

# Democratic Legislative Campaign Committee

## **Executive Summary:**

The DLCC is the national Democratic party committee dedicated to electing Democratic candidates to state legislatures and creating Democratic majorities in chambers across the country. We pair sophisticated data and analytics with on the ground political intelligence to make the most strategic decisions using both qualitative and quantitative information. The DLCC both funds and works directly with candidates and staff, providing critical coaching, training and strategic support. An experienced in-house team also runs independent field and media campaigns to push candidates and key districts to victory.

Throughout this election cycle, we have worked to protect our Democratic majorities, win Republican-controlled legislative chambers, and build strategic power for future cycles. In the final weeks of this cycle, we are working to close budget gaps in our targeted states to ensure that our candidates are able to communicate with voters – on tv, online, in the mail, and at their doors – and to continue that communication through election day.

## **Theory of Change:**

The DLCC is the national Democratic party committee dedicated to electing Democratic candidates to state legislatures. The DLCC's goal is simple - maximize the number of state legislative chambers that Democrats hold by the end of the election cycle as efficiently as possible. We are solely focused on the most strategic way to win or maintain a majority in a chamber. We provide training, tools and funding to the most critical state legislative candidates and races that help them persuade, organize and turn out voters.

## **Unique Strategy/Special Sauce:**

Data is a top priority for us. Before 2016, we were comparing different polls with different biases to make decisions. We brought in Civis Analytics in 2016, and built our own data and analytics department to present a predictive dashboard (backed by the DNC analytics file), showing the probability of winning each state legislative race in the country and each state legislative chamber. We use this unique and critical data analytics platform to guide our investments. As a data-driven organization, we know we need to protect some of the chambers we have flipped over the past few cycles in addition to targeting Republican controlled chambers.

Additionally, we have a team of 7 Regional Political Directors who provide on the ground intelligence which we pair with our data to make the most strategic decisions using both qualitative and quantitative information. We also have designated teams that work with campaigns to provide strategic fundraising, digital and communications guidance.

As the largest spender in the space and authority on state legislative elections, the DLCC will continue to lead established and emerging groups to encourage coordination, reduce unnecessary and wasteful duplication, and make sure progressive allies are united behind our mission to win back legislative chambers nationwide.

## **Fundraising:**

Every additional dollar to the DLCC will help Democratic candidates educate, organize, and turn out voters in November. If we received an additional \$100,000 tomorrow, we would use it to close budget gaps in states and fund voter contact like digital ads, mail, and field programs.

The DLCC is a 527 political organization.

The DLCC has an affiliated 501 (c)4, Emerging American Majorities.

## **Timing Constraints:**

With the 2022 election less than two months away, contributions by mid-October would have the greatest impact on our work.

## **Primary Influence Tactic:**

As a political organization, we influence public policy by winning elections and creating Democratic majorities. It's impossible to overstate the importance of state legislatures. Despite what DC-oriented news coverage would have you believe, state legislators are responsible for the policies that are the most impactful on our daily lives. Democratic state legislators are on the front lines working to enact meaningful legislation, including action on climate and protecting our voting and reproductive rights in the face of continued inaction at the federal level. While holding Democratic majorities in Congress is important, the rights we are fighting for won't be won in Washington. This is a fight for state capitols.

We've seen countless examples of progress from Democratic trifectas. A few recent examples:

- Oregon Democrats have been at the forefront of fighting the climate crisis, and now, Oregon is on track to reduce its overall greenhouse gas emissions.
- This past legislative session, Democrats in Colorado passed bold policies that cut toxins from our air and water and made historic investments in clean air. Losing the Colorado Senate puts all of this at risk. Protecting the CO trifecta is critical.

- Earlier this year, Illinois Democrats passed a package of criminal justice reform bills, including a bill that will create a pilot program to place social workers and mental health professionals alongside on-duty police officers.
- Democrats in Nevada passed a pro-voter law to send mail-in ballots to every registered voter, add more drop boxes around the state, and ensure voters can receive help from family members or friends if they need assistance filling out or returning their ballots — particularly critical for tribal members. The bill was staunchly opposed by Republicans and passed on party lines.

## Other Influence Tactics:

We know that breaking up the GOP's edge, largely built through unrepresentative gerrymandering and restrictive voting laws, isn't easy or glamorous work and requires long term strategic planning and, at times, engaging with other levers of power in states.

- **Protecting Democratic Governors' Veto Power:** In past cycles, we've defended Democratic governors' veto powers in states like Wisconsin and North Carolina by preventing Republican supermajorities. As control of governor's mansions changes hands in states across the country, we'll strive to make sure their agendas stick by protecting their vetoes.
- **Investing in Lieutenant Governor Races and State Supreme Court Seats:** Last year, the DLCC began investing in lieutenant governor races where we believed it could impact chamber control — we'll continue that work in 2022 and beyond.

## Current Activity:

The DLCC recruits, trains, and supports local Democrats running for their state legislatures. • **Expertise and training:** We provide our candidates with the resources, field support, unrivaled campaign expertise, strategic planning, and data analysis necessary to run smart, winning campaigns. The DLCC works with legislative leaders to ensure they are running the most strategic campaigns using industry best practices.

- **Data and Analytics:** Our in-house data and analytics team uses a predictive dashboard to show the probability of winning each state legislative race in the country. • **Financial Support:** We use our data, combined with on the ground intelligence, to make funding decisions and provide critical resources to targeted chambers.

## Future Goals:

The DLCC has developed a 10 year strategic vision to put Democrats in the best position possible ahead of the next redistricting cycle. For the The DLCC's 2030 vision, Democrats are put in a long-term, sustainable position of power over nearly 70% of the US population by winning 50 state legislative chambers, and are on a trajectory to regain the number of

chambers Democrats had at their modern peak of state-based power, in advance of 2010, control of more than 60 state legislative chambers.

## **Diversity, Equity, Inclusion (DEI) Statement:**

The DLCC values the unique experience and perspective of all who work here. We strive to make all contributors feel welcomed, valued, and respected. We focus on outcomes, recognizing different people approach opportunities and challenges differently.

Targets:

- DLCC's team reflects the diversity of the United States.
- DLCC's team explicitly owns REI leadership internally and externally.
- DLCC is evaluated by its team annually and external evaluators every four years as a diverse, equitable, and inclusive workplace.

Five Levers of Change

- Leadership - Create greater leader diversity, keep leader REI engagement and robust ownership explicit to team
- Culture - Evolve already-positive culture to strengthen inclusion, challenge white supremacy traits, and create consistent opportunities for intentional broad discussion and input
- Operations - Continue to evolve organization infrastructure to support and model culture of inclusion and equity in systems and relationships
- Internal/External Alignment - Explicitly embed REI commitment into work and relationships to shape external conversations, processes and partnerships
- Talent Systems - Evolve talent infrastructure to support culture of equity and inclusion and best work of all staff

## **Leadership Team Roles + Board Members:**

### **Leadership Team**

DLCC President - Jessica Post

DLCC Executive Director - Heather Williams

Chief Operating Officer - Heather Kasher

Vice President, Communications - Gabrielle Chew

Vice President, Digital and Multimedia - Jose Cornejo

Vice President, Finance - Josh Handelman

Vice President, Data and Analytics - Stephanie Hendrick

Vice President, Political and Strategic Initiatives - Leslie Martes

Vice President, Research - Lindsey Miller

### **Information on our leadership team**

78% Female

44% BIPOC  
11% LGBTQ

### **Board Members**

DLCC Chair - NY Senate Majority Leader Andrea Stewart-Cousins (Woman, Person of Color)  
DLCC Vice-Chair - CA Senate President pro Tempore Toni Atkins (Woman, LGBTQ)  
DLCC Secretary - MI Senate Minority Leader Jim Ananich  
DLCC Treasurer - HI Senate President Ron Kouchi (Person of Color)  
DLCC Finance Chair - NM Speaker of the House Brian Egolf  
DLCC Finance Council Program Chair - DE House Majority Leader Valerie Longhurst (Woman)  
WI Senate Democratic Leader Janet Bewley (Woman)  
NC Senate Minority Leader Dan Blue (Person of Color)  
IL Representative Jonathan Carroll  
FL Senator Janet Cruz (Woman, Person of Color)  
WA Senate Deputy Majority Leader Manka Dhingra (Woman, Person of Color)  
ME Speaker of the House Ryan Fecteau (LGBTQ)  
VA Representative Eileen Filler-Corn (Woman)  
WA Representative Joe Fitzgibbon  
NJ Assembly Majority Leader Louis Greenwald  
MN Speaker of the House Melissa Hortman (Woman)  
PA Senator Vincent Hughes (Person of Color)  
MD Speaker of the House Adrienne Jones (Woman, Person of Color)  
MA Representative David Linsky  
CO Senator Brittany Petterson (Woman)  
IA Representative Todd Prichard  
CA Speaker of the Assembly Anthony Rendon (Person of Color)  
NH Senate Democratic Leader Donna Soucy (Woman)  
CO Representative Kerry Tipper (Woman)  
OR Representative Barbara Smith Warner (Woman)  
NV Speaker Pro Tempore Steve Yeager

### **Organizations Structure & Overhead:**

The DLCC is a 527 political organization. The DLCC has an affiliated 501 (c)4, Emerging American Majorities. Across all entities, the DLCC's 2021-2022 cycle budget is \$51M.

### **Impact Reporting:**

The DLCC and the DLCC's affiliated c(4), Emerging American Majorities, can complete a report on our work and impact of the investment 1 year after funding if requested by the organization.

### **Barriers/Risks:**

The DLCC has experienced massive growth since 2016. In the 2020 election cycle, we raised \$51 million, 219% more than in 2016, and the most ever raised by a Democratic organization focused solely on state legislative races. However, the DSCC, DCCC, and their associated independent expenditure groups collectively raised and spent over \$1 billion in 2020. While individual state legislative races cost a fraction of what a statewide campaign costs, collectively the cost for us to win the hundreds of races we focus on adds up. Every dollar raised is a marginal dollar and while we've been able to close the gap significantly, there's a long way to go.

We are also seeing increased levels of enthusiasm among Republicans at this level of the ballot. Our counterpart, the RSLC, has announced raising \$42 million through the second quarter, \$12M more than our record-breaking fundraising of \$30 million at that point. While it's not apples to apples because they also work on Secretaries of State and other ballot levels, it still leaves a gap we must fill, or we risk being significantly outspent at a critical time in this election cycle.

At current budget levels, we will need to make tough decisions about where to invest our resources. To be as successful as we need to be in the 2022 cycle, we need to raise \$60 million. We are confident in our path to \$50 million. It is critical that we fill this fundraising gap as each additional dollar raised will allow us to protect our majorities and flip seats and chambers from red to blue. There are still significant budget gaps in our targeted chambers. Support is needed now to ensure that our candidates are able to communicate with voters – on tv, online, in the mail, and at the doors – and to continue that communication through election day.

## **Landscape/Collaborators/Competitors:**

- Forward Majority
- The States Project
- Sister District
- Run for Something