

WE FLIPPED THE HOUSE

*AND THIS IS
OUR STORY*



*We believed taking back the House
started in California.*

**OUR PATHWAY TO VICTORY INCLUDED
THREE CORE STRATEGIES:**

1) FOCUS ON FIELD

We believe person-to-person persuasion is one of the most cost-effective methods for voter turnout and engagement. Through Flip the 14's four signature field programs, we were able to move the needle on the ground level for many of our priority targets.

2) TARGET VOTERS STRATEGICALLY

We focused on turning out voters who might otherwise stay home, with a special focus on new and midterm skipping voters, Latinx voters, and bilingual voters.

3) START ORGANIZING EARLY

An effective field program requires trust and partnership among coalition partners. By organizing early - recruiting volunteers and raising money - we were able to implement the necessary campaign infrastructure to make a difference.

FOCUS ON FIELD!

"[They raised]...enough to hire a field organizer in each of the 14 districts to help grassroots activists learn how to approach voters, set up door-knocking operations and lead get-out-the-vote operations"

- The LA Times

*Whereas most PACs spend their money on media and ads, Flip the 14 recognizes field is the most effective form of voter persuasion. Flip the 14 puts its resources in **THE PEOPLE**, not media consultants.*



OVER

8,000

VOLUNTEERS!



Flip the 14 tapped into the unprecedented number of campaign volunteers and motivated activists emboldened by the blue wave to accomplish ambitious field goals.

TOGETHER



WE REACHED OUT TO

OVER

1.5 MILLION

VOTERS!

481,000

PHONECALLS MADE

in partnership with the Courage Campaign



380,000

TEXTS SENT

in partnership with Open Progress & Resistance Labs

226,000

DOORS KNOCKED

in partnership with Code Blue & California Away Team



*Congressman Garamendi (CA-03)
talking to voters in CA-25, a key
battleground district.*

408,000

POSTCARDS SENT

in partnership with Postcards to Voters

IT'S ALL ABOUT TARGETING!

Targeting Works. Our field programs were focused on 4 strategic targets:

1) MIDTERM SKIPPERS:

Voters who generally vote in the presidential elections, but not in the midterms.



2) NEWLY REGISTERED VOTERS:

There was a wave of people who registered to vote following the 2016 election who have never voted before.



3) LATINX VOTERS:

California is home to the country's largest Latinx population, yet far too many campaigns don't prioritize Latinx outreach, including Spanish communications. We did.



4) NON-ENGLISH SPEAKERS:

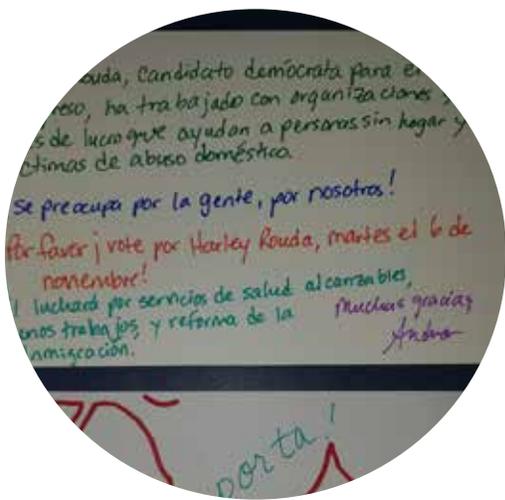
There are many voters who prefer to communicate in languages other than English – Spanish, Korean, Mandarin, Vietnamese, and Punjabi – that we reached out to.



WE MADE OVER 20,000 CALLS IN
SPANISH



AND OVER 25,000 POSTCARDS IN



SPANISH



MANDARIN



VIETNAMESE

Our goal was to complete 5 rounds of voter contact through a combination of postcards, texts, calls, and door-to-door canvassing.

START ORGANIZING EARLY!

For battleground districts, we believe it's important to start early on recruitment, training and deployment. That's why we doubled down on early organizing, by starting campaign trainings in CA-10 in July of 2017.



"Everyone... is extremely thankful for the crucial support that Flip the 14 offered at that crucial junction. It made all the difference in the world in getting people on the ground and I am sure was an absolutely necessary part in coming through at the end with a win." - East Bay for TJ



The earlier we can fundraise, the earlier we can recruit, train, and deploy volunteers. If we fundraise now then we can start setting the foundation for 2020 early.

THE RESULTS?

WE

FLIPPED

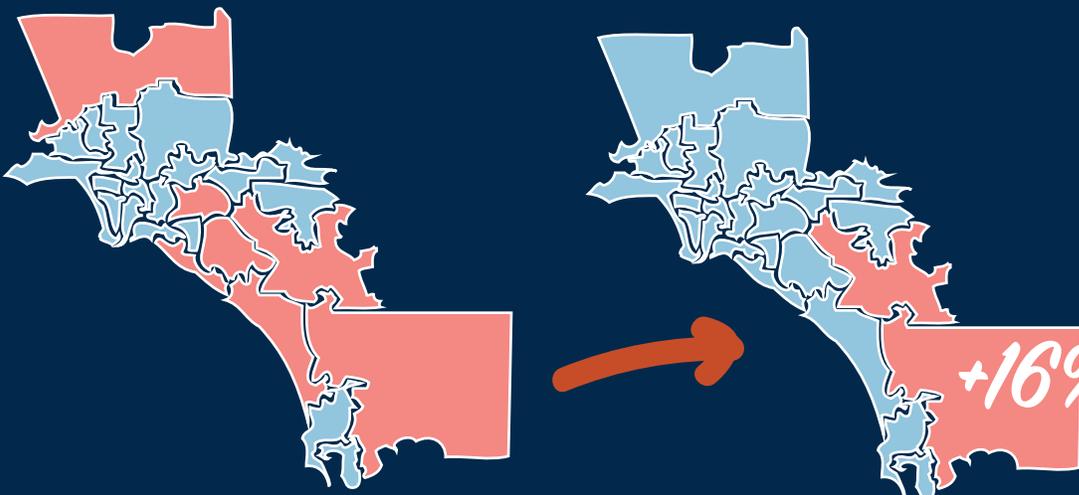
SEVEN

DISTRICTS!



Most of the prognosticators only saw the potential to win in 4-5 districts. Flip the 14 created Pathway to Victory reports in every Republican-held district to expand the map of winnable seats. These reports helped us understand how to create an effective campaign infrastructure in districts we won and districts we came close in.

SO-CAL: We FLIPPED CA-25, CA-39, CA-45, CA-48, & CA-49! Turning ALL of Orange County blue!



Orange County was once a safe haven for Republicans, but the blue wave hit here the hardest. All four Republican districts were flipped, taking out the biggest Republican stronghold in California. The voters of Southern California made their voices heard.

Flip the 14 was responsible for:

- 1,216 Volunteers
- 23,796 Doors Knocked
- 281,256 Postcards
- 383,957 Calls

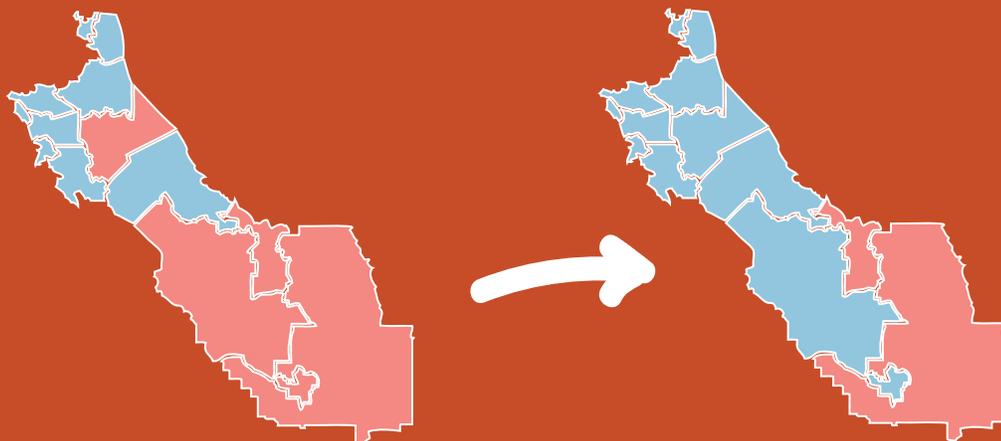
*in CA-50, compared to 2014 election results

CENTRAL VALLEY: We FLIPPED CA-10 & CA-21!

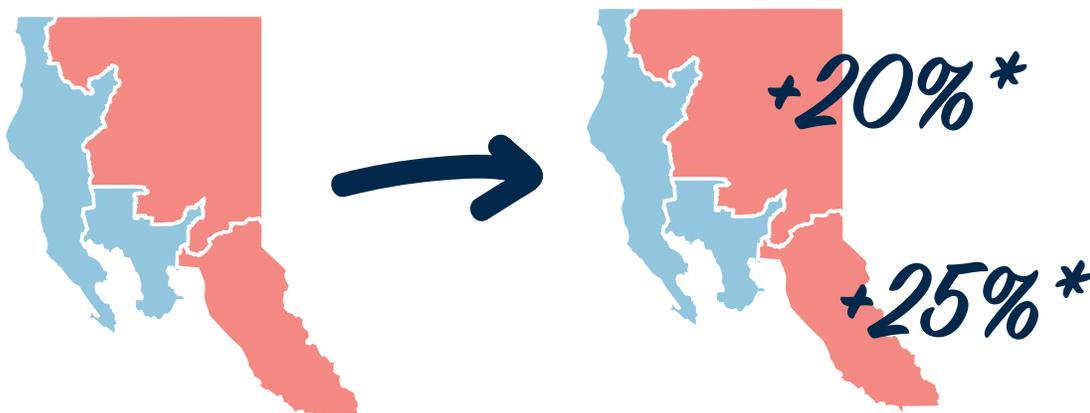
California's Central Valley has traditionally been plagued by low voter turnout. 2018 turned the narrative on its head. These more rural districts realized their Republican representatives did not have their best interests in mind and voted for a change.

Flip the 14 was responsible for:

- 6,217 Volunteers
- 193,115 Doors Knocked
- 100,688 Postcards
- 30,917 Calls



NOR-CAL: We saw Democratic GAINS in CA-01 & CA-04!



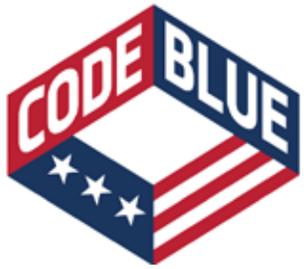
The districts in Northern California have traditionally seen safe Republican seats with low Democratic turnout. This election had the highest Democratic turnout in these districts in any midterm election ever. 2018 showed that these districts are flippable.

Flip the 14 was responsible for:

- 761 Volunteers
- 9,875 Doors Knocked
- 26,222 Postcards
- 1,939 Calls

*compared to 2014 election results

WE COULDN'T HAVE DONE THIS WITHOUT HELP FROM OUR PARTNERS!



"Flip the 14 PAC did tremendous work supporting electoral efforts on the IE side in CA and is broadly loved across CA. Flip has deep campaign experience that they offer out willingly and supportively."

- Aram Fischer, Indivisible California

SO WHAT'S NEXT?

IT'S TIME TO

FLIP THE
WEST

DEFEND!

EXTEND!

REPLICATE!

After helping to flip seven House seats in California, we're already at work preparing for 2020. It's vital that Democrats keep the House, take the Senate, and defeat Donald Trump.



That's why Flip the 14 is expanding into several states in the west where we can make an impact not just in the House, but in the Senate and White House too. Join us and make a difference!

**TOGETHER, WE CAN
FLIP THE WEST!**

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FEC# 00640300 | 5940 COLLEGE AVE, SUITE F, OAKLAND, CA 94618 | <http://www.flipthe14.com>