

# WINNING THE MIDWEST

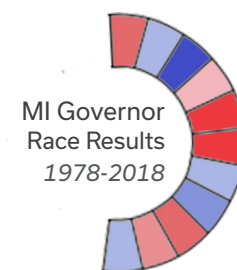
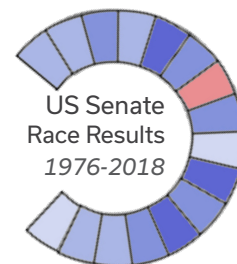
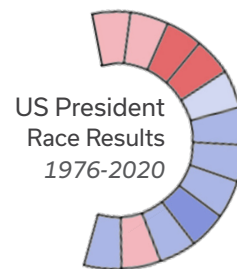
## DISRUPTING MYTHS AND BUILDING MULTIRACIAL GOVERNING COALITIONS

### Michigan Addendum

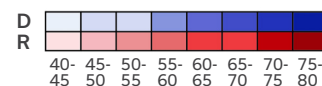
Michigan, a critical "Blue Wall" state that delivered the Presidency to Donald Trump in 2016 and then swung for Biden in 2020, sits at the heart of the Midwest's political cross currents. Democrats reclaimed statewide offices in 2018, but were unable to take back the state legislative chambers due to gerrymandering. While progressive infrastructure was undermined by the passing of Right to Work legislation in 2013, in 2018 Michigan organizations did win two democracy ballot initiatives that transferred power to draw the state's congressional and legislative districts from the state legislature to an independent redistricting commission and added eight voting policies to Michigan's constitution, including straight-ticket voting, automatic voter registration, same-day voter registration, and no-excuse absentee voting.

In 2022, Michigan state offices are up for election. There are opportunities to make gains in the legislature with new districts and three US Congressional districts rated as toss-ups. There are also a set of progressive ballot measures likely to be on the ballot this fall. Michigan will be the center of the political universe again in 2022 – but lessons must be learned from other swing states that failed to build long-term power despite hundreds of millions of dollars dumped into their state. Instead, we must win elections while building enduring capacity by executing the four-part strategy in the Winning the Midwest:

- 1 Invest strategically to mobilize Black, immigrant, and young voters
- 2 Organize conflicted white voters with new and proven strategies
- 3 Advance a Race Class Narrative in Michigan
- 4 Establish electoral programs through independent state ecosystems



Key: Winning Ratios Per Party



**8,061,525**

MI Registered Voters, 2020



### KEY RACES FEDERAL

#### House of Representatives

Three competitive Congressional races are underway in Michigan this cycle: two currently held by Democrats, one by a Republican.



### KEY BALLOT INITIATIVES

**Michiganders for Fair Lending** Reduce and cap fees and charges imposed by payday lenders at 36 percent annually.

**Promote the Vote 2022** Create a fundamental right to vote and make voting easier with proposals creating greater ballot access.

**Raise the Wage MI** Raise the minimum wage in steps to \$15/hour by 2027, extended to tipped/young/disabled workers; and index for inflation.

**Reproductive Freedom for All** State constitutional amendment to protect reproductive freedom, including abortion at *Roe v. Wade* scope.

**Voters for Transparency and Term Limits** Reduce maximum length of service for lawmakers from 14 to 12 years; allows full tenure in one chamber.



### KEY RACES STATE

#### Supreme Court

Two seats on Michigan's highest court are on the ballot.

#### Governor, Lt. Governor, Secretary of State, AG

In 2022, every statewide office in Michigan is up for election.



### CONSERVATIVE STATUTORY INITIATIVES

**Vouchers 1** Allows "scholarships" to private, religious, and public school students, with private and religious school students receiving up to 15 times more than public students.

**Vouchers 2** Allows individuals donating to private "scholarship" groups a 100 percent tax credit, potentially costing the state at least \$500M annually.

# STRATEGIC RECOMMENDATIONS FOR INVESTMENT IN MICHIGAN



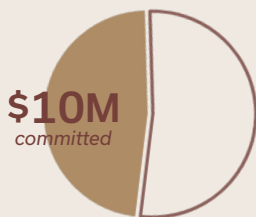
**\$3M**  
needed



**\$2.5M**  
needed



**\$2.5M**  
needed



**\$11M**  
needed

## INVEST IN BLACK, IMMIGRANT & YOUNG VOTERS

At the center of the progressive ecosystem in Michigan is a set of emerging organizations led by people of color. This is a particular strength in the state, and creates opportunities to invest deeply in those constituencies with multiple strategies across a broad set of groups.

Notable organizations include We the People Michigan, Mothering Justice, Oakland Forward, Michigan United, Rising Voices, Moses, Detroit Action, and the Michigan Student Power Network.

## ORGANIZE CONFLICTED WHITE VOTERS

Winning the Midwest argues against the myth of the "moderate white voter", showing that these conflicted voters can often be moved into a progressive coalition through deep engagement. Michigan has a set of organizations doing work with white voters across the state on a variety of issues.

Those organizations include Michigan League of Conservation Voters, Planned Parenthood, Galvanize US, and In Union. They are working on issues including gender and reproductive freedom, workers' rights, and climate justice, and have reach across the state.

## ESTABLISH A RACE CLASS NARRATIVE IN MICHIGAN

Many partners on the ground in Michigan have invested capacity and resources to support Race Class Narrative programming. We Make Michigan is working in partnership with We Make the Future to further develop the work of Anat Shenker Osorio, Heather McGhee, and Ian Haney Lopez in order to build messaging that addresses race and class while moving independent voters.

America Votes and Progress Michigan's work with issues and values-based segments, in partnership with Grow Progress, is aiming to better hone individual messaging and live test communications in order to eliminate backlash, recognizing the need to broaden community reach and impact.

## STRENGTHEN INDEPENDENT ELECTORAL ECOSYSTEMS

Michigan has a broad range of organizations undertaking 501c4 electoral work. Applying the Midwest analysis, we recommend investing in political programs that both strengthen base building organizing and produce rigorous electoral outcomes (doors knocked, voters engaged, etc.).

There are a number of c4 organizations and efforts that are working to build and retain capacity from cycle to cycle. These range from groups like Detroit Action, which is focused on Black voters, to organizations sitting at the America Votes table, which has a collective goal for contacting 2.1 million voters through its programs in 2022. This universe recognizes a need for persuasion and mobilization across the progressive coalition with over 60 percent of early capacity-building advancements supporting power-building organizations. We recommend that funding should go directly to organizations that have combined base building and electoral program strategies.