



# 2020 Field Guide



[turnoutpac.org](http://turnoutpac.org)





This election is make-or-break for our democracy. After years of honing our tactics, we're leaving no dollar unspent and no door unknocked in 2020. We're leaving it

# ALL ON THE FIELD

2 — #AllOnTheField

Progressive Turnout Project | [turnoutpac.org](http://turnoutpac.org)

## WHO WE ARE

# VOTING MATTERS

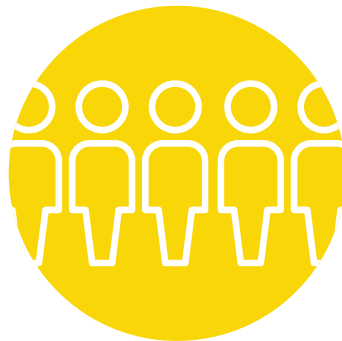
Progressive Turnout Project is the largest grassroots-funded field organization in the country, founded with a single mission — get Democrats to the polls.

We were founded in 2015 to fill a void in progressive politics — the need for an organization 100% focused on targeted field conversations in highly competitive races instead of pouring money into slick TV ads. Since then, we have knocked on **more than 2.1 million doors** to elect Democrats.

### Our 2020 Plans at a Glance:



**\$52.5 million investment**



**1,100 field staff**



**10.5 million doors**



**74 offices in 17 states**

Our strategy is based on expanding the Democratic base. We design, test, and execute specialized voter turnout programs targeting infrequent Democratic voters in the most competitive races in the country.

On average, **our field work boosts turnout by 10.4%.**

How does that happen? We talk with likely Democrats who don't reliably vote. They don't need persuading on who to vote for — just a nudge, the right information, and a real conversation with someone who cares. They need to feel heard and empowered to take action.

Four years ago, Democrats took voters for granted. This time around, we're knocking on **10.5 million doors** in 17 battleground states and leaving it all on the field.



## OUR STRATEGY

# HOW WE WIN

In 2016, Democrats relied on changing demographics to carry Election Day and forgot the basics of winning campaigns: face-to-face conversations with voters, especially infrequent voters who need encouragement from campaigns to vote.

**If 70,000 more Democrats had voted across 3 states, Donald Trump wouldn't be president.**

Two years later, powered by a huge swell of grassroots energy, we won back the House of Representatives.

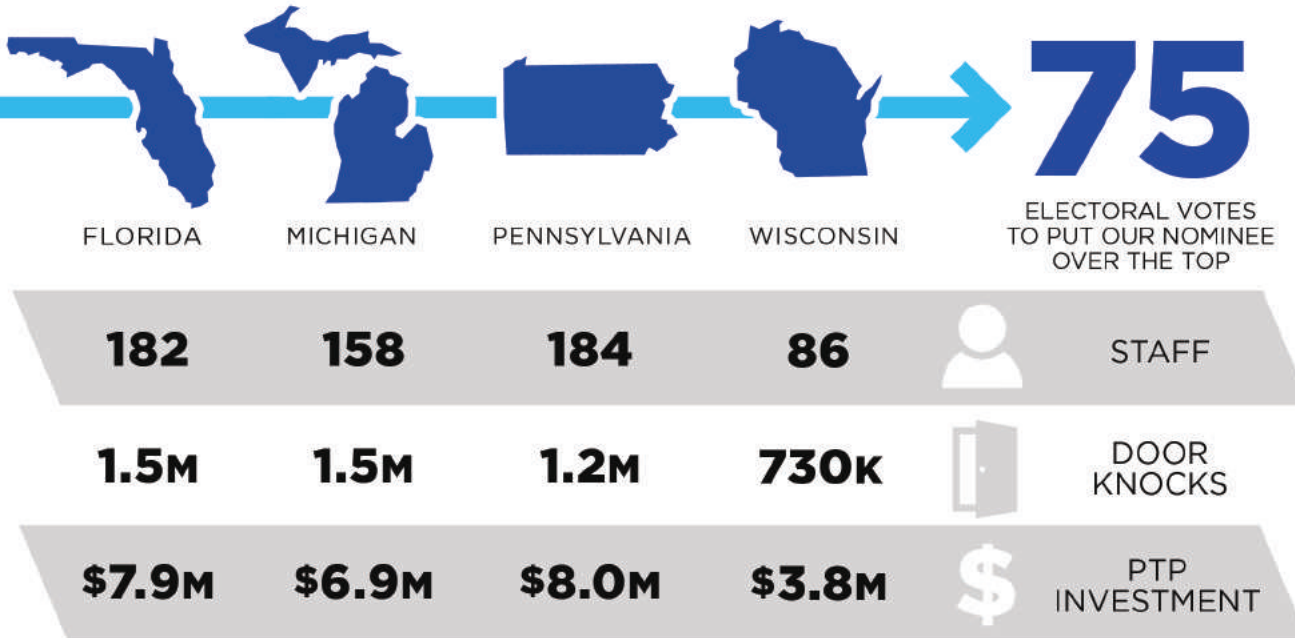
What changed? Democrats activated millions of first-time voters, especially people of color, women, and young people, and re-engaged millions of disaffected voters who stayed home in 2016. We took no one for granted. Turnout was the highest for a midterm election since 1914 — and the highest since achieving universal suffrage.

And when turnout is high, Democrats win.

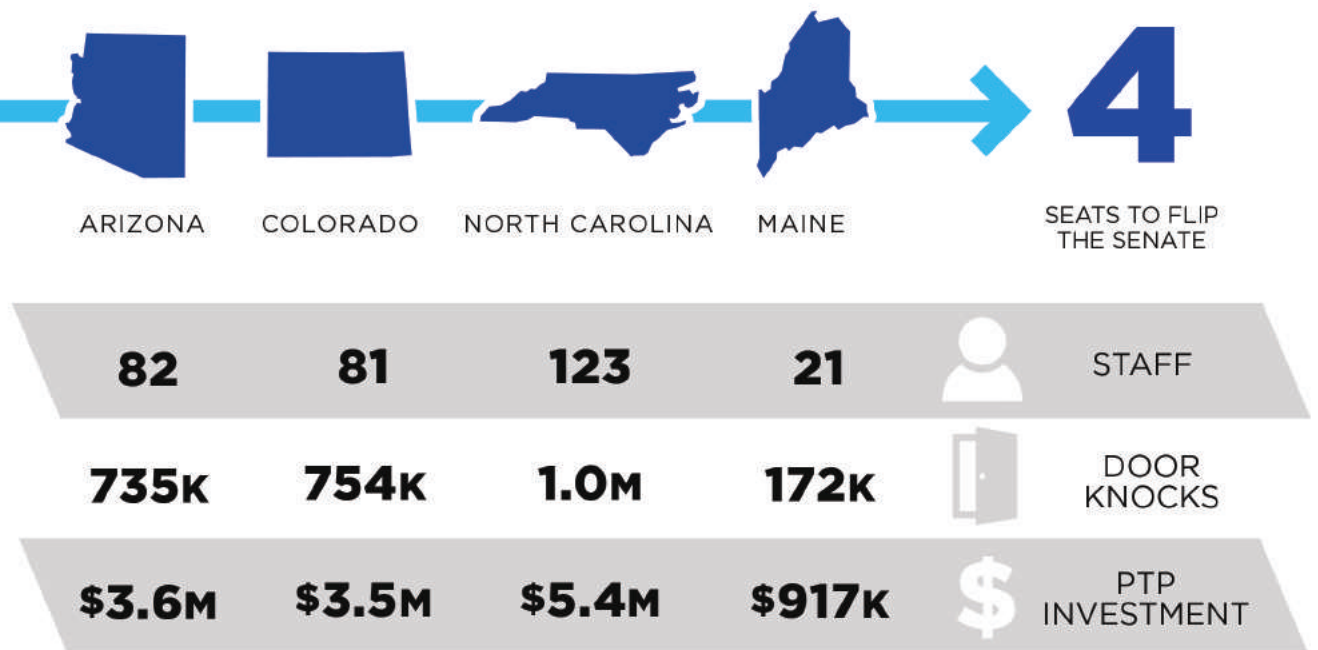
Our task this year is bigger than ever. We need to make 2020's blue wave as tall as possible, so that we not only take back the White House and the Senate — but also lift up down-ballot Democrats, take back state legislatures, and create a generation of lifelong voters.



## THE ROAD TO 270



## SENDING MITCH McCONNELL PACKING



## OUR WORK

# DEEP CANVASSING

We focus on meaningful voter contact because it works. Experiments have shown over and over that canvassing is the most effective way to boost turnout — producing one additional vote for every 14 people reached. Put another way, if Democrats had reached out to every eligible non-voter in 2016, there could have been **6.2 million more votes cast**.

Our own work has backed that up. In 2018, we randomly divided our voter universe in each House district into a treatment group (which was targeted with canvassing, digital ads and direct mail) and a control group (which we did not reach out to). Across all districts, **voter turnout among the treatment groups increased by 10.4% over the control groups' turnout**.

## Phase 0



We build out our target universe of voters (see below). We hire and train Field Representatives who are local to the area and know the issues that are important to their community. We also begin phone- and text-based voter contact to encourage likely Democrats to register to vote and to sign up for vote-by-mail.

## Phase 1



We launch our intensive, multi-month deep canvassing program with a survey of infrequent voters. Our goal is to develop an authentic relationship with voters, find out more about what motivates them, and eventually, ask them to fill out a Commit to Vote (CTV) card.

## Phase 2



We make multiple passes of the same voter to deepen our connection. We help voters write out a plan to vote and empower them with the information they need to navigate our electoral system, including voter ID requirements, necessary deadlines, and the details on how to request an absentee ballot.

## Data Drives Our Programs

We synthesize existing research and run our own experiments to hone our campaign strategy and make sure our programs have the largest return on investment possible.

We use the latest predictive analytics to identify high concentrations of infrequent Democratic voters who live in swing districts and states, weighing vote history, demographic information, and other data to predict a voter's likelihood to turn out and vote for Democrats.





# Phase 3



GOTV time! We make our final pass on the doors on our way to 10.5 million doors knocked. We mail back signed CTVs and ramp up our phone banking to remind voters to start casting early or mail-in votes. On Election Day, we call and text reminders to our voters, answer any questions they may have, and monitor elections for voter suppression.

**I COMMIT TO VOTE BY TUESDAY, NOVEMBER 3, BECAUSE:**

(check all that apply)

- I care about my community
- Our democracy only works when everyone does their part
- I believe my voice matters
- I'm passionate about an issue:

\_\_\_\_\_

X.....  
Signature

Get important voting updates!

Cell phone number \_\_\_\_\_

To check your registration, find a polling place or learn about voting requirements, visit [VotingMatters.org](http://VotingMatters.org)

\*\*\* **Information For Voters** \*\*\*

**RECOMMENDED CANDIDATES**

President

Hillary Clinton

U.S. Senate

Michael Bennet

Congress

Morgan Carroll

**IMPORTANT! Extremely Competitive Race**

Every Colorado voter registered at their current address will receive a ballot in the mail starting October 17.

**MY VOTE PLAN**

This year I'm committing to return my ballot:

- By mail
- At a dropbox
- In person at a Voter Service and Polling Center

To find your dropbox or Voter Service and Polling Center visit: **VOTECO.INFO**

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Printed name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**TURN OUT**

**SORRY WE MISSED YOU!**

I came by today to thank you for being a registered voter! Your neighborhood has been chosen to participate in a study on voter turnout.

My team is going door-to-door to ask registered voters in communities like yours why they vote. We want to speak with you and your neighbors, analyze the results of our survey, and closely monitor voter turnout in your neighborhood this November.

I'm sorry I missed you today, but I'll be back in a few weeks to try and reach you at a better time. Your vote really matters this November!

P.S. Election Day is **Tuesday, November 3, 2020**. To learn more, please visit [VotingMatters.org](http://VotingMatters.org).

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**Election Day Notice for**

<First> <Last>

**Vote Tuesday, November 8th**  
**Polls open from 6am-9pm**

**TURN OVER FOR YOUR FREE VOTING STICKER**

\*\*\* **My Vote Plan** \*\*\*

This year I'm committing to vote:

- Early on \_\_\_\_\_
- By Mail
- On Election Day (AM / PM)

And I'm bringing \_\_\_\_\_ with me to our polling place:

\_\_\_\_\_

\_\_\_\_\_

Vote Tuesday, November 8th

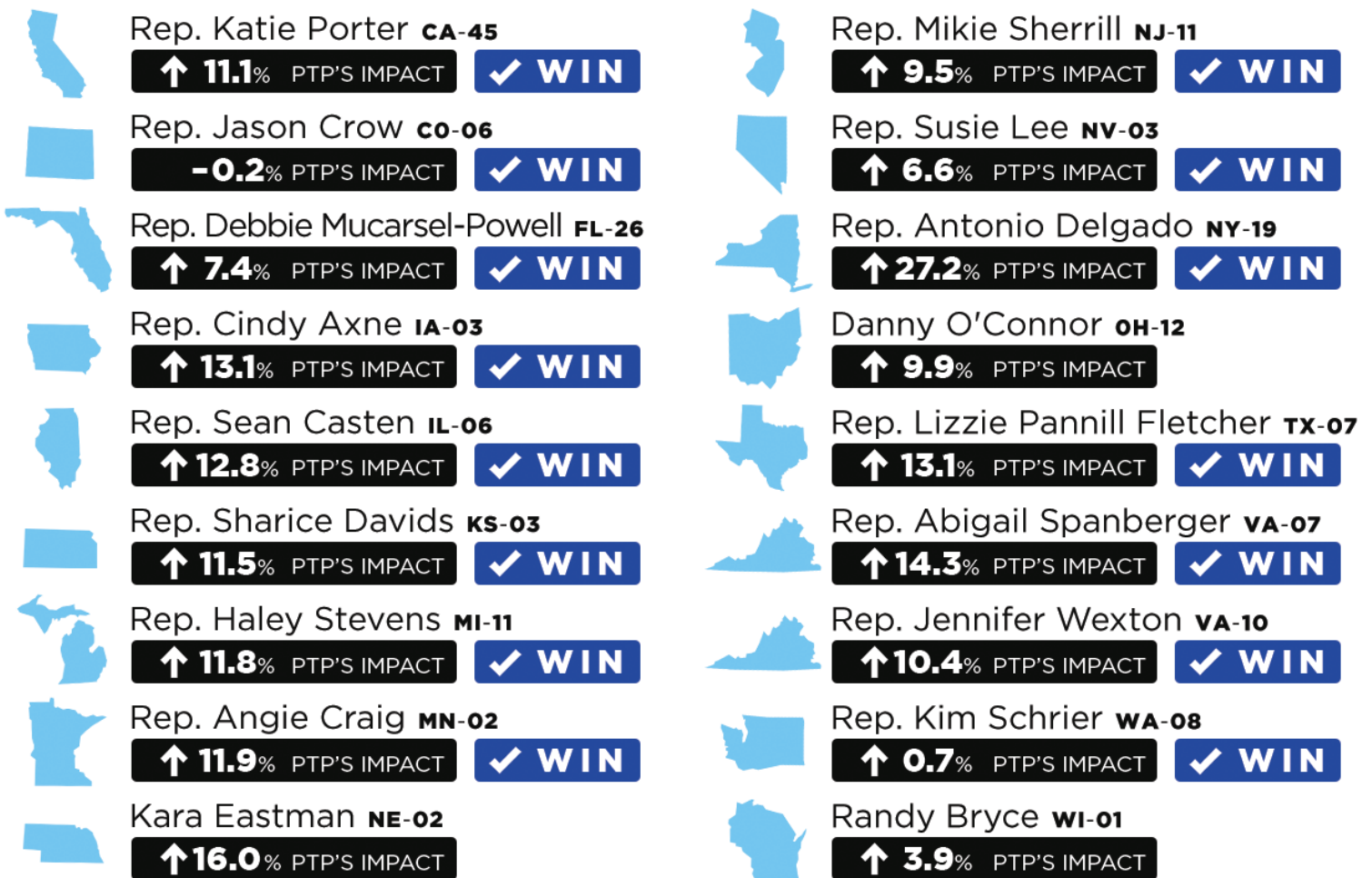
## THE FACTS

# POWERING THE BLUE WAVE

We know our program works because it's battle-tested. In 2018, PTP ran our intensive field program in 18 battleground House districts and our digital, mail, and field fellow programs in an additional 101 competitive races.

We hired and trained over 500 field staff and 124 field fellows from coast to coast, knocked on 1.5 million doors, and made over 1.6 million calls to voters. Our work helped flip 36 districts from red to blue and paved the way for a new Democratic House majority and much needed accountability of the Trump administration.

## Our 2018 Results



Progressive Turnout Project's average boost to voter turnout:

↑ 10.4%



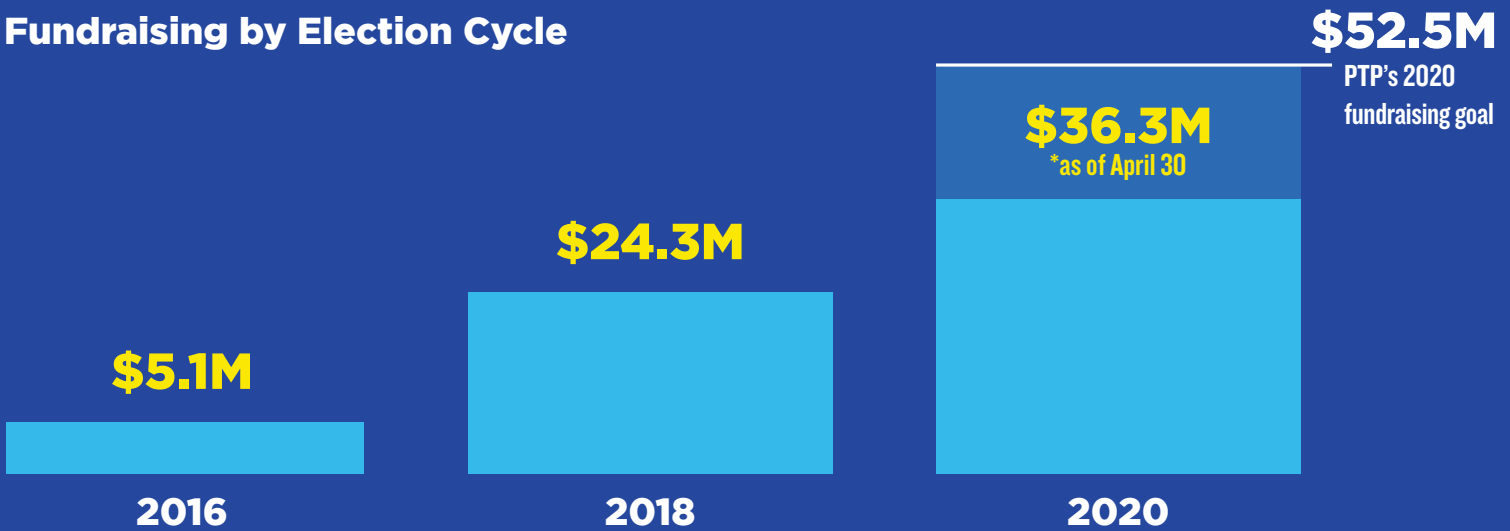
## BY THE NUMBERS

# INVESTING IN TURNOUT

Since our inception in 2015, Progressive Turnout Project and our affiliated PACs, Stop Republicans and Progressive Takeover, have **raised over \$65.7 million** with a supporter base of over 5.8 million activists and an average donation of \$14.51. In 2020, we'll be active in over 101 races.

By pooling grassroots donations, we're able to build early, local field campaigns that previously only presidential campaigns had been able to afford. That means in smaller races, PTP is able to provide critical support for candidates who wouldn't otherwise be able to reach voters.

## Fundraising by Election Cycle



## Case Study: Katie Porter (CA-45)

We invested \$418,000 in a robust field program with 11 field staff focusing on infrequent Democratic voters in Irvine, Mission Viejo, and Tustin. We selected CA-45 because of its competitive electoral history and walkability for canvassers. PTP knew that if Democrats were going to take back the House, we had to win in districts like CA-45. In total, we knocked on 91,866 doors, made 80,232 calls, and sent 38,852 text messages on our way to flipping this key district.

**Control group turnout 69.3% → Treatment group turnout 80.4% = PTP's impact 11.1%**



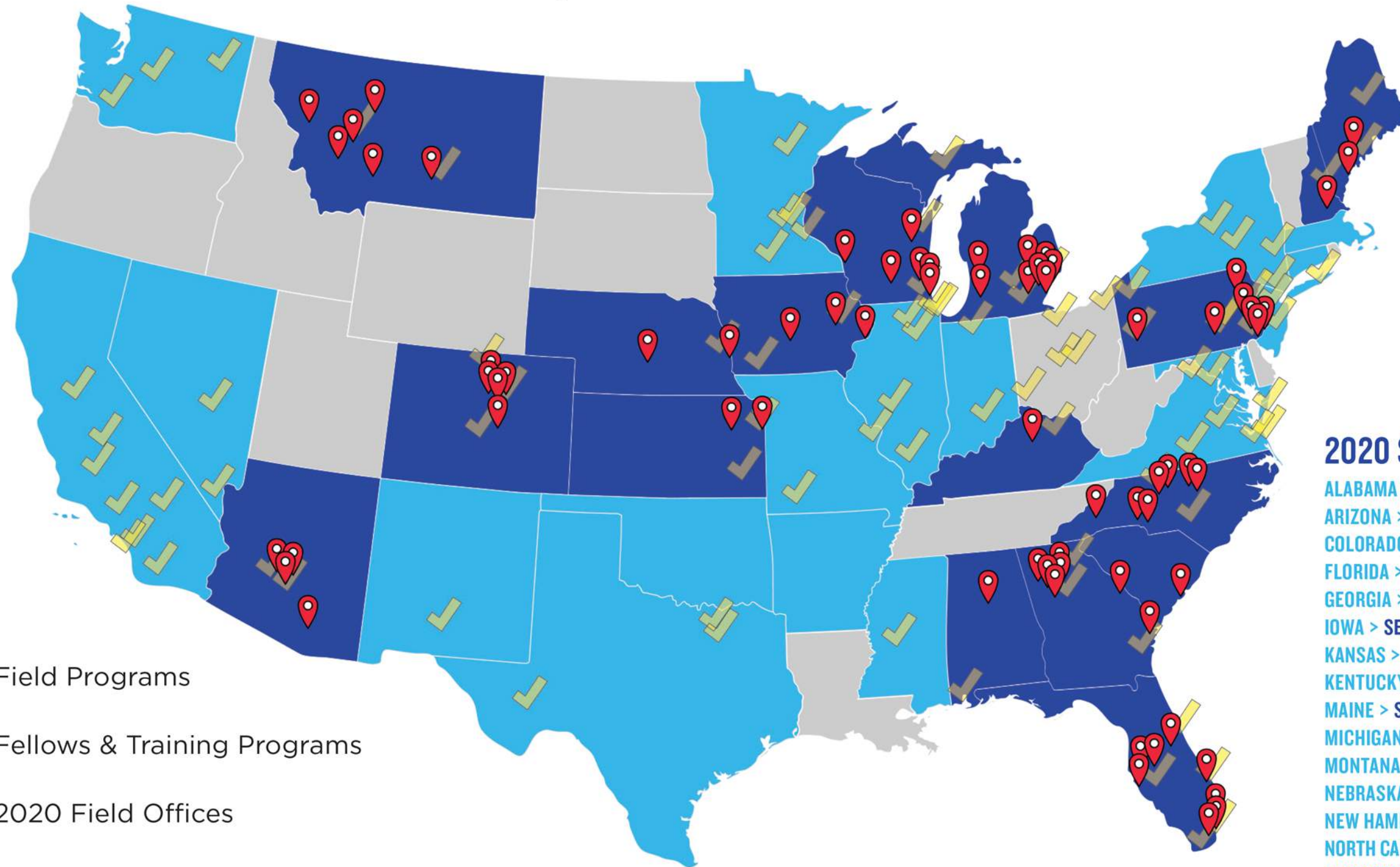
*"Having Progressive Turnout Project on our side helped us win in my district. We need more grassroots groups like PTP who are willing to invest early in tough races and don't write off districts as 'unwinnable.' In 2018, our PTP Field Fellow was a huge asset for my campaign. He knew how to run a smart field program and was always looking for innovative new ways to reach voters."*

— Katie Porter (CA-45)



# BATTLEGROUND STATES AND DISTRICTS

In 2020, we are going to put Donald Trump and Mitch McConnell out of a job by taking back the White House and Senate. Our **1,100 seasoned canvassers** are on the ground in the **17 states** that will make the difference on Election Day.



**180** ELECTORAL VOTES  
**74** FIELD OFFICES  
**15** SENATE RACES  
**34** HOUSE RACES

## 2020 SENATE/CONGRESSIONAL RACES

- ALABAMA > SENATE
- ARIZONA > SENATE, AZ-01, AZ-06
- COLORADO > SENATE, CO-06
- FLORIDA > FL-15, FL-16, FL-18, FL-26
- GEORGIA > SENATE x 2, GA-06, GA-07
- IOWA > SENATE, IA-01, IA-02, IA-03, IA-04
- KANSAS > SENATE, KS-02, KS-03
- KENTUCKY > SENATE, KY-06
- MAINE > SENATE, ME-02
- MICHIGAN > SENATE, MI-03, MI-06, MI-08, MI-11
- MONTANA > SENATE, MT-AL
- NEBRASKA > NE-02
- NEW HAMPSHIRE > SENATE, NH-01
- NORTH CAROLINA > SENATE, NC-02, NC-06, NC-08, NC-09, NC-11
- PENNSYLVANIA > PA-01, PA-07, PA-08, PA-10, PA-17
- SOUTH CAROLINA > SENATE, SC-01

- Field Programs
- Fellows & Training Programs
- 2020 Field Offices
- 2016-2018 Programs



## OUR CANDIDATES

# COMPETING EVERYWHERE

If Democrats want to win the White House, flip the Senate, and hold our majority in the House of Representatives, we have to compete across the country — in safe blue districts, battleground states, and everywhere in between. In 2020, Progressive Turnout Project will be **supporting 101 bold candidates** with on-the-ground voter outreach, field training support, and trained field fellows.

### Progressive Turnout Project's Endorsed Candidates:

Joe Biden (President)\*  
Sen. Doug Jones (AL-SEN)\*  
Alyce Galvin (AK-AL)  
Mark Kelly (AZ-SEN)\*  
Rep. Tom O'Halleran (AZ-01)\*  
Hiral Tipirneni (AZ-06)\*  
Rep. TJ Cox (CA-21)  
Phil Arballo (CA-22)  
Christy Smith (CA-25)  
Rep. Gil Cisneros (CA-39)  
Rep. Katie Porter (CA-45)  
Rep. Harley Rouda (CA-48)  
Rep. Mike Levin (CA-49)  
Ammar Campa-Najjar (CA-50)  
Rep. Joe Neguse (CO-02)\*  
Rep. Jason Crow (CO-06)\*  
Rep. Jahana Hayes (CT-05)  
Margaret Good (FL-16)\*  
Rep. Debbie Mucarsel-Powell (FL-26)\*  
Raphael Warnock (GA-SEN-SPECIAL)\*  
Rep. Lucy McBath (GA-06)\*  
Theresa Greenfield (IA-SEN)\*  
Rep. Abby Finkenauer (IA-01)\*  
Rita Hart (IA-02)\*  
Rep. Cindy Axne (IA-03)\*  
J.D. Scholten (IA-04)\*  
Marie Newman (IL-03)  
Rep. Chuy Garcia (IL-04)  
Rep. Sean Casten (IL-06)  
Betsy Dirksen Londrigan (IL-13)  
Rep. Lauren Underwood (IL-14)  
Christina Hale (IN-05)  
Barbara Bollier (KS-SEN)\*  
Rep. Sharice Davids (KS-03)\*

Amy McGrath (KY-SEN)\*  
Josh Hicks (KY-06)\*  
Rep. Lori Trahan (MA-03)  
Rep. Ayanna Pressley (MA-07)  
Sara Gideon (ME-SEN)\*  
Rep. Jared Golden (ME-02)\*  
Kweisi Mfume (MD-07)  
Sen. Gary Peters (MI-SEN)\*  
Hillary Scholten (MI-03)\*  
Jon Hoadley (MI-06)\*  
Rep. Elissa Slotkin (MI-08)\*  
Rep. Andy Levin (MI-09)\*  
Rep. Haley Stevens (MI-11)\*  
Rep. Rashida Tlaib (MI-13)\*  
Sen. Tina Smith (MN-SEN)  
Dan Feehan (MN-01)  
Rep. Angie Craig (MN-02)  
Rep. Ilhan Omar (MN-05)  
Jill Schupp (MO-02)  
Mike Espy (MS-SEN)  
Steve Bullock (MT-SEN)\*  
Kathleen Williams (MT-AL)\*  
Cal Cunningham (NC-SEN)\*  
Deborah Ross (NC-02)\*  
Kathy Manning (NC-06)\*  
Pat Timmons-Goodson (NC-08)\*  
Cynthia Wallace (NC-09)\*  
Moe Davis (NC-11)\*  
Kara Eastman (NE-02)\*  
Sen. Jeanne Shaheen (NH-SEN)\*  
Rep. Chris Pappas (NH-01)\*  
Rep. Andy Kim (NJ-03)  
Rep. Tom Malinowski (NJ-07)  
Rep. Mikie Sherrill (NJ-11)

Rep. Ben Ray Lujan (NM-SEN)  
Rep. Deb Haaland (NM-01)  
Rep. Xochitl Torres Small (NM-02)  
Rep. Susie Lee (NV-03)  
Rep. Steven Horsford (NV-04)  
Jackie Gordon (NY-02)  
Rep. Max Rose (NY-11)  
Rep. Alexandria Ocasio-Cortez (NY-14)  
Rep. Antonio Delgado (NY-19)  
Dana Balter (NY-24)  
Rep. Joseph Morelle (NY-25)  
Rep. Kendra Horn (OK-05)  
Rep. Madeleine Dean (PA-04)  
Rep. Mary Gay Scanlon (PA-05)  
Rep. Susan Wild (PA-07)\*  
Rep. Matthew Cartwright (PA-08)\*  
Eugene DePasquale (PA-10)\*  
Rep. Conor Lamb (PA-17)\*  
Jaime Harrison (SC-SEN)\*  
MJ Hegar (TX-SEN)  
Sima Ladjevardian (TX-02)  
Rep. Lizzie Pannill Fletcher (TX-07)  
Rep. Veronica Escobar (TX-16)  
Wendy Davis (TX-21)  
Sri Kulkarni (TX-22)  
Gina Ortiz Jones (TX-23)  
Rep. Sylvia Garcia (TX-29)  
Rep. Colin Allred (TX-32)  
Rep. Elaine Luria (VA-02)  
Rep. Abigail Spanberger (VA-07)  
Rep. Jennifer Wexton (VA-10)  
Carolyn Long (WA-03)  
Rep. Kim Schrier (WA-08)

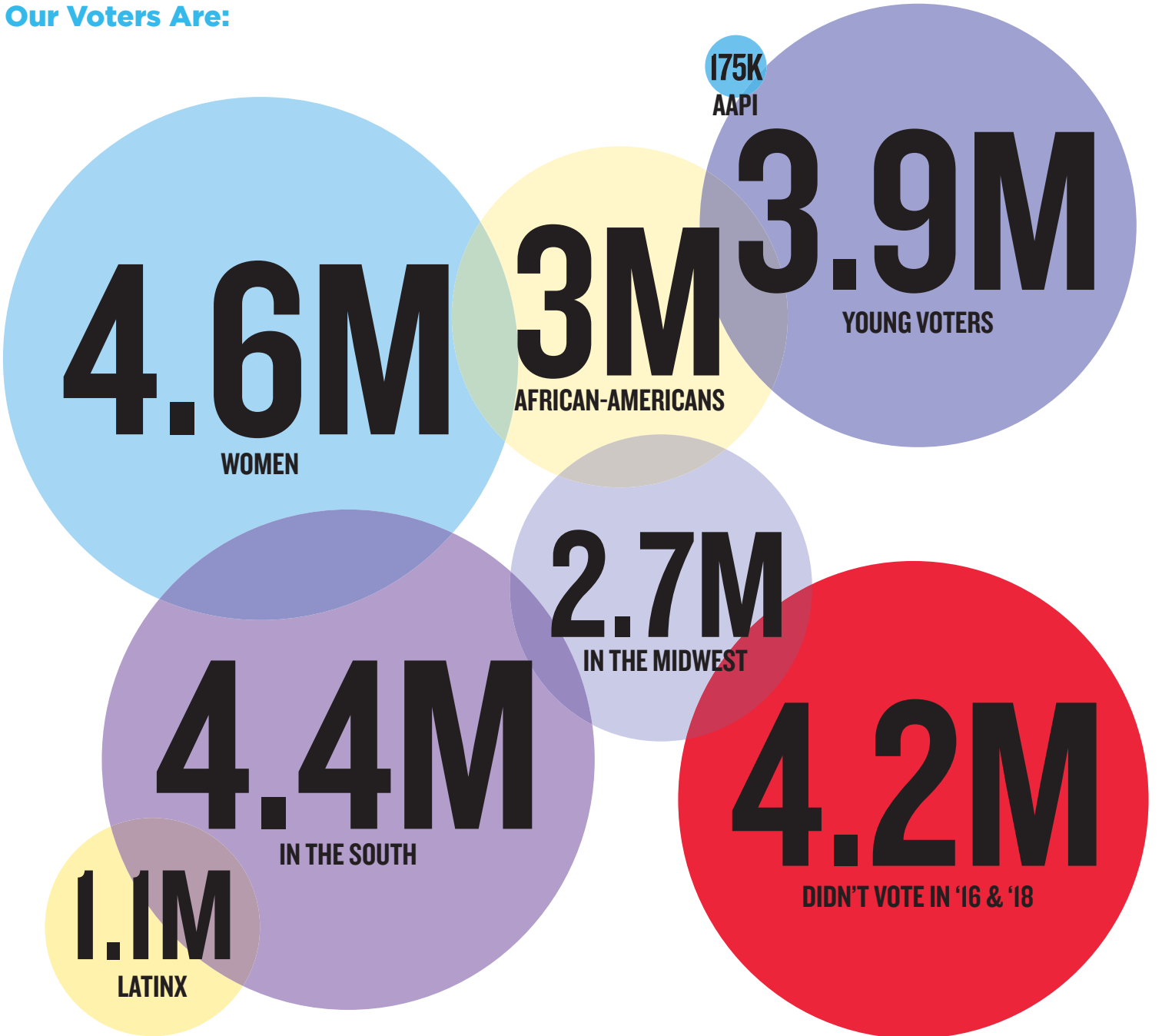
## EXPANDING THE BASE

# VOTER TARGETS BREAKDOWN

This cycle, we'll be tripling our efforts to reach people of color, women, workers, and young people to expand the Democratic base and close the gap in key swing states.

We use sophisticated data that weighs things like vote history and demographics to find neighborhoods with big concentrations of infrequent Democratic voters — people who would vote Democratic if they turn out. In 2020, we're **reaching out to 8.5 million voters nationwide**. Of those voters, 54.4% are women, 51.4% identify as people of color, and 47.1% are under the age of 35.

### Our Voters Are:





## MAKING THE DIFFERENCE

# KEY STATES AT A GLANCE

Democrats' path to victory in 2020 runs through rebuilding the blue wall in the industrial Midwest and flipping Sun Belt states that are trending blue due to rising diverse electorates. We are investing heavily in **Michigan**, **Arizona**, and **North Carolina** as part of our 17 state strategy to take back the White House and flip control of the Senate.

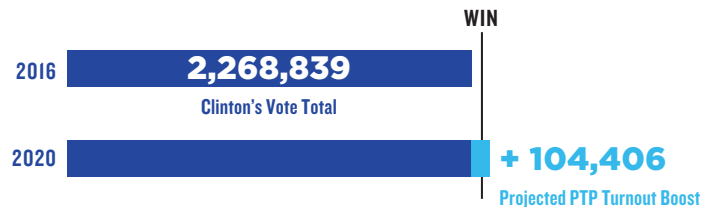
Hillary Clinton lost **Michigan** by just 10,704 votes in 2016. In 2020, PTP will be targeting over 1 million Michiganders, including 678,000 voters who didn't turn out in 2016 or 2018. By engaging authentically with voters — from Black communities in Detroit to young people in Ann Arbor — we aim to reignite the fractured Obama coalition.

Nearly 40% of our targets in **Arizona** have not voted in the last three elections, but the growth of the state's Latinx communities and early investments in intensive, canvassing efforts have turned this former Republican stronghold into a true toss-up. Both Trump and Sen. Martha McSally are in trouble this November.

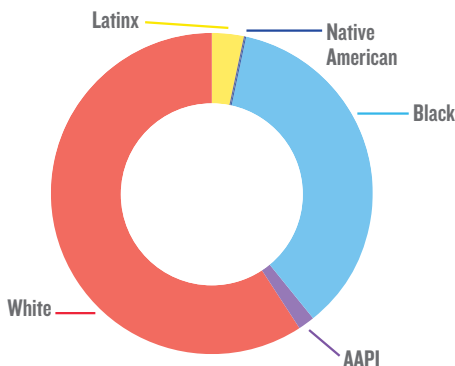
In **North Carolina**, Trump's approval rating has plummeted, making Sen. Thom Tillis one of the most vulnerable incumbents this cycle. We're focusing on growing diverse metro areas like Charlotte and Raleigh where suburban voters have moved away from the Republican Party.

## Michigan

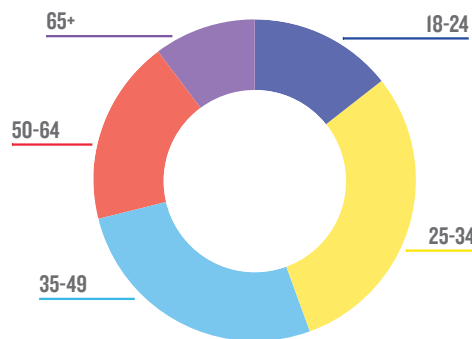
**Estimated program cost:** \$6.9 million  
**Office locations:** Detroit, Ann Arbor, Flint, Lansing, Kalamazoo, Grand Rapids  
**Target races:** President, Senate, MI-03, MI-06, MI-08, MI-11  
**Total target voters:** 1.04 million



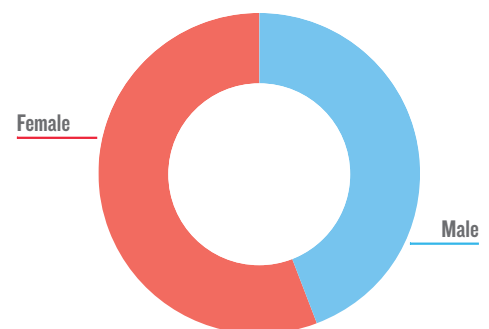
Our Voters by Race



Our Voters by Age



Our Voters by Sex



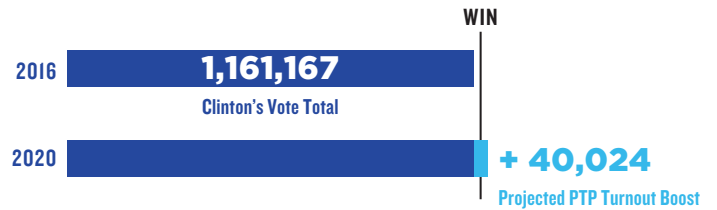
## Arizona

**Estimated program cost:** \$3.6 million

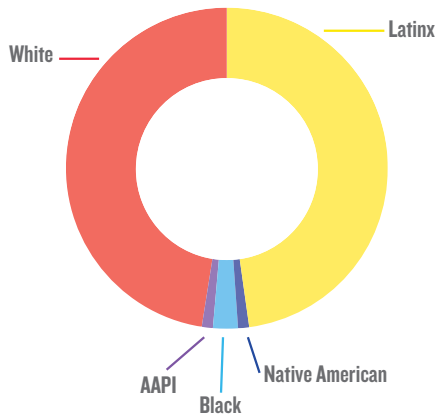
**Office locations:** Tucson, Phoenix

**Target races:** President, Senate, AZ-01, AZ-06

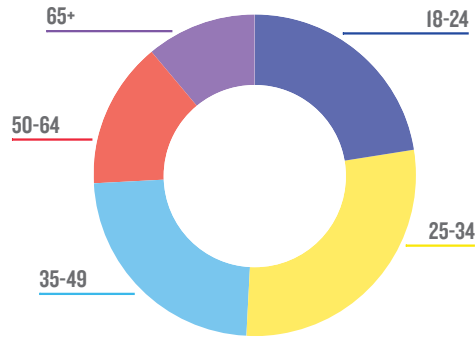
**Total target voters:** 400,000



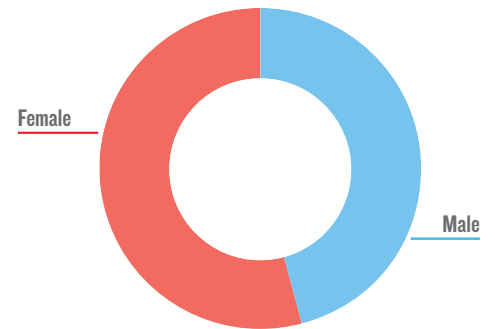
**Our Voters by Race**



**Our Voters by Age**



**Our Voters by Sex**



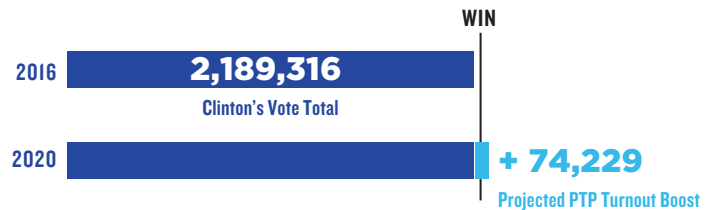
## North Carolina

**Estimated program cost:** \$5.4 million

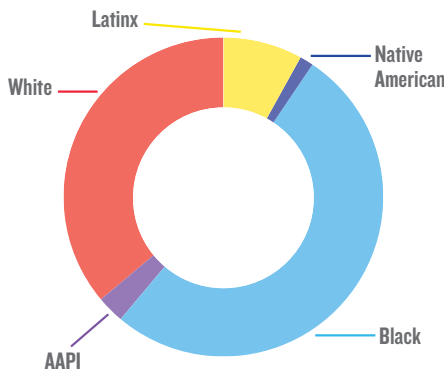
**Office locations:** Charlotte, Winston-Salem, Greensboro/High Point, Raleigh/Durham

**Target races:** President, Senate, Governor, NC-02, NC-06, NC-08, NC-09, NC-11

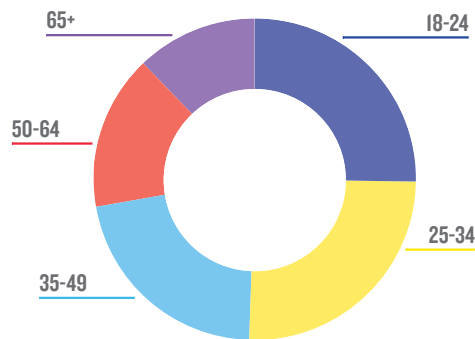
**Total target voters:** 742,000



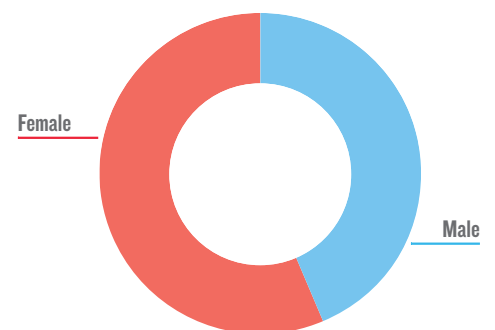
**Our Voters by Race**



**Our Voters by Age**



**Our Voters by Sex**






**STOP** Stop Republicans  
Sponsored • Paid for by Stop Republicans

NEW: Top political experts just said Trump could LOSE the popular vote by 8 MILLION votes in 2020, and still ride the Electoral College to re-election.

That INFURIATES us. The Electoral College is eroding our democracy! So we're taking bold action to pass a Constitutional Amendment to ABOLISH the Electoral College before Trump steals another election. Become a Citizen Co-Sponsor now:



PASS A CONSTITUTIONAL AMENDMENT  
**TO ABOLISH  
THE ELECTORAL COLLEGE**

[ADD YOUR NAME »](#)

50,000 Citizen Co-Sponsors Needed  
SIGN IMMEDIATELY!!

[Sign Up](#)

GO.STOP-REPUBLICANS.ORG

**STOP** Stop Republicans  
Sponsored • Paid for by Stop Republicans

Donald Trump won Michigan in 2016 by just 10,704 votes. That's less than the amount of times Trump has LIED while in office! This razor thin margin makes it clear: we can win in 2020 if we increase Democratic turnout in key states. So we're starting early by contacting Democrats in battleground states we lost in 2016 -- like Michigan, Pennsylvania, and Wisconsin.

But turning out these voters isn't going to be easy -- or cheap! And right now,...



**TURN OUT  
DEMOCRATIC VOTERS**  
IN BATTLEGROUND 2020 STATES

[CHIP IN \\$10 »](#)

ALL Donations 350%-Matched Through MIDNIGHT  
SECURE.ACTBLUE.COM

[Donate Now](#)

## OUR WORK

# REACHING VOTERS WHERE THEY ARE

While field is our bread and butter, we also run robust digital campaigns and utilize text messages, direct mail, and phone banking to connect with voters and activists — no matter where they are.

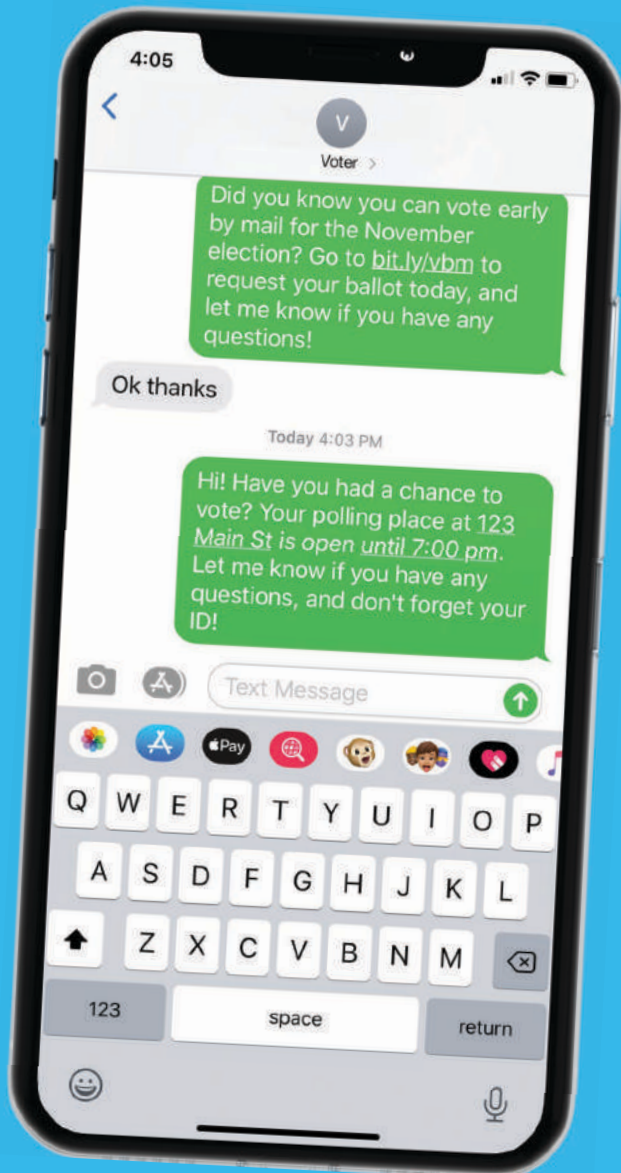
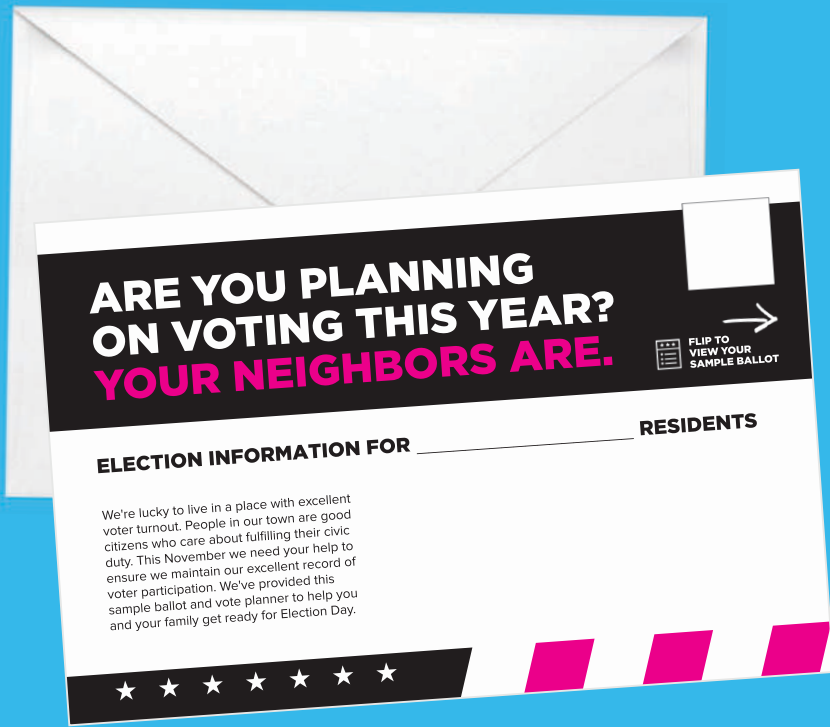
In key states, Progressive Turnout Project's accountability arm, Stop Republicans, buttresses our field programs with micro-targeted digital ad campaigns. Our ads help stop disinformation in its tracks, educate voters on relevant political events in the news, and mobilize them to take action. Our impeachment ads, for example, targeted vulnerable Republican senators up in 2020 who refused to hold Donald Trump accountable. Our digital ads also work to establish specific narratives that frame races early and build grassroots momentum for our candidates. We also fundraise for Democratic challengers in tough Senate and House races so they have the means to go the distance on the campaign trail.

**\$8.8 million**

**Total spent on digital ads**

**416 million**

**Total digital impressions**



## Direct Mail

In certain races, especially in rural areas where door-to-door canvassing is more difficult, we supplement our field programs with direct mail. We empower voters with the resources and information they need to vote, including sending them mail-in ballot materials and other resources specific to their jurisdiction.

## Phone Banking

This cycle, we launched Turnout2020 ([turnout2020.org](https://turnout2020.org)), a nationwide virtual phone banking platform that allows activists who don't live in swing states to make calls to infrequent voters who do. This allows us to direct volunteer efforts to the places where they're needed the most — like rural communities that are difficult to canvass in person. Women's March, Democracy for America, Daily Kos, and others have signed on to help us make 12 million calls before Election Day.

## Texting

We use texting to give voters the vital knowledge they need to navigate our broken electoral system — deadlines for registering to vote, voter ID requirements, and polling place information — even when we miss them at the door.

## OUR IMPACT

# MAKING THE DIFFERENCE IN TIGHT RACES



*"I'm proud to have the endorsement of Progressive Turnout Project. With the help of their grassroots support on the ground in every district in our state, we're going to win up-and-down the ballot for working families in Iowa this year."*

— **Theresa Greenfield (IA-SEN)**



*"Progressive Turnout Project is right that a winning field strategy must begin early and involve multiple conversations with voters. It's how we'll beat Lindsey Graham and restore hope to the lives of millions across the Palmetto State. I'm thrilled to have Progressive Turnout Project's support and expertise in this critical election."*

— **Jaime Harrison (SC-SEN)**



*"Progressive Turnout Project executes a strategy of cultivating personal relationships with voters to expand the electorate. They meet voters where they are through a wide variety of mediums to ensure voters can find their voice in our democracy. I know we can count on them come Election Day."*

— **Rep. Lucy McBath (GA-06)**

## Case Study: Cindy Axne (IA-03)

With 18 field staff, Progressive Turnout Project knocked on over 92,000 doors in 2018 and garnered more than 6,000 Commit to Vote cards in Iowa's third congressional district. PTP invested \$404,900 and boosted voter turnout by 13.1%, helping Democrat Cindy Axne make history as one of the first two women from Iowa to be elected to the U.S. House of Representatives.

Axne's win was a sign of hope for progressives living in a swing state like Iowa. Elections like these are won when voters are inspired to voice their opinions — and when the margins are small, every single vote matters. Progressive Turnout Project will be back on the ground in 2020 to turn out voters and help re-elect Axne.

Knocked **92,791** doors

Increase in Voter Turnout: **13.1%**

Collected **6,003**  
commit to vote cards

Total Investment: **\$404,900**



*"As a party, we need to be competitive everywhere. There were some groups that wrote off our district as unwinnable, but Progressive Turnout Project took up the challenge and were on the ground in Iowa early. Their resources helped make my win possible in 2018, and they'll make all the difference for us in 2020, too."*

— **Cindy Axne (IA-03)**



# PTP IN THE MEDIA



## Progressive group putting \$45M behind battleground turnout effort

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*"The Progressive Turnout Project, a political action committee that supports liberal candidates, announced a nearly \$3 million investment in phone banking that aims to leverage up to 12 million calls from volunteers to lower-propensity Democratic voters before Election Day in November." - 04/05/20*



*"The Republican senators Susan Collins, Martha McSally, Cory Gardner and Joni Ernst - from Maine, Arizona, Colorado and Iowa - are among those at risk. In January, Progressive Turnout Project launched an ad campaign targeting each senator in their home states." - 02/06/20*



*"Progressive Turnout Project announced that it plans on spending \$45 million in 16 battleground states ahead of the 2020 election. The group is planning on having 66 field offices, all in an effort to reach infrequent Democratic voters." - 12/09/19*



*"The Progressive Turnout Project, a liberal group that targets lower-propensity voters, is planning to spend \$45 million in swing states in the run-up to 2020. It's a \$21 million increase from the group's 2018 budget, when it focused largely on House races. 'As there've been more GOP retirements, it's become clear that our resources are best placed in presidential and Senate battlegrounds,' said the group's executive director, Alex Morgan." - 12/08/19*



*"The national Progressive Turnout Project has announced the locations of on-the-ground operations it plans to establish in 16 states. In the Bluegrass State, the group has one goal: to beat Senate Majority Leader McConnell, R-Ky. 'Winning in Kentucky isn't just about scoring a moral victory - it's a strategic imperative for Democrats,' the Progressive Turnout Project's executive director, Alex Morgan, said." - 12/09/19*



## ALEX MORGAN: ALL THE DEMOCRATS IN WEDNESDAY'S DEBATE ARE ELECTABLE. BUT WHO HAS THE GROUND GAME?

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Progressive Turnout Project was started in 2015 by Harry Pascal and Alex Morgan. They were fed up with outdated campaign politics that prioritized slick consultants and flashy TV ads over actual voter outreach. They saw the need for an early-investment field program that could fill the void in races where candidates' resources fell short. What began with a simple goal of raising \$50,000 to flip IL-10 has, in just five years, grown into the largest grassroots-funded field organization in the country.

We're more dedicated than ever to getting out the Democratic vote and in 2020, we'll be knocking on 10.5 million doors and spending \$52.5 million to flip the Senate and win back the White House.



# VISIT [TURNOUTPAC.ORG](http://TURNOUTPAC.ORG) TO LEARN MORE ABOUT OUR WORK

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