

PROJECT 2024

MAJORITY

OVER

~~**MAGA**~~

INDIVISIBLE

TO: Interested Parties

FROM: Indivisible Co-executive Directors Ezra Levin & Leah Greenberg

DATE: February XX, 2024

RE: Indivisible's Project 2024: Majority Over MAGA

Project 2024: Overview

We're at a crossroads. One path leads to a democratic trifecta that codifies abortion rights and passes democracy reform. The other path leads to the implementation of MAGA's 900-page "Project 2025" - a detailed plan for making Trump a dictator, in his words, "on day one." After mobilizing a grassroots movement to build the Blue Wave in 2018, defeat Donald Trump in 2020, and stop the supposedly inevitable red wave in 2022, **Indivisible is launching Project 2024: Majority Over MAGA, a nationwide program to build a new Democratic trifecta, reelect President Biden, and mobilize a majority against the anti-democracy, anti-abortion politics of MAGA.** This program is rooted in the strength of the thousands of local Indivisible groups across the country and a groundbreaking innovative strategy for voter engagement.

Strategy: Mobilizing a Majority Against Extremism

The 2024 election is an uphill battle for Democrats. The Senate map leaves no room for error, and we can't count on voter enthusiasm for the top of the ticket to carry us to victory. To win, we will need to make sure voters are focused on the issues where Democrats hold a competitive advantage, specifically, fighting MAGA extremism on democracy and abortion.

The Biden-Harris campaign is effectively highlighting the stakes of the race when it comes to these issues. But we have to face the facts: Biden's approval ratings are low, and the campaign will need support from outside messengers to drive home the stakes of the election, generate energy among the base, and reach disaffected voters.

Through Project 2024: Majority Over MAGA, Indivisibles across the country will work to turn out a winning electoral coalition with special tactics to reach two key groups: likely Democratic voters at risk of staying home, and "double hater" voters who have negative opinions of both presidential candidates. These voters' behavior decided the outcomes in 2016 and 2020, and this year they make up an even larger proportion of the electorate. Although they're being heavily targeted with Republican messaging on inflation and immigration, we know that they care about democracy and reproductive freedom—and if they turn out based on those issues, we will win.

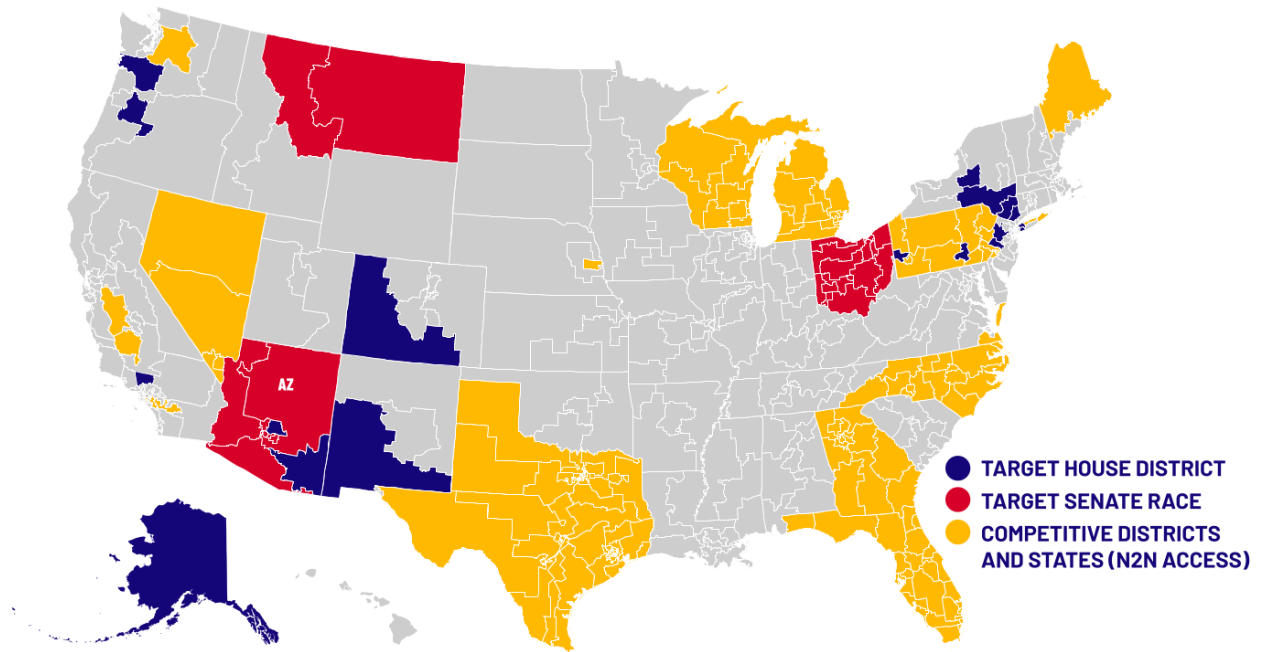
How We'll Do It

We'll be pursuing four strategic approaches to win. In each approach, we're leaning in to Indivisible's unique value-add in elections: our grassroots base of local groups and volunteers.

1. **Framing the stakes of the election with trusted local voices.** Biden and Harris can't be alone in defining this election as a referendum on MAGA. Conflicted voters need surround sound. That means working with trusted community members to create that narrative on the ground with op-eds, bird-dogging of bad electeds, and attention-grabbing media events. In 2023, Indivisible groups in vulnerable House GOP districts generated negative local press hits, letters to the editor, and op-eds. Continuing and building on this, we'll take advantage of narrative opportunities in states with abortion referenda, and we'll organize a national mobilization on the anniversary of the *Dobbs* decision this summer.
2. **Battleground: Arizona.** There's no more important state this cycle than Arizona. With a crucial Senate seat, two target House races, and 11 electoral college votes, the path to national victory runs through Arizona, where we've made deep investments in the Indivisible network over the last two years. Three dozen Indivisible groups spread out across every one of Arizona's 15 counties will focus on collecting signatures to get an abortion access referendum on the ballot for the first half of 2024, a crucial step for framing the election on our terms and driving turnout for the Democratic coalition. Indivisibles will pivot to federal electoral targets in the summer.
3. **Partnering with local Indivisibles to win target districts and states.** In 2023, we built a cohort of Indivisibles in the 18 Biden-won Congressional districts to hold their GOP reps accountable and drive down their favorables. In 2024, we'll expand this cohort to include 21 of the highest priority offensive and defensive target Senate and House races, delivering Indivisibles the staffing, resources, and voter contact tools to drive the narrative and turn out the vote in must-win contests.
4. **A national voter contact strategy built around our groundbreaking Neighbor2Neighbor (N2N) relational canvassing tool.** N2N combines relational organizing and door-to-door canvassing by matching volunteers with voters to canvas in their own neighborhoods. Instead of giving volunteers a long list of strangers, we give them a short list of neighbors. It works. Our 2022 pilot in Senate swing states found this to be twice as impactful as traditional canvassing. This result was externally validated by the data science team of the Movement Cooperative, and we're making it the star of our 2024 GOTV program. We'll be mobilizing volunteers to reach out to voters via N2N in target races, and for volunteers outside of those targets, we'll be driving remote volunteer recruitment for N2N, as well as direct-to-voter texting, postcarding, and phonebanking to reach millions of voters.

From the Ground Up: Target Races in 2024

Project 2024 is targeting competitive races where local Indivisible groups can make the difference in the fight against MAGA extremism.



It's a national election, but we all know that control of the House, Senate, and presidency will come down to a small subset of states. Our strategy depends on organizing our groups in those states to talk to their fellow constituents, and harnessing the excess capacity of the movement outside those states to recruit volunteers and do remote direct voter contact.

- ★ **WIN THE HOUSE:** To end MAGA Mike Johnson's speakership, we must flip at least five House seats this year. We've identified 18 of the most competitive House seats with active and engaged local Indivisible groups. We'll focus our work to take back our House majority in these districts and with these locals.

Targets: AK-AL, AZ-01, AZ-06, CA-27, CO-03, NM-02, NJ-07, NY-03, NY-04, NY-17, NY-18, NY-19, NY-22, OR-05, PA-01, PA-10, PA-17, WA-03

- ★ **SAVING THE SENATE:** In 2024, Democrats face the most challenging Senate map in years. To hold our slim majority, Indivisible will resource in-state groups with the tools and messaging to turn out their communities and funnel out-of-state volunteer support to the highest-priority races in Arizona, Montana, and Ohio.

Targets: Arizona, Montana, Ohio

★ **WIN THE WHITE HOUSE.** In presidential swing states, we'll be deploying Neighbor2Neighbor to mobilize volunteers to contact voters who may not be effectively reached by traditional campaign ground game.

Targets: Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Wisconsin

TIMELINE:

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| FEBRUARY | Official 2024 program launch. We kick off Project 2024: Majority Over MAGA with a volunteer-led surround sound campaign |
| MARCH – MAY | Recruitment and accountability. We bring groups in target races into our Target Race Cohort and open pre-registration for Neighbor2Neighbor. Indivisible groups run earned media accountability work against MAGA incumbents. |
| JUNE – AUGUST | Dobbs anniversary and national deployment. On the anniversary of the outrageous <i>Dobbs</i> decision, Indivisibles will mobilize against MAGA extremism nationwide. Neighbor2Neighbor is deployed nationally, and traditional voter outreach programs message against extremism. |
| SEPTEMBER – OCTOBER | Local turnout and out-of-state support. Distributed volunteer opportunities will drive voter contact capacity from non-competitive areas to high-priority contests. Neighbor2Neighbor will see a second-round deployment in target states and a first-round deployment in states with abortion ballot initiatives. |
| NOVEMBER | GOTV & Election Day. |

ABOUT INDIVISIBLE

Indivisible is one of the country's largest and most influential networks of grassroots activists. In 2018, Indivisible made its mark as one of the [driving forces behind the "Blue Wave"](#) that swept Republicans out of office. In 2020, Indivisible served as [a progressive voice for Democratic unity](#) and later became a national hub for pandemic volunteer activity, setting up the cycle's ["Best No-Contact Field Program,"](#) according to Campaigns & Elections. In the 2022 midterms, Indivisible dug in to [defend Democratic incumbents](#) in the House. Echoing President Biden's forceful message about protecting our democracy, Indivisible helped [draw attention to GOP extremism](#) in key states.