracy work again. So how did WinDEM contribute to this historic Blue Wave? Let's find out.

PERSPECTIVE

Two years ago in November, Democrats were looking at a bleak picture. Republicans had seized the White House, maintained their narrow majority in the Senate, and kept their control of the House by a near record margin. Even worse, the GOP had flooded state politics with unprecedented amounts of money, resulting in Republicans controlling 33 state legislatures. One more state, and Republicans could call a Constitutional Convention. They could do unthinkable things to undermine the foundations of our democracy.



THE ELEPHANT IN THE ROOM

The seeds of WinDEM were born from this crisis. We realized that if Democrats were going to have a chance in 2018, we would have to completely re-envision how campaigns are waged. We decided that we would fund campaigns across the country – regardless of how red the district – and force the GOP to play defense. It was a strategy directly

inspired by Sun Tzu's Art of War. Funding would be based on two criteria: A campaign's adoption of technology and teamwork. All the while, we at WinDEM would perform continual due diligence, ensuring that campaigns run efficiently and remain accountable. It was a bold strategy, but it paid off.

HOW WE DID IT

We were committed to the idea of promoting technology and teamwork across the country, so we reached out to over a hundred campaigns – from California to Texas. Many of these campaigns were in red districts, but we were committed to supporting them as well as the campaigns that pundits had expected Democrats to win.

The next step was to incentivize congressional campaigns to work with state legislative candidates and deploy the latest technologies. To do so, we implemented a performance-based funding model. Every two weeks, campaigns sent us metrics on: (1) the number of events at which state legislative candidates participated, and (2) the number of voters engaged through digital technology and social media. We would then rank each campaign and fund them accordingly. Importantly, this model allowed our funding to be dynamic; a lot could change for a campaign in two weeks, and we wanted our model to respond accordingly.

5

STEP PROCESS OF **RUNTOGETHER**



RESEARCH

We first consulted with tech companies, veteran politicians, and allied non-profits to develop a list of technologies, tools, and best practices for campaigns to use.



METRICS

We then asked our participating campaigns to send us metrics every two weeks. We asked for everything from digital spending rates to the number of events hosted with state legislative candidates.



FUNDING

Next, we entered these metrics into our performance-based model, which then ranked our campaigns from best to worst. We then funded them accordingly, with individual campaigns receiving up to \$10,800 each tranche.



DUE DILLIGENCE

We then circled back with campaigns to ensure they were running efficiently. We asked about recent changes in campaign strategies, recent polls, and any press they might have had.



RESULTS

We repeated this process six times over the last three months of the campaign cycle. Our results were phenomenal. A total of 30 RunTogether candidates won their bid for election.



RUNTOGETHER BY THE NUMBERS

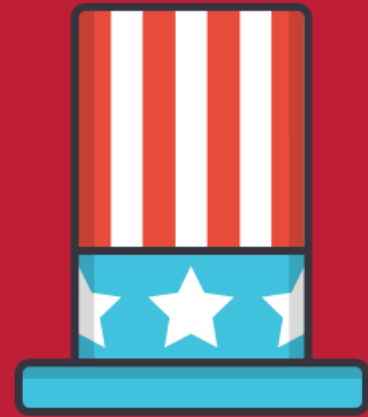
From retaking the House to securing key governorships and state legislatures, Democrats won big this November. The sheer level of involvement, from large donors to everyday volunteers, was unprecedented; 838 million voter contact attempts, 155 million doors knocked, 196 million phone calls made, and 195 million text messages sent. This was a Blue Wave of untold proportions, and it showed in WinDEM's results. **We funded over 65 campaigns – the most successful ones receiving up to \$32,000. Better yet, 30 of the 41 seats flipped are RunTogether candidates – an impressive 73%.**



5 Most Used Technologies

- MobilizeAmerica
- Hustle
- Relay
- VoterCircle
- NGP VAN

RunTogether



2018 Midterm Results

Among these winning campaigns, clear trends emerged. Winning campaigns were better funded on average, of course, but they also overwhelmingly employed certain technologies. 100% of winning campaigns used MobilizeAmerica, which is a software that lets candidates organize and recruit volunteers. Compare this to only 45% of losing campaigns using Mobilize. Similarly, over half of winning campaigns overwhelmingly used texting software like Hustle and Relay, compared to only 27% of losing campaigns. And finally, on average, winning campaigns had 27 million more digital engagements with voters every funding round than losing campaigns. This all reconfirms WinDEM's running hypothesis: a greater emphasis on digital technologies results in a higher chance of electoral success.

27,000,000

Winning RunTogether campaigns had 27 million more digital engagements than losing campaigns each funding round on average.



LOOKING FORWARD

While Democrats have taken back the House of Representatives, our work still continues. As the presidential elections and the federal census loom large in 2020, we must prepare ourselves for a long and bitter fight. Republicans still control the White House, the Senate, and the majority of state governorships and legislatures. And despite victories in states like Pennsylvania, gerrymandering remains rampant. Perhaps most worrying of all, without control of the Senate, Democrats alone won't be able to pass legislation protecting the Special Counsel.

But we must fight one battle at a time. Looking forward, states like Virginia – with state and local elections in 2019 – will be our next battleground. There, the state legislature is one seat away from turning blue in both chambers. If Democrats can capture both chambers, then we might just see the Blue Wave continue well into 2020 and beyond.