

# FLIP THE WEST

2020 REPORT



## Congratulations to the four new Senators who flipped the Senate blue...



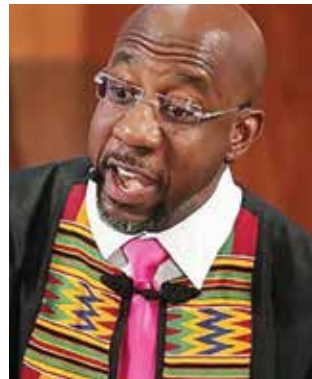
**Senator  
John Hickenlooper (D-CO)**



**Senator  
Mark Kelly (D-AZ)**



**Senator  
Jon Ossoff (D-GA)**



**Senator  
Raphael Warnock (D-GA)**

**...and congratulations to EVERY donor and  
volunteer who made it possible!**



### **The Flip the West Team:**

Doug Linney, Founder & Campaign Director  
Ronnie Cohen, Executive Director  
Andre Charles, Data & Political Director  
Andrew Kim, Field Director & Strategist  
Donald Lathbury, Communications Director & Strategist  
Eileen Raphael, Administrative Manager

And our many Campaign Staff and Super Volunteers, including Grace Aklestad, Yael Bloom, Noah Ball-Burack, Patricia Kelly Carlin, Stuart Cohen, Patrick Curzon, Danny DeBare, Nicolle Dimarria, Maureen Forney, Kathy Galvin, Lucy Gold, Ben Grossman, Ruben Hoyos, Ellen Kaiser, Robin Kamerling, Rachel Lau, Anna Martin, Paden McNiff, Jerry Meral, Chrissy Meuris, Michael Miller, Linda Novick, Eliana Rosen, Debbi Sack, Magali Sanchez, Ruth Schoenbach, Ann Schwartz, Loel Solomon, Adam Taslitz, Amanda Wager, Johanna Wald, Brad Welton, and many more.

# Flip the West: Our Story

**Flip the West** is a grassroots organization dedicated to securing and retaining Democratic control of the U.S. Senate and House. We build and leverage the volunteer power of activists across the country to elect Democrats, creating a pathway to deliver policies that uplift the American people.

We recruit individual volunteers and grassroots organizations and provide them with the tools and training to facilitate their engagement in phone banking, text banking, postcard writing, and Instagram direct messaging. When there's no pandemic, we also provide canvassing opportunities.

Flip the West began in 2017 as Flip the 14, laser-focused on flipping Republican-held House seats in California. Few predicted the landslide we would help build, successfully flipping seven seats blue, including ALL of Orange County!

With these victories under our belt, we turned our eyes to 2020 with the ambitious goal of flipping the Senate blue. We became Flip the West, initially targeting Arizona and Colorado, and then expanding into Iowa, Montana, Alaska, and Kansas.

As we neared November, Flip the West recognized that control of the U.S. Senate could be determined by runoff elections in Georgia. We reached out to the well-established electoral groups and organizers in Georgia and offered our assistance, should it be needed. Flip the West was thus well-positioned to pivot quickly and deploy our volunteers on a massive scale, helping to support local groups and win those seats.

***“The collective action of Blue Wave organizations across the country worked; we delivered a blue tsunami, shattering turnout records everywhere.”***

Overall, during the course of the 2020 election cycle, we reached out to voters over 13 million times, helping to elect Senators John Hickenlooper, Mark Kelly, Jon Ossoff, and Rev. Raphael Warnock. We achieved our goal of flipping the Senate blue!

The collective action of Blue Wave organizations across the country worked; we delivered a blue tsunami, shattering turnout records everywhere.

In 2020, Flip the West became a national powerhouse, developing sustainable campaign infrastructure that can last for years to come. Trumpism and its successors remain an existential threat to our values and institutions, so in 2021 and beyond, we will channel the tremendous enthusiasm of Democrats and progressives all over the country into states where their energy will make the biggest difference.

**Onwards,  
The Flip the West Team**

# Flip the West: By the Numbers

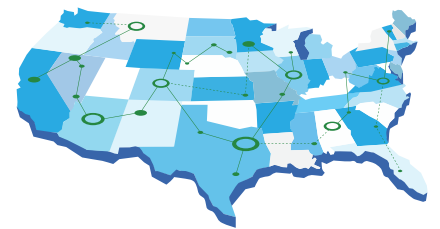
Early in 2020, we developed an ambitious voter outreach strategy that included canvassing in Arizona, Colorado, and beyond. When the pandemic made travel an unacceptable risk, we quickly pivoted to an entirely virtual effort centered on three main pillars:

**1 Prioritizing Strategic Voter Contact:** While many campaigns and PACs focus on advertising, Flip the West is all about direct connections between volunteers and voters. In consultation with our in-state partners, we developed targeted messaging to newly registered voters, low-propensity Democrats, and Democratic-leaning independents. Our volunteers reached millions of voters through phone banking, postcarding, and texting, and we even explored a new and innovative form of voter contact: Instagram direct messaging.



**2 Connecting with in-state partners:** At Flip the West, we are very cognizant that out-of-state volunteers can help but they can also hurt if they're not listening to local voices. So in each of our target states we joined and in some cases helped assemble groups of in-state organizations to coordinate efforts and identify program gaps our volunteers could help fill. In short, we listened.

**3 Building a nationwide volunteer network:** Volunteers are the beating heart of Flip the West. What we do best is plugging passionate people from all across the country into voter contact opportunities in states where their efforts will do the most to move the needle. We have a core of thousands of individual volunteers. And by assembling our Flip Force of more than 250 organizations from around the country, we helped thousands more find meaningful ways to make a difference in this election.

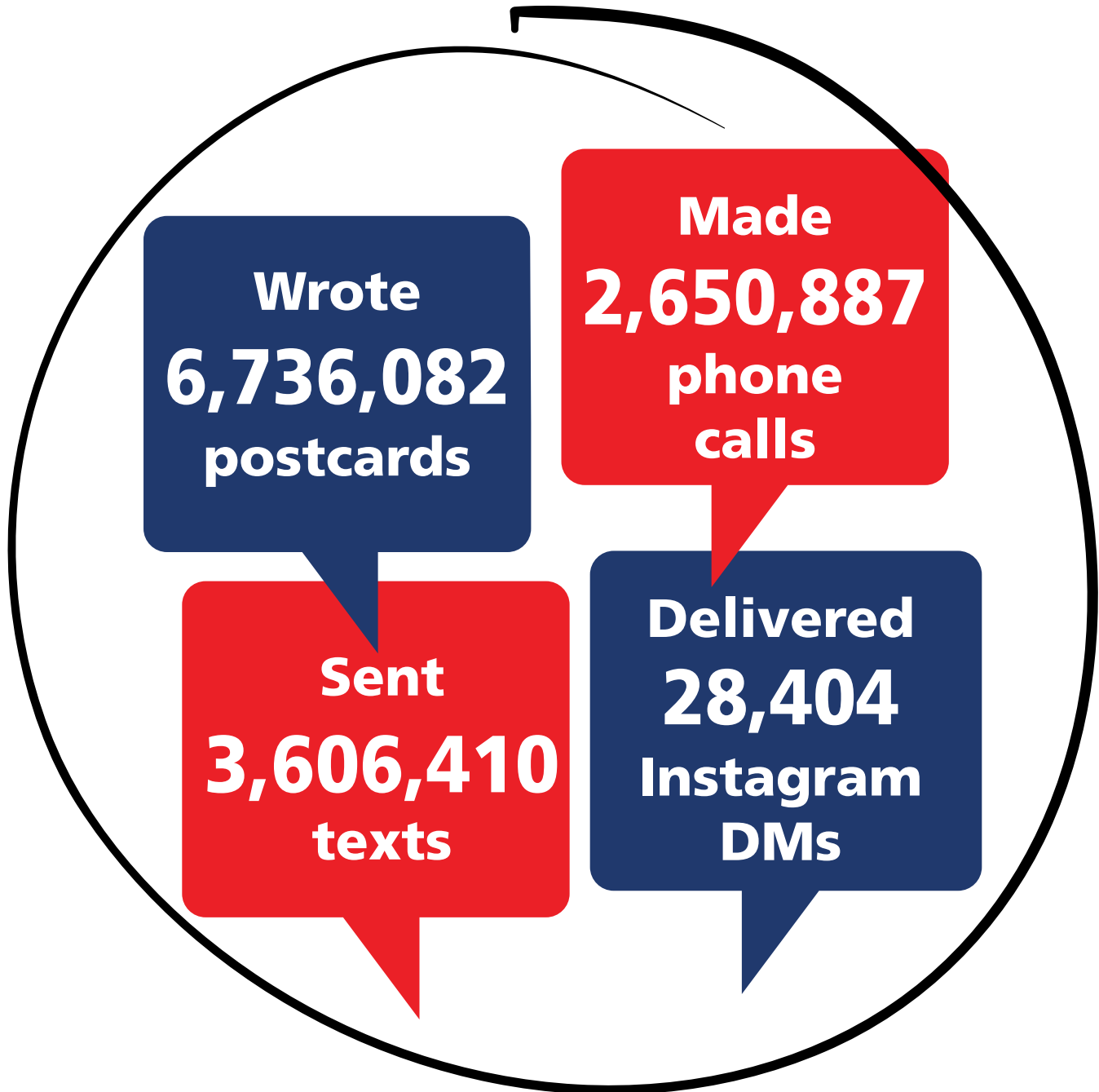


***“Thank you for everything you have done and are doing to be sure we don’t lose our democracy! It has kept me going to know there are so many people who are just as frightened, as angry, and as committed as I am to putting an end to this chapter in our history.***

– Flip the West volunteer and donor



# We made **13,021,783** voter contacts. Extraordinary!



# Fundraising

In the 2020 election cycle:

3,494 Individual Donors

Donated \$1.2 Million to

Contact Voters 13,021,783 Times!

That's Only 9.2 Cents Per Contact!

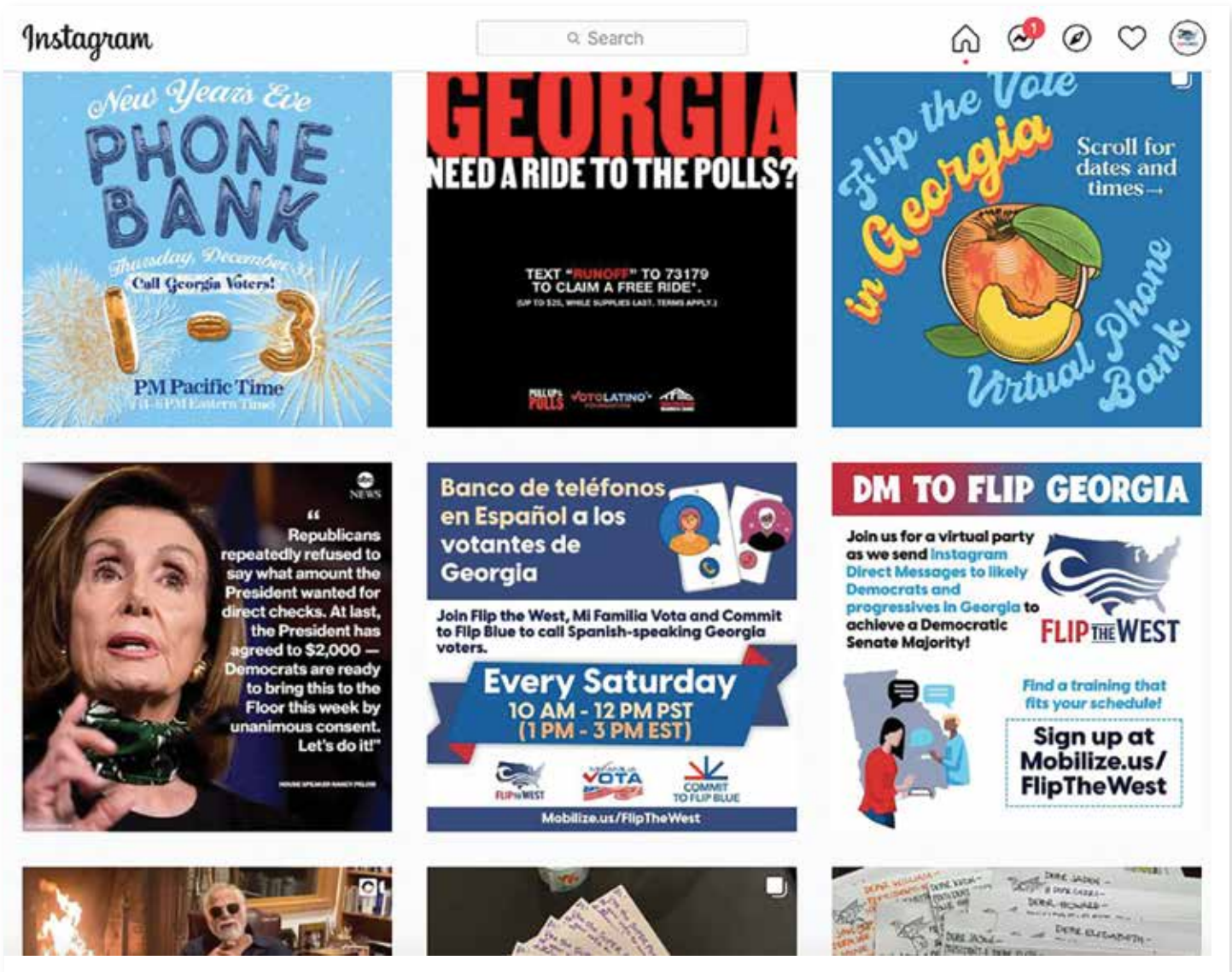
It Adds Up:

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Donating to Flip the West is a  
Solid Investment

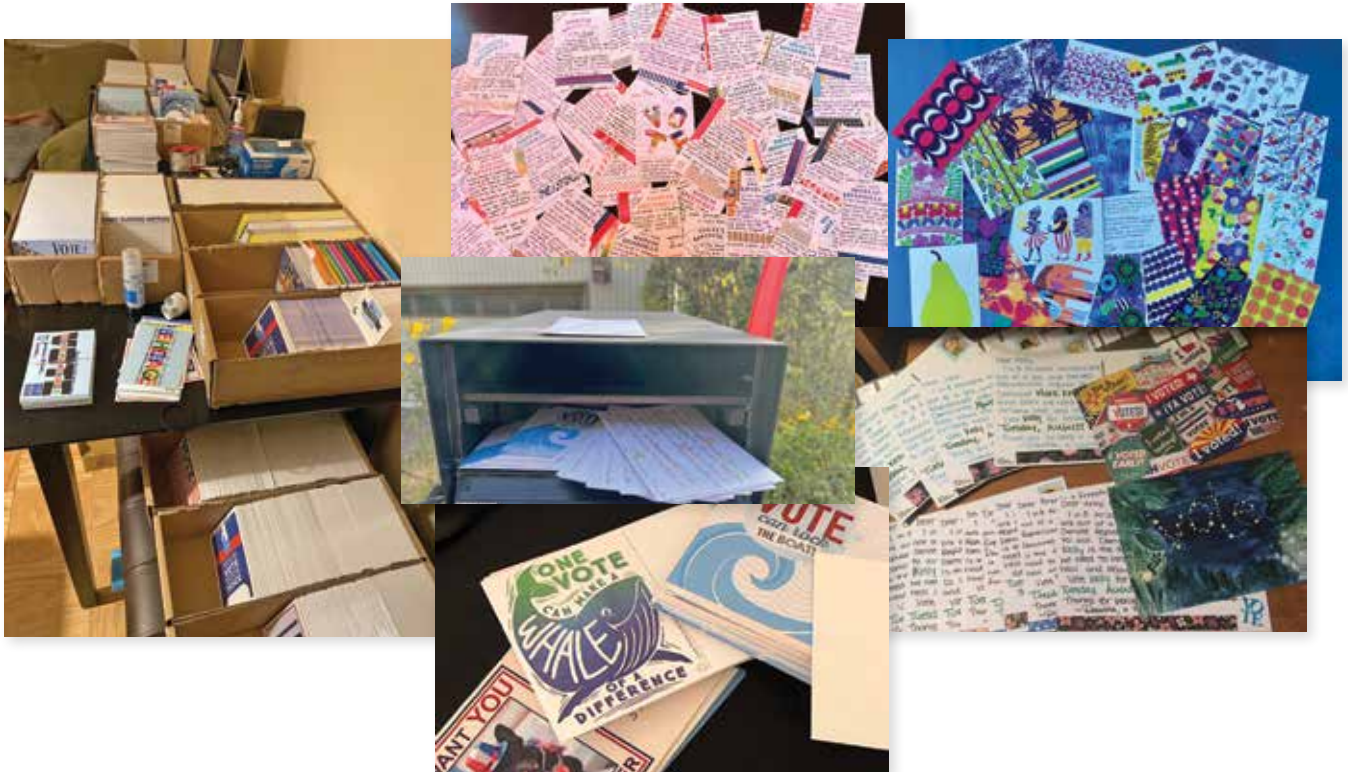
# A Snapshot of Our Social Media

There's an adage in politics that you go where the voters are, and that's true of volunteers too. Many of Flip the West's supporters are regularly engaged on social media, and so are we.



# Postcarding

The appetite for our postcard program was insatiable, with some Flip Force partners requesting upwards of 50,000 addresses at a time. All told, volunteers wrote 6.7 million postcards, personalized to voters on critical issues and election deadlines.



## What Voters Said About our Postcards:

*"The idea that the whole country was supporting us in this fight made a difference to me."*

*"As someone who lives in a majority Republican GA county and already feels like an outsider, the postcards felt like a hand on my back."*

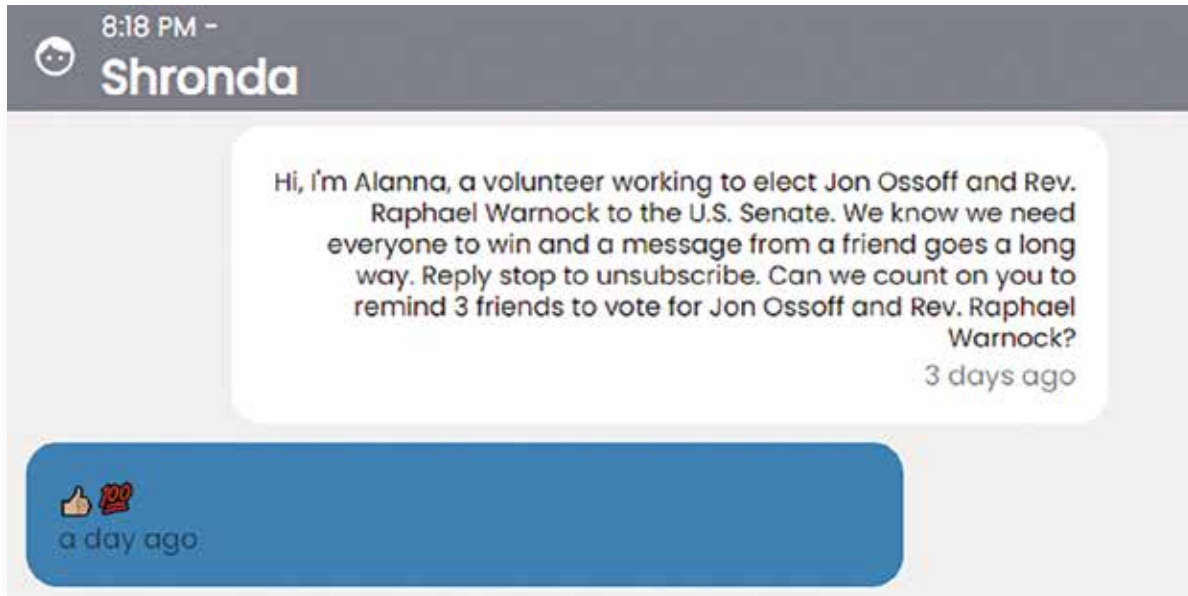
***"The biggest impact...HOPE!  
It was wonderful to receive  
postcards from all over  
the country!"***

***"With each card I was made more  
aware how important my vote was.  
Not just to me but the country.  
I cried every time I received one."***

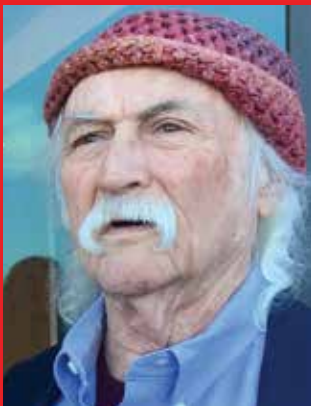


# Texting

Thanks to over 3,000 dedicated volunteers, we sent 3.6 million texts to voters and recruited almost 14,000 voters to triple their impact by reminding three friends to vote. Our texting program helped voters all over the country navigate the challenges of safely voting during the pandemic.



**Flip the West volunteers recruit an enthusiastic voter to make sure three of their friends also vote.**



***“This election was about the kind of world we want to leave our children. I was heartened to see so many Americans rise up for a better, more decent country. Before the world closed in, I was honored to speak at a Flip the West fundraiser, helping them lay the groundwork to reach millions of voters.”***

**– David Crosby, Twice-Inducted Rock & Roll Hall of Famer**

# Phone Banking/Instagram DM

## Phone Banking

With canvassing greatly curtailed due to the pandemic, phone banking became the priority tool for directly reaching voters. We built an incredible national program from the ground up. Hundreds of phone banks were held in community-building Zoom rooms, many featuring special guests like Congresswoman Barbara Lee, acclaimed author Jonathan Franzen, civil rights activist Dolores Huerta, and Black birder Christian Cooper.

Over 60 organizations co-hosted ongoing phone banks week after week, where they could gather with their own members in specialized breakout rooms with Flip the West-provided training and tech support. We developed a robust training program for every kind of device volunteers used, and launched a Postcard-to-Phone-Bank program, focusing on people less comfortable with phone banks. At our peak, we ran 40 hours a week of specialized phone banks over Zoom to Get Out the Vote in October. To make the process easy for all, we also developed state-specific toolkits that provided individual volunteers and organizations with all the resources they needed to make calls on their own.



**Combined, we called voters more than 2.6 million times.**

## DM TO FLIP GEORGIA

Join us for a virtual party as we send Instagram Direct Messages to likely Democrats and progressives in Georgia to achieve a Democratic Senate Majority!



Find a training that fits your schedule!  
**Sign up at Mobilize.us/FlipTheWest**

## Instagram DM

In the lead up to the November election, we piloted an Instagram direct message campaign in Alaska and Montana, reaching more than 3,000 voters.

If you're unfamiliar, Instagram is a popular social media platform with more than a billion worldwide users, similar to Facebook but more visually-focused. Like many other social media programs, Instagram has a built in messaging system, and we figured out with a high degree

of accuracy which users are likely young, progressive, and from our target states.

Following the general election, we took our Instagram DM program to the next level in Georgia, reaching over 25,000 voters in a much larger effort. The results have been overwhelmingly positive, reaching voters who might otherwise tune out more traditional forms of voter outreach, and it's something we will expand in 2021 and beyond.

A graphic titled 'COSMOPOLITAN How to Get Involved in the Georgia Senate Runoff Races'. It includes the text: 'It's only the future of our democracy, people!' and 'by SARA LI NOV 18, 2020'. A key message reads: 'If you live out of state but want to volunteer: Put your general election phone- and text-banking skills to use to help folks register to vote and spread the word about the runoffs from the comfort of your own couch. Work with Fair Fight Action by texting FAIR to 70700 or Flip the West's phone-banking and postcard-writing session or through the Democratic Volunteer Center's phone- and text-banking programs.' A PSA note at the bottom states: 'PSA: Georgia has a long and rampant history of voter suppression, so any help in getting voters to get their ballots in will go a long way. In local elections like state senate, winners can be decided by a handful of votes.'

# Training to Win/Webinars

## Training to Win

Facing down the final 100 days of a campaign radically transformed by the coronavirus pandemic, we instigated and co-hosted Training to Win, a three-hour marathon training event featuring workshops, seminars, and discussions aimed at preparing Democratic activists to meet the challenges of organizing in 2020. It was a smashing success.

Flip the West was the impetus and central organizer of the event, joined by valued national partners like Indivisible, SwingLeft, and Women’s March Action. More than 3,000 activists learned about virtual tactics, deep canvassing, and relational organizing, helping them build relationships for victory.

This event brought out some heavy hitters, and we were excited to be joined by Congresswoman Karen Bass, Congressman Adam Schiff, and Pod Save America’s Dan Pfeiffer.

**TRAINING TO WIN 2020**

How We Win During the Pandemic **AUGUST 1st**  
10am-1:45pm (PDT)

**Hosted by:**  
Commit to Flip Blue  
Democracy Action  
Field Team 8  
Flip the West  
Congressional Democrats HQ  
Indivisible  
Barack Blue

**Resistance Boot Camp**  
Sea Change PAC  
Senior District Project  
Summer Movement  
Safe for Blue  
Swing Left  
Women’s March Action

**Special Guests:**  
Rep. Adam Schiff  
Rep. Karen Bass  
Pod Save America: Dan Pfeiffer  
Indivisible: Leah Greenberg  
Move On: Rogee Hildbrand  
Sister Circle: Flip Bowser II  
Swing Left: Ethan Taylor-Whitfield  
Women’s March Action: Emiliara Guerra



Speaker  
Nancy Pelosi



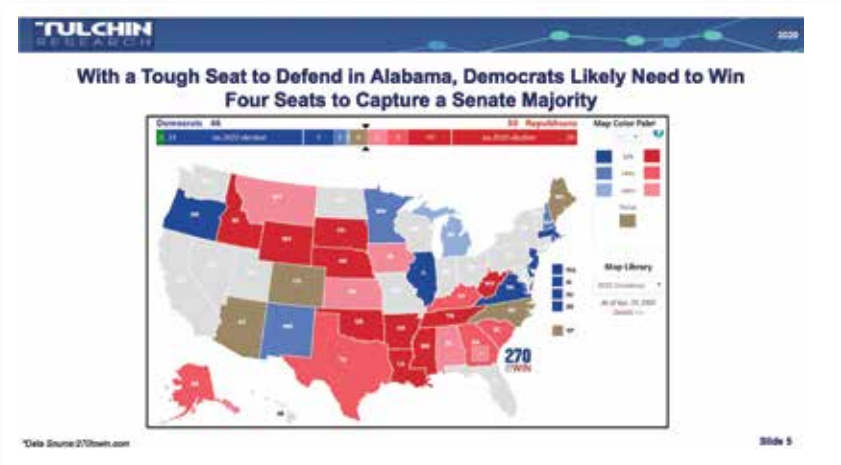
Congresswoman  
Karen Bass



Congressman  
Adam Schiff



Dan Pfeiffer  
Pod Save America



***Ben Tulchin, the chief pollster for Bernie Sanders for President, gave Flip the West supporters a briefing on the state of the election in a May 2020 webinar.***

## Flip the West’s Webinar Series

Flip the West’s 2020 webinar series was extremely popular, giving our volunteers and donors deep insights on the state of the election in our states, the national picture, and tactics being deployed on the ground.

We hosted major organizers in each of our six target states (including an organizer from within Alaska’s Native American community), as well as Ben Tulchin, the chief pollster for the Bernie Sanders for President campaign. Each webinar attracted hundreds of attendees, spawning questions and discussion that helped refine our strategy over the course of the campaign.



# Latino Outreach/Internship Program

## Latino Outreach

Latino voters are central to Democratic victory, and Flip the West worked alongside Commit to Flip Blue and Mi Familia Vota to reach them. The Latino Voter Outreach Team led Spanish phone banks into Arizona, Iowa, Kansas, and battleground California House districts, making over 140,000 calls to Spanish-speaking voters. Indeed, we were one of the only organizations in the country with bilingual phone banks into Iowa and Kansas. Our team leaders also presented to community colleges across the West and Southwest, encouraging young people to engage as volunteers as well as voters.



Famed labor activist **Dolores Huerta** helped us in 2018, and we were honored to have her back in 2020. She joined our Latino Voter Outreach Team for a Get Out the Vote phone bank, and it was featured in Univision's nightly news! She also recorded a Flip the West robocall encouraging Latino voters to turn out to defend competitive Democratic House seats in California.

## Interns and Super Volunteers

In the 2020 election cycle, we also recruited college interns from across the country to participate in an intensive remote internship program that helped them develop skills in fundraising, marketing, and organizing. More than 230 interns made 620,000 calls in five critical swing states. We also recruited super volunteers, often senior citizens looking to give back. They assumed significant responsibility in our organization, conducting volunteer trainings and overseeing programs. This helped make all of our efforts more effective and cost-efficient.



### Frances McDormand and Joel Coen

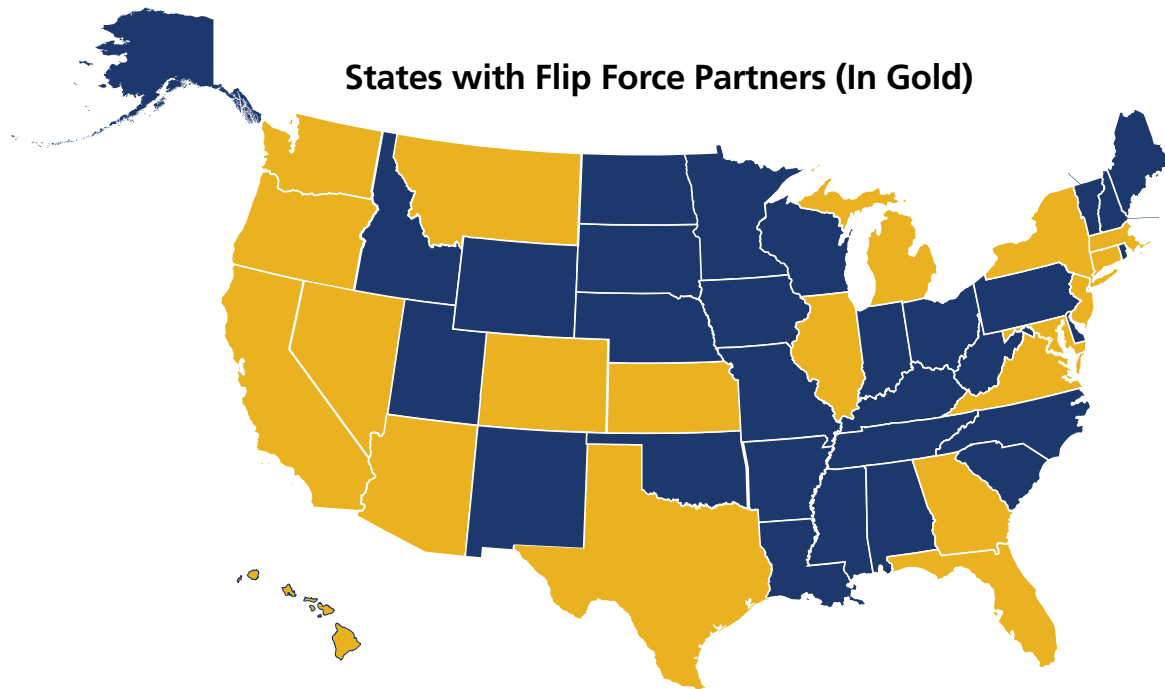
Typically reticent on matters of electoral politics, two-time Academy Award Winning Actress Frances McDormand and four-time Academy Award Winning Director Joel Coen joined Flip the West supporters and volunteers to discuss why they support Flip the West and our efforts to win a blue majority in the Senate! This virtual event helped raise thousands of dollars for our grassroots work.



## Flip Force

Flip the West is only as effective as our volunteers. That's why we formed our Flip Force, an informal association of more than 250 volunteer organizations looking to make a difference in federal elections.

We provide Flip Force partners with early and sometimes exclusive opportunities to get involved. They phone banked, texted, and postcarded using messages developed in coordination with local partners, and had access to monthly trainings and briefings that kept them up to date on our strategy and programs. In 2020, our Flip Force partner organizations came from at least 20 states and Washington, DC.



***"I am so very grateful for the opportunity you provided to work together to make a difference in AZ. You played a really important role in motivating people to make the difference."***

***– Carla Wulfsberg, Olympia Indivisible***

***"I led a team of 31st Street members calling into Alaska for Dr. Al Gross, who was running for U.S. Senate. We had several dozen active callers. We found Flip the West to be a great partner. They provided the call infrastructure, but they went far beyond that. At each call session, they provided a trainer who trained people new to the system and campaign. The trainers were excellent – knowledgeable, patient, and personable."***

***– Jon Medalia, 31st Street SwingLeft***

# Georgia Runoffs

## Georgia On Our Minds

After falling just short of flipping the Senate blue in November, we immediately got to work finishing the job in Georgia.

Frankly, the volunteer response was so enthusiastic that it nearly overwhelmed our systems! In a matter of weeks, we more than doubled our volunteer capacity, and for the first time, we semi-automated our postcarding to more efficiently distribute voter addresses to volunteers. You know you've made it when you need to bring computer programmers onto your team.

Our Georgia campaign also marked a major expansion of our Instagram direct messaging (DM) effort, with multiple trainings a week with up to 100 volunteers a session. We don't know of any other organization Instagram DM'ing the vote in Georgia.

Additionally, we launched a vote tripling effort, texting Democratic voters who formerly resided in the state but no longer do. We urged them to make sure that their friends and family who still live in Georgia turned out to vote.

Through phone banking, texting, postcarding, and Instagram direct message, we contacted voters over five million times, becoming a key player in the state.

And as you know by now, we flipped both seats in the U.S. Senate, an extraordinary achievement.



*Ossoff is a Jewish millennial, documentary filmmaker, and investigative journalist, while Warnock is the pastor of the storied Ebenezer Baptist Church where MLK Jr. once preached. They are already bringing fresh perspectives to the U.S. Senate and present a path forward for a rising South to elect leaders who prioritize justice, equality, and opportunity.*

***“Flip the West was an incredible partner in Georgia. They worked closely with us to amplify the most important messages in the campaign and helped us reach millions of voters. We knew that Flip the West volunteers would always deliver.”***

**– America Votes Georgia**

## 2021 and Beyond

Democrats enter 2021 with a divided Senate and the narrowest of majorities in the House.

Flip the West has already begun strategic planning for upcoming elections. We won't be called Flip the West anymore; we have outgrown that name. We haven't settled on a new name yet, but we know we will remain true to our mission, helping Democrats hold and expand our House majority and win additional Senate seats.

This won't be easy. The mid-term elections are usually rough for the party of the president. Republicans have already announced their intention to ramp up voter suppression tactics, including attacks on absentee voting, and in a redistricting year, Republican gerrymandering will likely further hurt Democratic chances.

In other words, we have work to do. Flip the West is one of the biggest and most cost-effective Blue Wave organizations in the country, and we're ready to deploy a robust strategy for victory. We're grateful to everyone who has been with us on this journey, and we look forward to what comes next.





**Inspired by the first Women's March in 2017, Flip the West was founded to deliver a Democratic White House, Senate, and House of Representatives. Thank you to everyone who has been with us on this journey, helping to restore decency in America.**

**FLIP THE WEST**



**[www.flipthewest.com](http://www.flipthewest.com)**