

Metro DC DSA

BALLOT MEASURE CAMPAIGN ENDORSEMENT QUESTIONNAIRE

(Approved by the Steering Committee, March 2026)

Instructions:

- Candidates are **prohibited** from using generative AI to respond to questions.
- Respond to every question.
- For [Yes/No/Unsure] questions, bold and highlight the answer.
- All short answer responses have a **word limit of 250**.
- Note that completed questionnaires have historically been published on our member portal and made available to the public.

Basic Information (to be filled out by a leader in the ballot measure campaign)

1. Name of ballot measure campaign: **"Yes on All 3"**
2. Name of the campaign leader filling out this form: **Joe R**
3. What connection do you have to the ballot measure campaign? **Chapter Leader**
4. Provide a link to a document containing the ballot measures' language
 - [Virginia Right to Reproductive Freedom Amendment \(2026\)](#)
 - [Virginia Remove Constitutional Same-Sex Marriage Ban Amendment \(2026\)](#)
 - [Virginia Voting Rights Restoration for Felons Upon Release Amendment \(2026\)](#)
5. Provide a summary of what these ballot measures do:
 - *Amend the Virginia Constitution to establish the right to reproductive freedom, which is defined as "the right to make and effectuate one's own decisions about all matters related to one's pregnancy." The amendment would provide that this right would not be infringed upon, unless justified by "a compelling state interest and achieved by the least restrictive means that do not infringe an individual's autonomous decision-making." The amendment defines that a state interest is compelling "only when it is to ensure the protection of the health of an individual seeking care, consistent with accepted clinical standards of practice and evidence-based medicine."*
 - *Amend the Virginia Constitution to remove a provision providing that marriage is only between one man and one woman, and would provide that the state will not deny the issuance of a marriage license to two adult persons seeking a lawful marriage on the basis of the sex, gender, or race of such persons.*
 - *Amend the Virginia Constitution to provide that felons will be entitled to vote following release from incarceration.*
6. Which jurisdiction is the campaign in? **Virginia**

7. If the ballot measure reaches the number of petition signatures needed, when will it be voted on? **N/A, these are legislatively-referred constitutional amendments and will be voted on for the November 3, 2026 general election.**
8. Why is this ballot measure important, and how will it address the issue it targets? Or, if the campaign opposes a ballot measure, why is the measure harmful? **Abolition, bodily autonomy – including reproductive justice and queer and trans liberation – and democracy are core to our values as DSA members. These ballot measures would enshrine into the Virginia state constitution three critical rights affecting tens of millions of people nationwide that are currently under threat from the increasing attacks by an emboldened christonationalist and racist/xenophobic far right and the Trump administration. Through these ballot measures, DSA has the potential to mobilize thousands of Virginians around galvanizing issues with wide popular support, and ultimately enshrine felon voting rights, reproductive freedom, and marriage equality in the Virginia state constitution.**
9. Why are you soliciting Metro DC DSA's endorsement for this campaign? **To have a meaningful impact on such a statewide ballot measure campaign, we must have a mandate to dedicate chapterwide resources to the campaign and bring together the various relevant chapter formations (branch, sections, and working groups). Additionally, Richmond DSA and other Virginia chapters are considering the same campaign and we could apply for national endorsement together.**
10. Please list other significant endorsements the campaign has received and any other significant endorsements you are currently soliciting: **We are pushing for other DSA chapters in Virginia to endorse and run simultaneous campaigns, and may seek assistance from the National Electoral Commission to mount a statewide campaign. It is likely that other progressive identity- and issue-based organizations locally and nationally will endorse or otherwise openly support these ballot measures. Moreover, the campaign plan also proposes pushing for unions to endorse these ballot measures – “Labor Says Yes on All 3.” Mounting a “Yes on All 3” campaign is a way for (Metro DC) DSA to lead the broadest coalition possible to support these three ballot measures.**

DSA and Democratic Socialism

1. Are you, or others in the campaign's leadership, a member of DSA? **[Yes/No/Unsure]**
 - a. If yes, how long have you been involved in the chapter (or nationally) and in what capacities? **I have been a chapter member since September of 2023. I currently chair the Political Engagement Committee and am serving in my second year on the chapter Steering Committee. Before that, I co-chaired the Bodily Autonomy Working Group's Trans & Queer Liberation campaign.**

2. How does the campaign relate to its organizers' theory of social change? **Campaigning for these three ballot measures together are simultaneously a means of combatting and shielding millions of Virginians from ongoing attacks from an openly anti-abortion, anti-LGBTQ+, racist, and minoritarian-undemocratic far right; uniting different sections of the working class (across identities, geographies, and organizations) around common struggles impacting millions of people; and intentionally building branch and chapter membership, training electoral organizers and canvassers, and proactively identifying, recruiting, and developing cadre to run for office in the future. Additionally, if successful, a push for unions to endorse would help to build the labor-left coalition that (Metro DC) DSA must cohere to fight the far right and win. Organizing around all three ballot measures will help prepare us for future electoral wins that open the space for legislative and priority campaign victories that transfer power and resources from the ruling class to the working class.**
3. Will you publicize DSA's endorsement? **[Yes/No/Unsure] It will be a DSA campaign.**
4. Would the campaign be willing to cross-endorse other DSA-endorsed candidates and campaigns as a slate? **[Yes/No/Unsure]**
5. Will you pledge to not take any campaign contributions or endorsements from:
 - a. For-profit corporations or for-profit corporate PACs;
 - b. Real estate developers, corporate lobbyists, and landlords;
 - c. Organizations in the carceral system (e.g., law enforcement unions);
 - d. Fossil fuel companies and private energy utilities; or
 - e. Charter school lobbying groups?**[Yes/No/Unsure] If no for any, explain.**
6. DSA has a large and active volunteer base. As applicable, will you:
 - a. Collaborate with Metro DC DSA on the campaign's strategy, field plan, and messaging? **[Yes/No/Unsure]**
 - b. Allow Metro DC DSA to create our own campaign materials to train our own volunteers, run our own canvasses, and campaign openly as DSA members? **[Yes/No/Unsure]**
7. Will you allow DSA to keep copies of all data we collect through voter contact, if legal in your jurisdiction? **[Yes/No/Unsure]**
8. How will the campaign build Metro DC DSA and advance democratic socialism in DC/Maryland/Virginia? **(Metro DC) DSA will help mobilize thousands of Virginians to enshrine felon voting rights, reproductive freedom, and marriage equality in the Virginia state constitution; build capacity by training socialist electoral organizers and canvassers; diversify and grow the chapter's membership by waging a campaign around issues with unique salience in certain communities; develop**

and/or strengthen chapter relationships with progressive community organizations and unions; and possibly help identify, recruit, and develop candidates for future races in (Northern) Virginia.

Campaign Goals

1. What steps need to be taken to get the ballot measure on the ballot? On what timeline? If petition signatures are necessary, how many will you need and by what date? **N/A, these are legislatively-referred constitutional amendments.**
2. Explain in detail the campaign's plan to get on the ballot. How much assistance with getting on the ballot does the campaign predict it will need from DSA volunteers? **N/A, these are legislatively-referred constitutional amendments.**
3. What is your estimated number of votes needed to win? **In Virginia, once on the ballot, constitutional amendments must be approved by a simple majority vote of the electorate in a statewide election. The average number of total votes cast statewide in Virginia in the last three even-year general elections (2020, 2022, and 2024) is 4,014,697 – meaning it would require an estimated 2,007,349 votes. However, polling and public opinion surveys suggest these ballot measures would garner approximately 60% support and (Metro DC) DSA would almost certainly be one among many organizations and unions – ideally a leading one – supporting these ballot measures.**
4. What relationships and constituencies does the campaign have in its district that could form a base of support, through activism, organizing, work, or personal networks? **Our chapter has an active membership base in Northern Virginia organizing for abolition, reproductive justice, and queer and trans liberation that has demonstrated an ability to mobilize volunteers and notch legislative victories on local boards and councils around these issues. Through this organizing, members of the (NoVA) Abolition and Bodily Autonomy Working Groups have developed relationships with many organizations in the area. Additionally, the (NoVA) Labor Working Group has relationships with union members and leaders that may be beneficial for involving labor unions. This would be the organizing base for the campaign to reach thousands of Virginians. Additionally, the issues covered by these ballot measures are popular, with solid majorities supporting them in available [public polling](#) and survey data.**
5. Which constituencies or districts does the campaign plan to target with its efforts, and approximately how big is that voter universe? **Given that this is a statewide campaign in a state with more than six million registered voters, with several hundred thousand of those in the jurisdictions covered by the Northern Virginia Branch alone, the potential voter universe is massive. As such, at the macro level, the campaign should take a broad, base- and capacity-building approach, with a**

broader voter universe than our electoral campaigns to elect candidates and aiming to identify, recruit, and train as many electoral organizers and canvassers in NoVA as possible. At the micro level, the campaign should target (in terms of MiniVAN-able voter data) lower-propensity BIPOC, female, and younger voters. More broadly speaking, the base and constituencies the campaign would target for these ballot measures would include: Leftists, progressives, Democrats / self-identified liberals, persuadable independents and undecided voters; BIPOC, LGBTQ+, and women voters disproportionately concerned with and impacted by these issues; the more than 300k formerly incarcerated individuals whose voting rights were restored (or at least deemed eligible to seek restoration of their rights) by gubernatorial executive orders since 2016, more than 300k currently disenfranchised felons, and their loved ones. The campaign would also seek to work with the Labor Working Group to push for unions to support these measures and win over pro-labor voters, union members, and their loved ones. The campaign, in coordination with the PEC and other formations, may also choose to target specific jurisdictions where the chapter is either most likely to run candidates in 2027 and beyond (and should seek to identify, recruit, and develop cadre to do so), or where ongoing campaigns such as Project Sanctuary would like to notch their next victory.

6. What are the campaign's door knocking or phonebanking goals (e.g. total number of passes through the voter universe, total number of doors/calls, number of volunteers)? How much help will the campaign need from DSA volunteers to achieve these goals? **Given that we have not run an electoral campaign in Northern Virginia since 2021, the campaign must estimate based on recent experience in DC and Maryland. The most apt comparison is likely the 2024 Maryland Reproductive Freedom Amendment, for which the chapter mobilized dozens of volunteers to knock around 5000 doors in a little less than two months—in a statewide race with near total certainty of victory by a significant margin (~75%). Considering the following: 1) Ongoing membership growth of the branch, chapter, and DSA as a whole since 2024; 2) the active membership base organizing around these issues specifically, and that there are multiple issues bringing together more chapter formations and potential bases and constituencies; 3) somewhat more competitive electoral terrain in an increasingly blue-leaning purple state with high stakes for the DMV, the South, and national politics; 4) the relative lack of competing general election races from DC and Maryland, where most competitive elections are decided in the primaries; and 5) at least two additional months of campaigning relative to the 2024 Maryland Reproductive Freedom Amendment, the campaign estimates that an achievable goal would be 10,000 doors—and an ambitious goal to shoot for would be closer to 20,000 doors.**
7. What are your campaign's plans, beyond what Metro DC DSA can bring to the table, for obtaining the number of votes needed to win (e.g. communications, print and digital media, mail, advertisements, events, or other campaign operations)? **As a strong**

starting point, the content of the ballot measures are widely popular based on available public polling and survey data. The campaign will also push for as many Virginia DSA chapters as possible to endorse and replicate the campaign, seek national endorsement and support from the NEC, and work with the Labor Working Group and our members to push for labor unions to support them as well. Additionally, there are large, well-resourced organizations focused on civil rights and democracy, abortion and reproductive justice, and LGBTQ+ rights that will likely invest some of their considerable resources to ensure these ballot measures pass. Finally, the Democratic Party (in a theoretically favorable midterm election year, if historical trends hold) proposed, campaigned on, and will likely publicly support and invest some of its considerable resources to ensure these ballot measures pass.

8. Is the issue addressed by the ballot measure popular with the electorate? What evidence is there of that popularity? **Yes, the issues covered by these ballot measures are popular, with solid majorities supporting them in available [public polling](#) and survey data.**
 - a. If there have been previous attempts to pass a similar ballot measure in this jurisdiction, how many votes did those attempts receive? What makes this attempt different? **N/A, ballot measures are hard to come by in Virginia because the state legislature must refer them two years in a row. However, although there has been a massive sea change in public opinion and the legal landscape since then, the ban on marriage equality in the Virginia state constitution was initially passed via [ballot measure in 2006](#).**
9. Is there an opposition campaign? If there is, describe it and its base of support. **Not yet. There has been bipartisan support for the felon voting rights and marriage equality ballot measures, but strong [opposition](#) to reproductive rights from state Republicans. The campaign expects at least nominal opposition from anti-choice, Republican, and far right forces, perhaps backed by considerable financial resources. Although there is some bipartisan support, Republicans have historically fought against expanding voting rights, including “tough on crime” arguments against felon enfranchisement.**
 - a. List any significant endorsements and donors the opposition campaign has that you are aware of: **N/A at this time**
10. If the ballot measure passes, what barriers will need to be overcome before it is implemented as written? If your campaign is opposing a measure, what pathways exist for blocking, or mitigating the effects of, the measure’s implementation? **N/A, each ballot measure that wins by simple majority vote will be automatically enshrined in the Virginia state constitution. To make it on the ballot in the first place, Democrats first had to win elections and then vote to refer the measures two years in a row. The fact that we are able to run this campaign means there is a favorable state government that would not seek to undermine its own proposed initiatives.**

- a. If there are significant barriers to implementation, how does the campaign plan to address them, and what resources will it need to successfully do so? **N/A**
11. How much money will you need to win the campaign and what is your plan to raise it? **The brunt of this campaign will involve volunteer labor. However, the most likely costs will include printing DSA-specific literature for canvasses, supplies for art/merch and campaign events, and use of chapter tech tools for mass emails / messaging, phonebanking, social media, etc. There are several potential sources of existing funding which could be used for this campaign, subject to the democratic approval of various chapter formations, such as: branch funds, Abolition / Bodily Autonomy / Electoral / Labor working group budgets, and the chapter outreach budget. Fundraising would be an important element of an independent campaign, and the most relevant chapter formations for this campaign all have ample experience organizing fundraisers. Finally, the campaign may seek national endorsement and any available National Electoral Commission (NEC) grant funding or fundraising assistance that may provide.**
12. How does the campaign intend to win over voters to its position? **Fortunately, each of these issues is widely popular and there are many strong examples—including from DSA campaigns—of strategies and talking points that work. In this case, it is more so an opportunity for mass electoral organizing with BIPOC, LGBTQ+, and women voters to build our electoral capacity in the branch, recruit people to DSA, boost turnout in an important midterm election year, and possibly identify, recruit, and develop future cadre candidates. DSA can also make its own socialist and working class cases for these issues for thousands of people!**
 - a. What talking points is the opposition campaign using, and what reservations do you expect to hear from residents about your campaign? **For felon voting rights, any opposition will likely take the form of “tough on crime” rhetoric that seeks to normalize associating criminality with dehumanization and deprivation of rights. For reproductive rights, the opposition will likely use familiar anti-choice arguments about life beginning at conception and personal responsibility, but perhaps also the more overtly anti-feminist and sexist ideas of the emboldened christonationalist far right. For marriage equality, any opposition will likely recycle anti-LGBTQ+ far right and evangelical arguments from the 2010s about the mass feminization of men and the sanctity of marriage. However, at least for now, it seems like any opposition will be nominal and backed by relatively insignificant financial and political resources.**