THE PAC FOR AMERICA’S NEW MAJORITY
Together, We Can Change the World
PAC+ is a new national network focused on democratizing money and politics to give voice to America’s New Majority. Recognizing that People of Color and progressive Whites are now the majority of people in America, PAC+ will pool the resources of its members and direct them to strategic races in states where the demographic revolution can change the political balance of power. In 2012, PAC+ is focusing on six strategic states -- Texas, Georgia, New Mexico, Ohio, California, and Arizona.
TABLE OF CONTENTS

Welcome 3
Board of Directors 5
Priority States for 2012 6
Dear Friend,

Thank you for your interest in the PAC+ Family! This book tells a little about who we are and where we are.

Our story is your story. It’s the American story, and, really, it’s the best of the American story. The history of the United States of America is a tale of two countries. Slaves and slaveowners, Pilgrims and Native Americans, Westerners and Mexicans. Over the centuries, the country has wrestled with exclusion and inclusion, repression and resistance, fear and hope.

Against that backdrop, many communities, families, and individuals struggled and sacrificed in the hope that their children would live to see a brighter day. Millions of African Americans moved from the South to the industrial Midwest and North in search of jobs and opportunity. Mexican Americans across the Southwest sought to preserve their culture, nurture their children, and provide educational and economic ladders for future generations. Individual families made financial sacrifices and took personal risks so that their children could attend better schools and access greater opportunities.

Our parents were those people. A divorced African American schoolteacher raising three children by herself in the formerly-segregated suburbs of Cleveland, Ohio. A Mexican American homemaker who left school after 8th grade to help support her eight younger siblings and an Air Force mechanic raising four children in San Antonio’s Southside. Because of their determination, discipline, and hope, we received the kinds of educational opportunities that prepared us for higher education at the country’s top colleges and universities. And because others fought to force open the doors of the elite institutions, we were able to walk into a place like Stanford University and acquire the skills, knowledge, and relationships that have enabled us to graduate from college, become lawyers, and achieve professional and financial success.

We Are Not Alone

Despite our current personal privilege, we are acutely aware of two realities, and those realities led us to create PAC+. First, we know all too well that there are far too many people still struggling to make it in America. From both first-hand family experience and statistical analysis, we know that millions of people still struggle against
great odds to find a decent job, secure a clean, safe and dignified place to live, and send their kids to schools that will tap their brilliance and unleash their potential.

The second reality we are aware of is that we are not alone. Precisely because of the struggles that benefited people like us, there are now more successful People of Color than at any previous point in the history of the United States. And, almost by definition, there are now more Whites who have worked with, stood by, and partnered with People of Color than at any previous point. Based on the 2010 census data, we estimate that there are twelve million households of People of Color and progressive Whites earning more than $100k/year (for comparison purposes, 600,000 people gave Barack Obama more than $200 in 2008). We have the numbers and the resources to be a powerful political force.

**We Still Have A Dream**

We still believe in the possibility of a better America, and we still have hope that we can build a thriving, harmonious, multi-racial democracy that is a model for the world. And just as our parents sacrificed and worked hard to open up individual opportunities for us, we are going to apply that kind of discipline and determination to creating a political network that is powerful enough to provide opportunities, possibilities, hope, and justice for all. We invite you to join us on this journey.

In Solidarity and Hope,

Julie and Steve
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PRIORITY STATES FOR 2012

Arizona
California
Georgia
New Mexico
Ohio
Texas
The dramatic growth of the electorate of color is a pivotal phenomenon that will shape the political landscape for at least the next three decades. PAC+ political targeting will rely heavily on this reality by selecting geographic areas where demographic shifts are occurring locally and where they could transform that energy into changes in the political balance of power. With respect to candidate selection, the PAC+ targeting strategy will lead us to seek out candidates whose message and politics can inspire and motivate a multi-racial new majority to engage in the electoral process, and who are committed to organizing their constituents into active participants in the political process.

Our targeting criteria involve three levels of analysis:

1. Which geographic areas have the most potential to form a multiracial new majority and where is there a need for long-term infrastructure building?
2. Which races taking place within these geographic areas are worth contesting?
3. Where would adding our resources make a meaningful impact?

Politics is both an art and a science. Therefore, our targeting assessment will involve both a qualitative and quantitative evaluation of the potential geographic targets and candidates.

Our assessment will include a review of the following measures, among others:

1. The Democrat Performance Index (DPI) for the area
2. The increase or decrease of People of Color (POC) vote share for the area
3. The percentage by which POC candidates have won recent elections
4. The average percentage of positive votes for POC candidates in past competitive races
5. Voter turnout results from “like year” campaigns with a focus on high performance years
6. Civic engagement results from cumulative data that measures the long-term impact of past campaigns
7. Lack of recent investment in GOTV and Voter Registration infrastructure
8. Union density
9. Extent of difference between POC and White partisanship
QUALITATIVE RESEARCH

We will develop a qualitative overlay that will inform our selection of target geographic areas and races.

Our qualitative assessment will include a review of the following measures, among others:

1. The quality of community organizing and political infrastructure present in a local area
2. The level of pent-up or un-channeled energy among the potential New Majority electorate
3. The ability to coordinate the specific campaign with up-ballot and down-ballot candidates and issues
4. The effectiveness of past civic engagement efforts
5. The alignment of candidates with the issue priorities of POC and progressive White voters
6. The past civic engagement experience of POC voters
7. The frequency and rate of past volunteering among the local New Majority electorate

THE PAC+ 2012 STATES

Based on an application of the above criteria, we have selected the following states for our 2012 national work. Note that this is only for the national work; state chapters will each have their own specific targets that may not overlap directly with this.

Arizona
California
Georgia
New Mexico
Ohio
Texas

In our first year, we will concentrate our efforts on this small group of states, within which we will choose a number of candidates and issues to support. We anticipate supporting 10-12 races in 2012. As redistricting maps are solidified, we will identify the city, county, and state level races and determine specifically where in the state we will concentrate efforts.
### Arizona

**11 Electoral Votes (Gained 1)**

- **Republican Votes**: 1,230,111 (54%)
- **Democratic Votes**: 1,034,707 (45%)
- **Margin of Victory**: 195,404
- **Possible Additional POC Votes**: 360,247

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<tr>
<td>POC</td>
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**White** 58%  
**POC** 42%

- **Obama**: 58%
- **McCain**: 42%

### California

**55 Electoral Votes (No Change)**

- **Republican Votes**: 5,011,781 (37%)
- **Democratic Votes**: 8,274,473 (61%)
- **Margin of Victory**: 3,262,692
- **Possible Additional POC Votes**: 3,137,563

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**White** 78%  
**POC** 22%

- **Obama**: 78%
- **McCain**: 22%

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*Extra Dem votes for Obama if all eligible but non-voting POC in the state had voted for Obama at the same rate that POC voters did.*

**GEORGIA**

16 ELECTORAL VOTES (GAINED 1)

- **Republican Votes**: 2,048,759 (52%)
- **Democratic Votes**: 1,844,123 (47%)
- **Margin of Victory**: 204,636

Possible Additional POC Votes*: 810,460

**NEW MEXICO**

5 ELECTORAL VOTES (NO CHANGE)

- **Republican Votes**: 346,932 (42%)
- **Democratic Votes**: 472,422 (57%)
- **Margin of Victory**: 125,590

Possible Additional POC Votes*: 189,781

*Extra Dem votes for Obama if all eligible but non-voting POC in the state had voted for Obama at the same rate that POC voters did.

**OHIO**

- **18 ELECTORAL VOTES (LOST 2)**

- **Total Pop**
  - 8.0 M

- **Voted**
  - 6.0 M

- **Non-voting**
  - 2.0 M

- **POC Votes**
  - 8.0 M

- **White Votes**
  - 6.0 M

- **Republican Votes**
  - 2,674,491

- **Democratic Votes**
  - 2,933,388

- **Margin of Victory**
  - 258,897

- **Possible Additional POC Votes**
  - 383,101

* Extra Dem votes for Obama if all eligible but non-voting POC in the state had voted for Obama at the same rate that POC voters did.

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**TEXAS**

- **38 ELECTORAL VOTES (GAINED 4)**

- **Total Pop**
  - 9.0 M

- **Voted**
  - 6.75 M

- **Non-voting**
  - 2.25 M

- **POC Votes**
  - 9.0 M

- **White Votes**
  - 6.75 M

- **Republican Votes**
  - 4,479,328

- **Democratic Votes**
  - 3,528,633

- **Margin of Victory**
  - 950,695

- **Possible Additional POC Votes**
  - 2,857,357

The New Majority is the future, and the future has arrived.