Working America’s powerhouse field and digital program blends traditional organizing with innovative analytics to change hearts and minds, bridge divides and fight the Right’s agenda. We accelerated the electoral wins of 2018 from Mesa, Arizona, to Macomb County, Michigan, and places in between.
WINNING ELECTIONS

Working America’s electoral efforts combine quality canvass organizing and rigorous analytics to run one of the of the progressive movement’s best-in-class political programs. This year, we added a highly effective member communications program through digital contact that added thousands of votes for our endorsed candidates.

THE RESULTS:

⚔️ 6 of 8 gubernatorial race wins
⚔️ 5 of 6 U.S. Senate race wins
⚔️ 6 of 8 U.S. House race wins
⚔️ 350,000 face-to-face conversations with voters + 130,000 new digital subscribers = 25,000 additional votes won for our candidates pending analysis of the voter file
⚔️ 75% in states or U.S. house districts that Trump won

MOVING VOTERS VIA DIGITAL

In over 40 clinical tests, we explored the persuasion, mobilization and behavioral effects of our member communication program. By starting the conversation at the door, and then saturating contact with members with email, text messages and targeted digital ads, we become an influential source of political and economic information in their lives.

The Working America Digital program contacted 179,300 members this election. Based on clinical measures of the program, that program gained an average of 3.7 votes for our endorsed candidates in close races.

Because Working America has substantial membership in battleground states, the low cost and high impact of this communications capacity provides an opportunity to drive a union agenda through the next two years.
THE VOICES OF VOTERS
Inspired by our long-running series of messages from the field, we shared the voices of voters directly from the doors. Allowing voters to express their frustration with politics in their own words makes clear what our canvassers see every night: The vast majority of working Americans are searching for someone to fight for them.

These video interviews capture how voters who backed Trump in 2016 are now reconsidering. They show how practical the everyday concerns of most voters are, and even why so many have given up on the political process altogether.

A NEW ROADMAP
One outgrowth of the more than 140 clinical experiments and 500 elections run by Working America is that the progressive movement has a trove of rich data that points to which voters are most likely to be swayed by a working-class agenda. While this data has been developed in the course of electoral work, the long-term analysis points to millions of additional people across the country who will follow the endorsement of progressives if we reach them at their doors.

<table>
<thead>
<tr>
<th>2020 Battlegrounds</th>
<th>Working America Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>987,052</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>462,911</td>
</tr>
<tr>
<td>Minnesota</td>
<td>271,007</td>
</tr>
<tr>
<td>Michigan</td>
<td>117,060</td>
</tr>
<tr>
<td>Colorado</td>
<td>115,170</td>
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<tr>
<td>Virginia</td>
<td>94,860</td>
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<tr>
<td>Wisconsin</td>
<td>91,304</td>
</tr>
<tr>
<td>Florida</td>
<td>64,891</td>
</tr>
<tr>
<td>North Carolina</td>
<td>55,857</td>
</tr>
<tr>
<td>Nevada</td>
<td>32,243</td>
</tr>
<tr>
<td>Iowa</td>
<td>27,570</td>
</tr>
<tr>
<td>Arizona</td>
<td>15,372</td>
</tr>
</tbody>
</table>
THE FOUNDATION FOR VICTORY IN 2020

Working America can help build the progressive movement by boosting membership and political activism, generate public support on vital issues and help secure important electoral wins in tough races.

2017-2018 ELECTORAL WINS

GOVERNORS
IL—J.B. Pritzker  
MI—Gretchen Whitmer  
MN—Tim Walz  
PA—Tom Wolf  
NM—Michelle Lujan Grisham  
VA—Ralph Northam

U.S. SENATE
AZ—Kyrsten Sinema  
MT—Jon Tester  
MN—Tina Smith  
OH—Sherrod Brown  
PA—Bob Casey

U.S. HOUSE
CA CD-10 – Josh Harder  
IA CD-01 – Abby Finkenauer  
MN CD-02 – Angie Craig  
MN CD-03 – Dean Phillips  
PA CD-17 – Conor Lamb  
PA CD-18 – Conor Lamb*

STATEWIDE AND STATE LEGISLATIVE RACES
AZ LD-18—Sean Bowie  
CT SD-4—Steve Cassano  
CT SD-9—Matthew Lesser  
CT SD-13—Mary Abrams  
CT SD-17—Jorge Cabrera  
CT SD-24—Julie Kushner  
CT SD-29—Mae Flexer  
MN Attorney General—Keith Ellison  
MN HD-38B—Ami Wazlawik  
MN HD-39B—Shelly Christensen  
MN HD-42A—Kelly Moller  
MN HD-52B—Ruth Richardson  
MN HD-53B—Steve Sandell  
MN HD-54A—Anne Claffin  
MN HD-56A—Hunter Cantrell  
MN HD-56B—Alice Mann  
MN HD 57B—John Huot  
NM HD-15—Day Hochman Vigil  
NM HD-29—Joy Garratt  
NM HD-68—Karen Bash  
NM HD-28—Melanie Stansbury  
PA SD-28—Lindsey Williams  
PA HD-150—Joe Webster  
PA HD-156—Carolyn Comitta  
PA HD-161—Leanne Krueger-Braneky  
PA HD-162—Dave Delloso  
VA Attorney General—Mark Herring  
VA Lt. Gov.—Justin Fairfax  
VA HD-12—Chris Hurst  
WA LD-45—Manka Dhingra

* = special election