

Three for Three Strategy & Candidate Selection Criteria

The overall strategy is to support candidates who:

- if elected, will flip a seat (a more progressive or left leaning candidate will fill a seat that has historically been held by a republican);
- are running in a district that is competitive for progressives;
- are under-resourced, under-recognized, or facing structural barriers;
- will propose and vote for progressive legislation in areas that are important to us (especially support for a constitutional amendment on the right to reproductive freedom); and/or
- will contribute to broader community or coalition building in an area that has historically not had a solid progressive base (recognizing that this is in tension with “competitive” above).

We also want to be realistic by selecting candidates in districts that are more proximate, in places which might be more accessible to Indivisible Charlottesville’s base, and thus where our folks may be able to volunteer in person and/or personally have a connection that could be leveraged.

Here are some factors to think about regarding the selection criteria. We may not be able to research all of these for every candidate—this is just a checklist of things we might try to consider.

Seat Flipping – Replacing Conservative Power with Progressive Leadership in Competitive Districts

Focus: Target races where there is a realistic opportunity to flip a conservative-held seat with a progressive or left-aligned candidate.

- **Conservative-Leaning District with Viability**
The district has a history of Republican wins but now shows demographic, electoral (re-districting), or issue-based shifts. This could include recent close races that indicate momentum.

Electability Support – Helping Candidates Who Need Resources

Focus: Identify and support candidates who are under-resourced, under-recognized, or facing structural barriers.

- **Underserved Candidate Profile**
First-time candidates, people from historically marginalized communities, or

those without major institutional backing.

- **Structural Opportunity**

Running in districts with low turnout, minimal investment, where support could change the outcome.

- **Capacity for Growth**

Demonstrates strong grassroots potential, and community credibility

Policy Alignment – Voting for Specific Measures

Focus: Ensure candidates will reliably support and advance key legislative priorities.

- **Policy Commitment**

Public support for specific policy goals, and willingness to co-sponsor, champion, or lead on legislation.

- **Track Record or Promises**

Evidence of values-aligned leadership through past organizing, advocacy, or public service.

- **Independence from Conflicting Interests**

No close alignment with corporate, law enforcement, or other interests that oppose our policy goals.

Coalition Potential – Building Bridges Across Fragmented Communities

Focus: Prioritize candidates who can unify constituencies across lines of race, class, geography, and ideology and build on any progressive gains in areas that have been historically red..

- **Bridge-Building History or Potential**

Shows a track record or intentional approach to engaging diverse or divided communities.

- **Community Legitimacy**

Trusted by a range of local stakeholders—faith leaders, labor, neighborhood groups, and youth organizers.

- **Shared Values and Narrative**

Uses inclusive messaging and a solidarity-based approach that emphasizes collective well-being over division.

- **Candidate Fit for the Terrain**

A candidate who can credibly campaign in a purple or red district—communicating progressive values in locally resonant ways, and building broad support.

Proximity – Accessible to Charlottesville/Albemarle

Focus: Prioritize candidates who are in districts that are relatively nearby; where volunteers from our area may be able to go in person and/or have a connection that could be leveraged.