The Demographic Revolution: The Path to a Permanent Progressive Majority in America
A new day has dawned in American politics. And it’s arrived much quicker than we thought. When we came together in the Summer of 2011 to discuss creating a new political action committee for the emerging majority of People of Color and progressive Whites, conventional wisdom was against us. Most political pundits, journalists, and Democratic consultants still believed that the formula for electoral success consisted of winning over moderate, White, “swing” voters. Appealing to “the base,” the logic went, was a recipe for disaster because it would alienate said swing voters and drive them into the arms of the Republicans.

Oh, what a difference the re-election of a Black President makes. Suddenly, everybody is talking about the new, multi-racial majority in America. From mainstream media to Republican leaders to Fox News, the media is filled with talk about Latinos, “the Obama Coalition,” and the Rising American Electorate. The overwhelmingly monochromatic White House Press Corps is even criticizing Obama over the lack of diversity in his Cabinet (overlooking, as Kamau Bell humorously observes, that the Cabinet still has more Black Presidents in it than any previous administration).

At PAC+, we were gratified by both the election results and the near-universal concession of the electoral implications of the changing composition of the American population. We were thrilled to see all five of the rainbow slate of candidates we backed in Texas prevail, and we are excited to see the escalating enthusiasm among progressives for making the investments necessary to turn Texas Blue. We were proud to partner with Georgia House Minority Leader (and PAC+ Board member) Stacey Abrams to block the Republicans from gaining a two-thirds majority in Georgia, and we are eager to help her diverse team of 75 young activists continue to lay the foundation for picking up an open Senate seat in Georgia in 2014. And the seeds that have been planted in California bore impressive fruit as Democrats won races in previously conservative areas of San Diego, Orange County, and Riverside, sending new Dems such as Mark Takano and Raul Ruiz to Washington and capturing two-thirds of the California State Legislature.

From the Stockton, California City Council (where 22 year-old Michael Tubbs won an impressive victory) to the re-election of President Obama, the reality of the New Majority is now undeniable. The question, however, is the same one Martin Luther King, Jr. asked in 1968, shortly before his death - “Where do we go from here?”

The conservatives now understand the changed American electorate, and, in many ways, they may understand it better than many Democrats and progressives who are still slow to identify and elevate leaders of Color. 2013 and the years to come will witness an intense battle for the hearts and minds of People of Color, and PAC+ will be in the middle of the fray. If we are truly going to turn the demographic majority into a permanent progressive political majority, we must continue to invest in committed leaders and activists with the moral compass, disciplined work habits, and strategic sophistication necessary to succeed in American politics. And we must build on the good work being done in strategic states such as Texas, Georgia, and Arizona, which are on the frontlines of the demographic revolution.

We are incredibly proud of the work we have done and humbled by the fact that we are living in the midst of a profound transformative time in American history. We will do our part to try to harness these winds of change to bring about a new era of peace, justice, and equality for all.

We hope you will join us on this journey.

In Solidarity and Hope.

Steve Phillips
Chair and Founder
Julie Martinez Ortega, JD PhD
President
Edil De Los Reyes
Political Director
Kirk Clay
Senior Advisor

What Time Is It?

“It’s hard to tell time by revolutionary clocks.”
-Historian Lerone Bennett Jr., of Time Space and Revolution, August 1969

A Preview of the New Electoral Map for the 21st Century

Obama 2008

The Coming Wave: 24 States With 19% Voters of Color
The New Face of American Politics

PAC+ identified and backed a rainbow slate of progressive candidates in seven strategic states across the country in 2012. 65% of those candidates won, and these courageous champions of justice represent hope for changing America’s politics and policies as we enter a new, multi-racial, inter-dependent future.

- Mazie Hirono, U.S. Senate
- Mary Gonzalez, State Representative
- Mary Ann Perez, State Representative
- Marc Veasey, U.S. Congress
- Pete Gallego, U.S. Congress
- Wendy Davis, State Senator
- Stacey Abrams, State Representative, House Minority Leader
- Mark Takano, U.S. Congress
- Jim Frazier, State Assembly
- Norman Yee, San Francisco Supervisor
- Michael Tubbs, Stockton City Council
- Jim Frazier, State Assembly
Where Do We Go From Here?

“There are all too many people who, in some great period of social change, fail to achieve the new mental outlooks that the new situation demands. There is nothing more tragic than to sleep through a revolution.” - Martin Luther King, Jr., “Remaining Awake Through A Great Revolution,” June 1965

We have won the argument that there is an emerging new majority in America, but we can’t let up now. The Right Wing is now awake and aware of this reality, and they are on the move to win over People of Color. Now is the time to intensify, escalate, and accelerate our strategic investments in critical fronts of the demographic revolution.

For 2013 - 2014, PAC+ will focus on the following key areas of work:

- **Turning Red States and Regions Blue**
- **Supporting Social Justice Champion Candidates**
- **Embracing the Civil Rights Fight of Our Day**

Turning Red States and Regions Blue

Now that it’s clear that there is a new electoral majority in America, we must accelerate smart, strategic investments in critical states undergoing demographic transformation. As President Obama showed in 2008 and 2012, Colorado, New Mexico, Nevada, Florida, Virginia and North Carolina are now Purple and trending Blue. Census data and recent election results suggest that the next states to flip should be Texas, Georgia, and Arizona. PAC+ will continue to help lay the foundation for political re-alignment in these states in the following ways:

**Supporting Grassroots Lobbying Around Medicaid Expansion in Swing Districts**

Expansion - an important part of Obamacare - will bring billions of dollars to these states to provide much-needed health care for poor people, but posturing conservative Governors threaten to reject the aid. By forcing vulnerable state legislators in Texas and Georgia to take a stand on this issue (and challenge them to defend the indefensible abandonment of poor people), we will negatively define candidates whom we want to target for defeat in 2014. Through creative earned media tactics and deployment of social media and the ethnic press, we will help build in-district capacity to take out these legislators in 2014, moving the states that much closer to a Democratic majority.

**Recall Sheriff Arpaio**

Arizona - where People of Color comprise 43% of the population – is epi-center for some of the most xenophobic and anti-immigrant policies in the country. The tide is turning there, however, and in 2012 we fell just short of electing a Latino Democrat to the U.S. Senate and defeating infamous Maricopa County Sheriff Joe Arpaio. PAC+ Board member Randy Parraz is leading the charge to recall Arpaio in 2013, and this campaign offers the opportunity to rid Arizona (and the country) of Arpaio’s hatred, strengthen the electoral infrastructure necessary to win elections in 2014 and 2016 (when Arizona should truly be a Presidential battleground state), and expand a national network of people who support inclusive and enlightened immigration policies.
Electing Anti-Poverty Crusader - Cory Booker for Senate

As the progressive movement begins to grapple with its direction and priorities and it prepares for a post-Obama world in a few years, it is critical that strong, unapologetic, and inspiring social justice leaders step forward to continue to catalyze the emerging new majority coalition. There is no leader in America who better combines savvy social media skills, an enthusiastic, young, national network, and consistently strong stands on the moral imperative of addressing poverty than Newark Mayor Cory Booker. Cory is planning on running for U.S. Senate from New Jersey, and PAC+ was the first national organization to embrace his candidacy. We will continue to help harness and channel the national enthusiasm for Booker’s candidacy so that he can both win his Senate race and bring the issues of poverty, criminal justice reform, and marriage equality to the highest levels of the national stage.

From Picking Cotton to Picking Senators - Georgia’s U.S. Senate Seat

Georgia was once a stronghold of the Confederate South, but the demographics have now changed to the point where the descendants of those whose hands once picked cotton can now truly pick the next U.S. Senator. In 2008, the Democratic candidate for U.S. Senate lost the election by just 110,000 votes in a year when there were 600,000 eligible, but non-voting African Americans. Georgia’s Republican Senator is retiring in 2014, and this presents an excellent opportunity to put in place a statewide campaign that can identify, organize, and mobilize Democratic voters who will bear fruit in local and statewide races for years to come. PAC+ will work closely with our Board member Georgia House Minority Leader Stacey Abrams to build on the grassroots team she’s been developing to recapture the Georgia House in coming years. Stacey’s team can help a promising candidate for Senate make a strong run for the Senate seat.

Using our 21st Century Tools: Spreadsheets and Databases

The PAC+ data geeks (and that’s all of us) are hard at work crunching numbers and gathering local intel to identify promising state and local candidates to support in our priority states. We will pay particular attention for areas where there are opportunities to make gains next year by organizing and advocating this year around critical issues such as immigration reform, gun safety, and combating poverty.

Comprehensive Immigration Reform: A Once In a Generation Campaign

Opportunities to pass transformative progressive legislation that impacts millions of lives and reshapes the political map only come along once in a generation (if we’re lucky). Such a moment is at hand with the campaign to pass Comprehensive Immigration Reform. Confronting their repudiation at the polls and looking at the growing numbers of Latino voters, Republicans are now willing to set aside their opposition to all things Obama and advance legislation to pass immigration reform. If passed, this legislation could set 11 million immigrants on a path to citizenship and further accelerate the transformation of the electorate. The bipartisan backing of this legislation provides a huge opening, but it will still take massive grassroots advocacy to get the bill through the House of Representatives. PAC+ will partner with the leading national advocacy groups to engage our members in multiple states across the country in in-district advocacy to pressure Members of Congress whose district composition makes them vulnerable to 2014 challenges from candidates who can galvanize voters who care about immigration reform. This organizing will both till the soil for 2014 races (and hopefully Democratic pick-ups) while also engaging all of us in a compelling – hopefully successful – moral crusade to help America fulfill its promise.

Social Justice Champions

Comprehensive Immigration Reform
Who We Are and Where We Are

PAC+ believes in a ‘High Tech and High Touch” model of organizing (the “Plus” stands for social!). Over the past two years, we have held in-person gatherings in cities across the country where like-minded advocates for change can meet, connect, and develop lasting relationships to advance the cause in their local area. Check our website for a PAC+ event near you!

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Join the Revolution

PAC+ is a new social justice PAC building a long-term political strategy tied to the country’s demographic revolution - a PAC of many donors, not mega donors - and we will pool our collective resources and direct them to strategic races and progressive candidates who will help build the New American Majority for justice. If just 0.8% of the 12.4 million households making real money gave $20/month, we could move $24 million a year.

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Contributions to PAC+ can be made online at: www.actblue.com/page/JoinPACPlus

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