

Dear Supporter of the Flip Project:

While the results from the 2023 elections had some bright spots, there are more than enough reasons to be concerned about the 2024 general election. It feels cliché to again say “this is the most important election of our lifetime”, but what makes it feel more so this time is it feels like if it goes badly, it might well be the last presidential election we have. To run effective campaigns in 2024, we need to start organizing and [fundraising](#) now.

We are excited to be gathering up the activists, analysts, street performers and organizers who made the Flip Project successful in the past. As you may remember, The Flip Project takes artists, activists, musicians, and other canvassing volunteers to battleground states in order to GOTV, do innovative messaging, experiment with other tactics designed to reach voters in creative, meaningful, supportive, and even playful ways.

Central to our success was working with local groups and activists to maximize targeted voter turnout. We’ve done everything from street theater to billboards to mural contests, allowing us to reach voters that traditional door to door canvassers miss. We’ve worked with underserved communities, provided voter support and education materials in nearly a dozen languages (including print ready materials), and won [4 of the 5 races we’ve campaigned for](#).

Our tactics are novel, flexible, and effective. In Senator Ossoff’s Georgia runoff in 2020, the margin of victory was 55K votes. The number of people who took free rides to the polls in dominantly Democratic areas was over twice that many. Flip distributed free ride and other voter support materials to thousands of voters, including a number of unique translations for non-native English speakers. For more info on our impact in previous campaigns, see our [2020 Georgia Impact Report](#).

We’re proud of the work we’ve done in the past and with your help we can do even more in 2024. The following packet outlines our strategy for the 2024 campaign. In summary, we are trying to raise money early, to minimize operating costs by networking with campaigns and political groups, and (if fundraising goes especially well) we hope to send teams to multiple locations. We are also seeking campaigners (activists, street performers and organizers) who will work in-state for the last 3 months before the Nov elections. [If you’re interested in working with us, please get in touch](#).

Thank you for your support,

Paxus, Angie, and Olivia
Dec 5, 2023

Why do we need the Flip Project?

Historically, if you were a campaign manager for a statewide race and you had enthusiastic volunteers, you did one of two things with them. You get them phone banking (especially if they are out of state) or you get them to canvass door-to-door, reminding people who are likely to vote for your candidate to go to the polls.

The Flip Project was designed to do better than this conventional wisdom by bringing in canvassers, street performers, musicians, artists, and political activists to cut through the noise of the information age and reach voters that traditional canvassing miss. Our non-traditional GOTV outreach includes [singing canvas](#), street theater, [music videos](#), social media outreach, [mural competitions \(click the link to see our youtube video\)](#), art cars, multi-lingual voter support materials, block parties, promoting free rides to the polls and more.

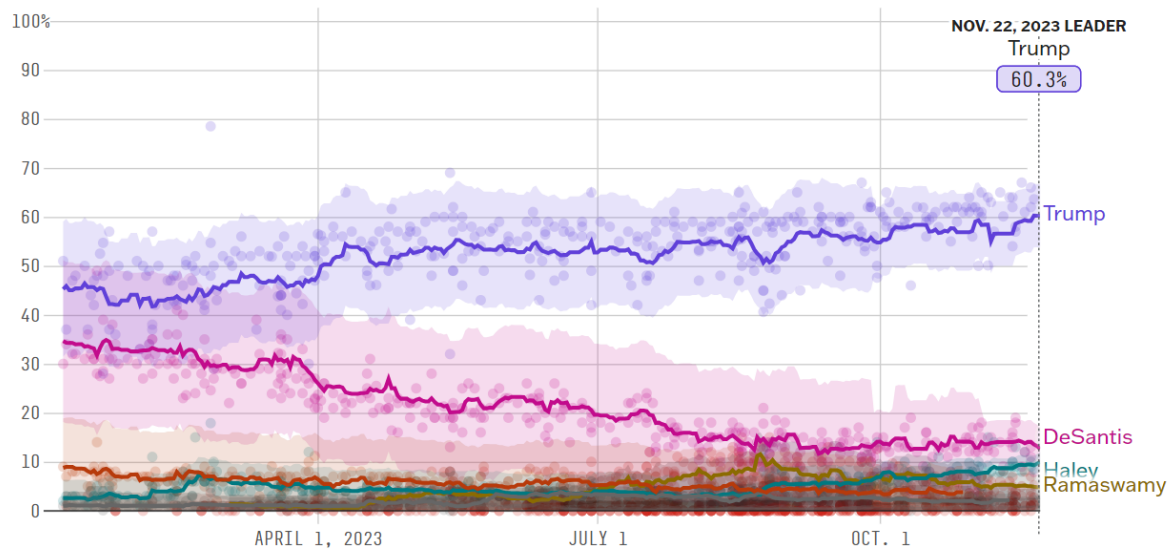


The National Situation

Short of an extraordinary event, Trump will quite likely be the Republican nominee for president in 2024. No one seems close to challenging Trump for the Republican nomination, and early analysis forecasts third party candidates (Cornell West, RFK Jr, Joe Manchin) [are all likely to benefit Trump](#).

Who's ahead in the national polls?

Updating average for each Republican candidate in 2024 primary polls, accounting for each poll's recency, sample size, methodology and house effects.



Based on recent elections where Trump is a candidate, it would appear that US presidential races have a [structural polling problem](#). In 2016 “polls underestimated Trump’s level of support. With few exceptions, [the final round of public polling showed Clinton with a lead of 1 to 7 percentage points in the national popular vote](#).” Trump won the national popular vote by [approx 2%](#). In 2020, the average of polls had Biden up 7% nationally, but he only won by 4%. Biden still won, but [there was much analysis](#) exploring why Trump voters were so significantly undercounted for a second election in a row.

Current national president polls (November and December 2023) are basically tied, with Biden trailing Trump by less than a point.


If we take this 3%+ structural polling error in Trump's favor, the [raft of election suppression laws](#) enacted since the 2020 election, plus [the existing partisan bias](#) of the electoral college, then we should be extremely concerned about a Trump re-election. Beyond the presidential race, having Trump on the ballot will likely have a significant down-ballot impact on national, state, and local races. Some registered republicans will vote for a non-Trump presidential candidate, but most Trump voters will only vote republican.

What are we doing about it?

The Flip Project is an experienced, successful, agile grassroots group which deploys novel GOTV strategies designed to be more effective than traditional canvassing.

In the 2024 general elections, the Flip Project's primary focus is maintaining control of the US Senate and securing reproductive rights. Currently, the Democrats have a single seat majority in the Senate, while the Republicans have a Y seat majority in the House. Of the [33 regularly scheduled senate elections in 2024](#) 20 seats are held by Democrats, 10 by Republicans, and three seats are held by independents who caucus with Democrats.

We target strategic Senate races because this is where we believe this is where we can have maximum impact for the least expenditure of resources - both time and money. By engaging in key Senate races, we will have the ability to impact both down ballot issues (like reproductive rights and other progressive measures and candidates) and the up ballot race of the President.



Past Flip Campaign Outcomes

RACE	STATE	YEAR(S)	NUMBER OF VOTES	PERCENT WON/LOST	FLIP WON
Amendment 4 Voting Rights Restoration for Felons Initiative	FL	2018	5,148,926 Yes 2,828,339 No	4.5%	✓
Susan Collins (R) vs. Sara Gideon (D)	ME	2020	415,858 Collins 342,675 Gideon 53,449 Others	4.8%	
Jon Ossoff (D) vs. David Purdue (R)	GA	2020-21	2,269,923 Ossoff 2,214,979 Purdue	0.6%	✓
Rev. Raphael Warnock (D) vs. Kelly Loeffler (R)	GA	2020-21	2,289,113 Warnock 2,195,841 Loeffler	1.0%	✓
Rev. Raphael Warnock (D) vs. Herschel Walker (R)	GA	2022	1,816,096 Warnock 1,719,483 Walker	1.4%	✓

We are all keenly aware of the challenge of low-voter turnout, voter suppression, and how entire demographics of the US population (particularly disenfranchised groups) are disconnected from the political power of their vote. How do we effectively get above the 'noise' of campaign outreach to create meaningful connections with voters that will motivate them to go to the polls? How can we lower barriers to voting, especially for marginalized groups?

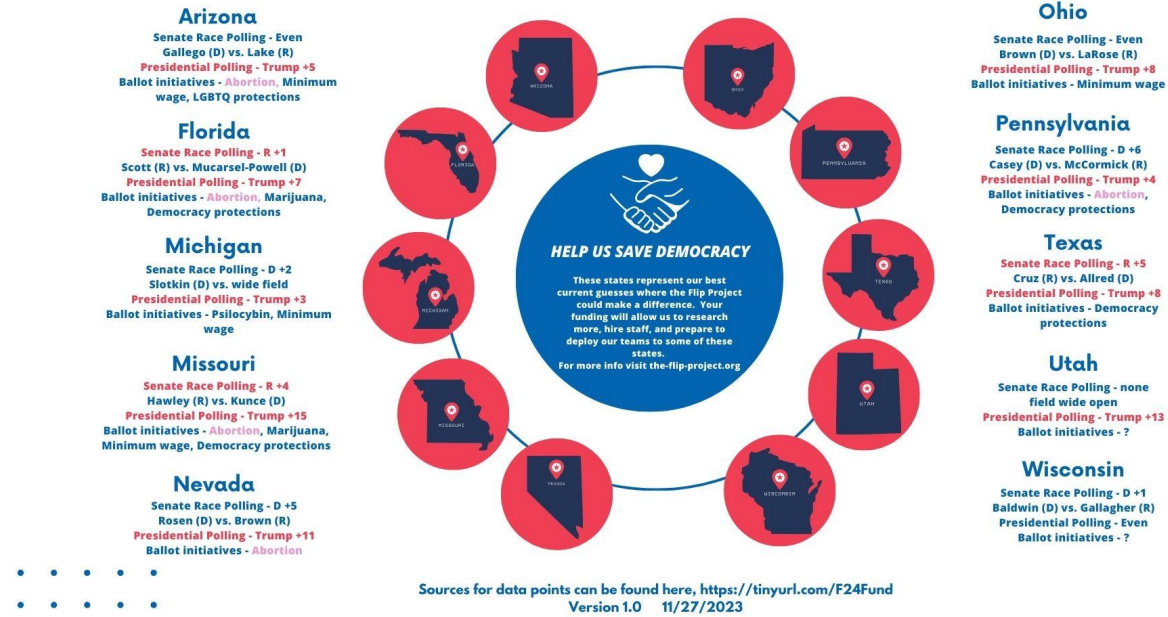
Our answer: We get creative.

How does The Flip Project work?

We begin with analysis. In the lead up to the election cycle we look at polls, referendums, and other data points to find the best chances our project has to make the greatest impact. We then start reaching out to Senate campaigns, state Democratic parties, and other progressive groups.



FLIP PROJECT 2024



Beyond that analysis, we consider how we can leverage the infrastructure of other groups in order to maximize our impact. We look at several variables:

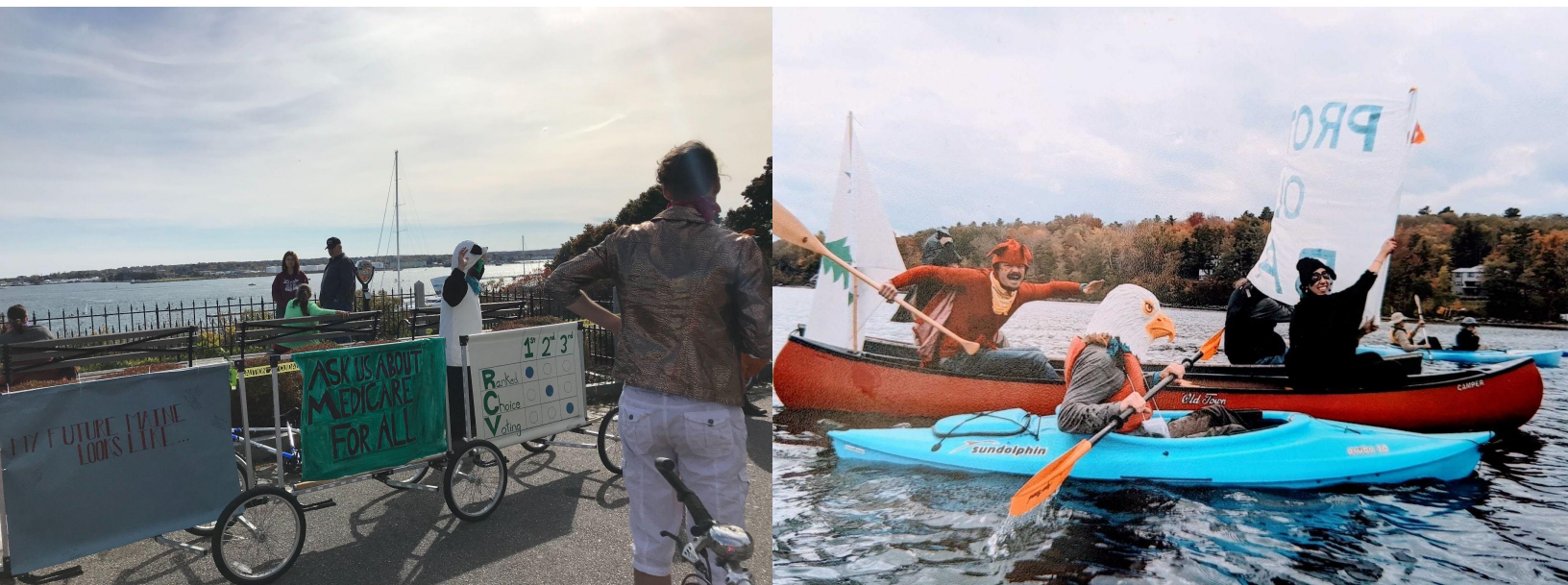
- Do we have supportive local organizers who will help us land and leverage the project's cash resources? In 2018, Florida Democrats provided a location for our activists to live and work, and greatly leveraged our ability to have impact.
- Where are our national Democratic allies going? Planned Parenthood is working on abortion referendums and they could be important allies of the Flip Project, as could MoveOn or Indivisible or the [Progressive Turnout Project](#).
- Where are our national GOTV allies going? Previously we have worked with [Plus1.Vote](#) and similar orgs which provides free ride share services to the polls, and we hope to do so again this year. These organizations have not yet announced where they will be focusing their efforts this year, which will likely impact our choices.

There are three main teams supporting the Flip Project:

Air Team: The Air team provides support for our efforts on the ground, providing key analytical and logistical support to the ground team(s) in the target states. We recruit air team members through our blog posts, social media posts, Democratic party newsletters, and more.

Ground Team: This team includes the volunteers who are physically in-state. Most ground team members spend some time doing conventional canvasses to get an experience of this and to learn what they have to outperform. The ground team is flexible in its approach and always looking for opportunities to attract voter attention. We lean in to the skills of a given team on the ground in a given area. For example, when our team consists of analysts and policy wonks we tend to do more GOTV efforts like developing and distributing free ride share to the polls info. When the ground team consists dominantly of musicians and street performers, we are likely to be out staging a performance, a flash mob or some other type of event. We pay our canvassers and we also organize paid canvassing work sponsored by affiliated groups to help compensate them (e.g. SEIU, PTP, etc).

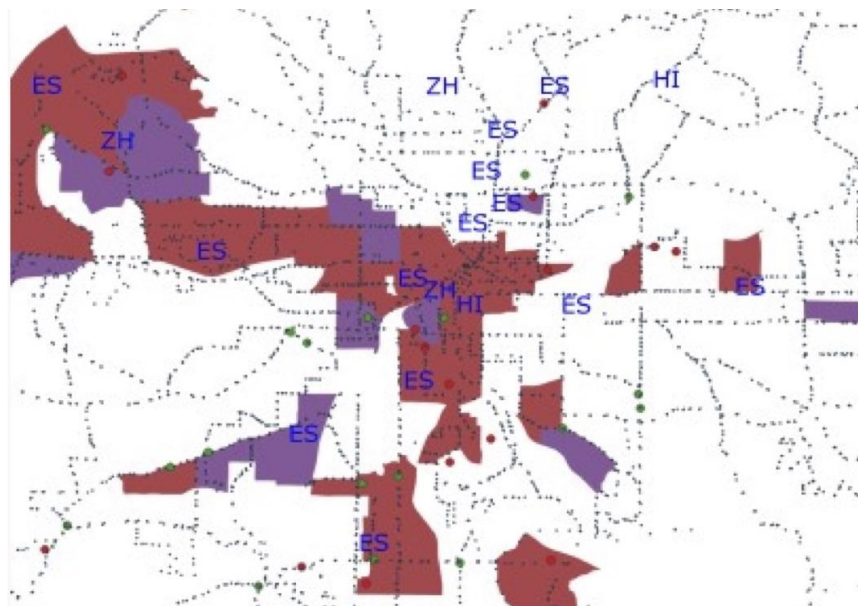
Angel Team: The Angel team focuses on finding & providing resources for the other teams- this includes everything from finding free housing to cash contributions to grocery store gift cards. We have historically funded our work via crowdfunding and community support. We have had a good mix of larger angel funders (\$10K+) and [small donations](#). This style of funding maximizes our freedom and flexibility.



Our Maine 2020 crew traveled over 10,000 miles during our 2 month canvas. We've canvassed on foot, on bike trailers, and even in kayaks!

Several donors have asked with the elections almost a year away, why are we raising funds already?

- Senate Campaigns are much more responsive to our outreach to help this far out and more likely to engage with us.
- Early organizing means higher likelihood of free or low cost housing. For example, when we organized in Tampa in 2018 housing was donated to us.
- Early organizing means identifying the best targets and increases the chances we can go to and impact more than one state.
- Early organizing increases the chances we will be able to find larger allied organizations to sponsor us, including meeting some grant application deadlines which come early.
- Early organizing allows us to develop the volunteer “air team” - folks who provide logistical and analytical support to the project from their homes.
- Raising money now helps us lock in talents which would otherwise make commitments to other projects, especially local advisers in our target states.
- Early organizing means we have more time to design, translate, and polish our voter support materials in the state(s) we’ll be working in. For example, in 2022 we developed the multivariable map of Atlanta below, focusing on areas with low vehicle ownership, high chance of voting democratic, non native english speakers, and bus lines¹.



¹ (2020 data) (ES Spanish ZH Chinese HI Hindi) Atlanta areas (census block groups) where Dems are >75% and fraction of households with no vehicle access is >25% (brown) or >40% (purple). Bus stops (black dots), low income housing (red circles), 24 hr laundromats (green circles), very crude non English language info using tweet map data and restaurants – next time AI analyzing signs in Google Streetview Raw data and more at bit.ly/DemsSansCars