

WINNING THE MIDWEST

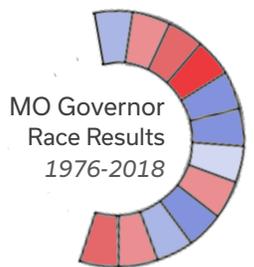
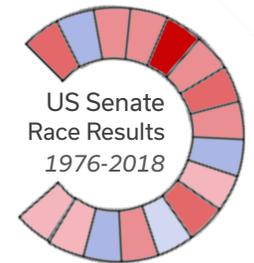
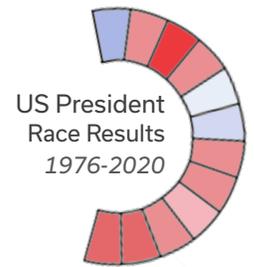
DISRUPTING MYTHS AND BUILDING MULTIRACIAL GOVERNING COALITIONS

Missouri Addendum

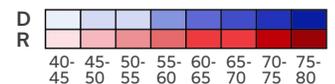
Missouri has been ground zero for transformative Black and progressive electoral organizing since 2014. Despite challenges winning statewide elections, the organizing ecosystem has grown exponentially over the last eight years, resulting in impressive organizing victories at the local level and on statewide ballot initiatives. Movement politics defeated the seven-term Prosecutor who failed to charge the officer who killed Michael Brown. In 2018, Right to Work was defeated, the minimum wage was raised, and campaign finance reform was passed – all with broad support. In 2020, organizations won a campaign to [Close the Workhouse](#); Cori Bush was elected to US Congress and joined The Squad; reform-driven Prosecutor Kim Gardner was re-elected in St. Louis; and Medicaid Expansion passed by six points. These victories illustrate what is possible if we invest in statewide infrastructure, as we have for local politics and ballot initiatives. They indicate that US Senate seats and the Governor's mansion are winnable with early investments in on-the-ground capacity.

Missouri organizers are developing the plans, policies, and people it takes to build a multiracial governing coalition. Missouri Organizing and Voter Engagement Action (MOVE Action), the state's 501c4 table, boasts members including Missouri Faith Voices Impact, Missouri Jobs with Justice Voter Action, Pro-Choice Missouri, the Organization for Black Struggle, Missouri Rural Action, and Action St. Louis Power Project. In order to capitalize on the momentum being built in Missouri, we must execute the four-part strategy laid out in 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 Missouri
- 4 Establish electoral programs through independent state ecosystems



Key: Winning Ratios Per Party



4,338,133

MO Registered Voters, 2020



KEY RACES FEDERAL

2022 Senate. With Roy Blunt's retirement, a slate of extremist Republican candidates are vying in the primary, including former governor Eric Greitens who is [leading in recent polling](#) despite his scandal-laden resignation in 2018. Organizers are working to define these candidates as extremist, utilizing strategic voter research and engagement to move conflicted voters from anti-democratic candidates. MOVE Action will tarnish the GOP brand significantly prior to 2024.

2024 Senate. Josh Hawley, Trump lackey and January 6th apologist, is up for reelection. MOVE Action and partners will build on work in the current election cycle to paint Hawley as out-of-touch, targeting persuadable voters away from his extremist, dog whistle politics and towards a narrative rooted in solidarity.



KEY RACES LOCAL

St. Louis Board of Aldermen. In 2023, the Board will reduce by half – from 28 to 14 seats. Building on the 2021 election of progressive Mayor Tishaura Jones, Action St. Louis are leading the charge to flip the Board to a progressive majority in this once-in-a-lifetime reorganization.

Kansas City Council. Redistricting provides opportunities for new candidates and increased BIPOC representation. KC Tenants will run candidates for a progressive supermajority in 2023.

Ballot Initiative Defense. A battle to defend Missouri's initiative petition process looms, and organizers are positioning to fight anti-democratic "reforms" in August 2022. Winning will require an intensive education campaign followed by robust community-led GOTV. Groundwork is being laid for proactive ballot fights in 2024.

STRATEGIC RECOMMENDATIONS FOR INVESTMENT IN MISSOURI

INVEST IN BLACK, IMMIGRANT & YOUNG VOTERS

Grassroots member organizations of the MOVE Action table are invested in long-term strategies to change the issue environment and grow the scope and capacity of a progressive base. By centering multiracial movement building, these grassroots organizations will continue to build the political power needed to deliver statewide wins. Organizations building power in diverse communities are at the heart of Missouri's progressive progress. Action St. Louis is a defining force in public policy and elections in their region and is anchoring a statewide Black Power Table that works in alignment with MOVE Action to encourage statewide strategy and collaboration. A new Missouri Inclusive Democracy Fund has been launched by foundations in-state to tackle startling racial inequity in Missouri's electorate, starting with voter registration. The fund will include engagement in the AAPI and Latino communities long overlooked for investment.



\$1.2M
needed



\$1M
committed

\$1M
needed

ORGANIZE CONFLICTED WHITE VOTERS

MOVE Action's Transformative Conversations [report](#) details how urban and rural residents and white people and people of color have been pitted against each other by politicians and corporate backers. Organizers encountered hopelessness, apathy, cynicism, and racism that amplifies the need for organizing in left-behind communities for them to meaningfully participate in the democratic process. As a result, Missouri Wins Investor Network and MOVE Action made strategic investments in the voter file, helping partners to persuade conflicted voters. Ongoing research is testing messages and in 2022, partners including Missouri Jobs with Justice, Metropolitan Congregations United for St. Louis, and Missouri Rural Crisis Center hope to test and develop these strategies in a [third phase](#) of this successful program. Over many years, we will shift conflicted white voters from politics motivated by dog whistles and scarcity into a narrative rooted in solidarity and community.

ESTABLISH A RACE CLASS NARRATIVE IN MISSOURI

Building a multiracial governing majority requires collaborative alliances across constituency organizing institutions. Via MOVE Action, institutional leaders across diverse organizing bodies are clear that building power requires deep work to disrupt internal and institutional white supremacy and invest in binding multiracial solidarity. MOVE Action has committed to a transformative Race Class Narrative that knits together organizing across diverse communities, building on the significant listening work of member organizations [through 4,000+ conversations](#) with poor and working class voters in urban and rural parts of the state. These transformative conversations identified common struggles and offered insight into how Missourians think about race. In 2020-2021, member organizations engaged in an additional [3,000 transformative conversations](#), moving engaged voters into deeper leadership.



\$100K
committed

\$400K
needed

STRENGTHEN INDEPENDENT ELECTORAL ECOSYSTEMS

Missouri's organizing renaissance has sparked a constellation of new capacity hubs serving front-line grassroots organizing groups: MOVE/MOVE Action (c3/c4 tables), Missouri Wins Investor Network (donor table), LeadMO (talent hub) and Progress Missouri (communications hub). Investments must accelerate the core capacity of these organizations and their leadership to build scale needed to meet the challenges of 2022 and 2024 elections. Crucial infrastructure coordinated by MOVE Action has made consistent and large-scale voter engagement possible; continued investment will prioritize planning and leadership that builds progressive power, one cycle at a time.



\$3M
committed

\$2M
needed