



# How-to Guide for Flipping the New 14<sup>th</sup> LD

Generic Campaign Playbook



# Purpose of the Campaign Playbook

## Deck overview and user guidance

Overview

Context

Infrastructure

Phases

Generic Plan

Field

Communications

Fundraising

Opportunities

This playbook provides a **high-level overview of how to flip Washington state's 14<sup>th</sup> Legislative District**. It is designed to maximize this year's unique opportunity presented by 1) a new majority-minority district, 2) the voter turn-out of a presidential cycle, and 3) the attention and resource brought to bear by the broader Democratic and progressive ecosystems. Despite facing decades of divestment from Democrats and the organized left, the Yakima Valley is ripe for a progressive victory. And leveraging the emergent funding and years-long Latino community organizing, campaigns can build an infrastructure that survives election day.

The **Overview section** outlines some campaign basics like the broader context of running a campaign his year in Washington state, the pieces of organizational infrastructure as well as what that infrastructure should be prioritizing over the four phases of a campaign. The rest of the playbook is split out into 3 sections that align with the elements of every campaign:

**Field** – Introduces the new 14<sup>th</sup> Legislative District by the numbers, charts out a path to victory, and articulates the kind of endorsements that will help validate the campaign amongst both validators and voters.

**Communications** – Outlines top-of-mind issues to Latino voters, an economic Justice and freedoms messaging framework that responds to those issues, as well as the how to think about delivering those messages with a comprehensive communications infrastructure.

**Fundraising** – Surfaces the budgets of similar races (where a Democrat flipped an incumbent Republican during a Presidential year), minimum viable fundraising goals, as well a sample income and expense budget.

For more information visit [justdtt.com/insights-resources](https://justdtt.com/insights-resources) or reach out to Dujie Tahat, [dujie@dujietahatconsulting.com](mailto:dujie@dujietahatconsulting.com).

### For candidates:

This guide provides a shared context, framework, and suggestions you can follow in making decisions about the kind of campaign you want to run

### For campaign staff and consultants:

This guide provides a framework to help you structure your approach to building a campaign infrastructure and executing specific plans.



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# Campaign Context

“No” messages from presidential and ballot initiative campaigns present barrier to turnout strategy

## Redistricting In Process

- Boundaries of the new 14th LD will not be set until Feb-Mar
- New LD will likely be a partisan, majority-minority district
- Likely to be the LD with the fewest registered, white, and low-income voters in the state

## Presidential Year

- Highly-saturated campaign cycle means difficulty breaking through the noise
- High volume of resources spread across many campaigns
- Democrats will rely on “No” messaging from presidential campaigns down through ballot initiatives

## Lack of Infrastructure

- Democrats have historically disinvested from central Washington
- Democratic campaigns contact is often not tied to year-round contacts
- Leverage race-based organizing led by organizations like Latino Community Fund, ELLA, Poder Latinx, etc.



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# Building A Campaign Infrastructure

See ["First-time Candidate Checklist"](#) for more information



## Field

Align your coalition through base building & endorsement outreach



## Communications

Make the best version of your argument to reach prospective voters



## Fundraising

Raise the money you need to reach voters & fund campaign capacity



## Capacity

Bring the people you trust & technology you need to make things happen



# Breaking Down the Campaign by Phase

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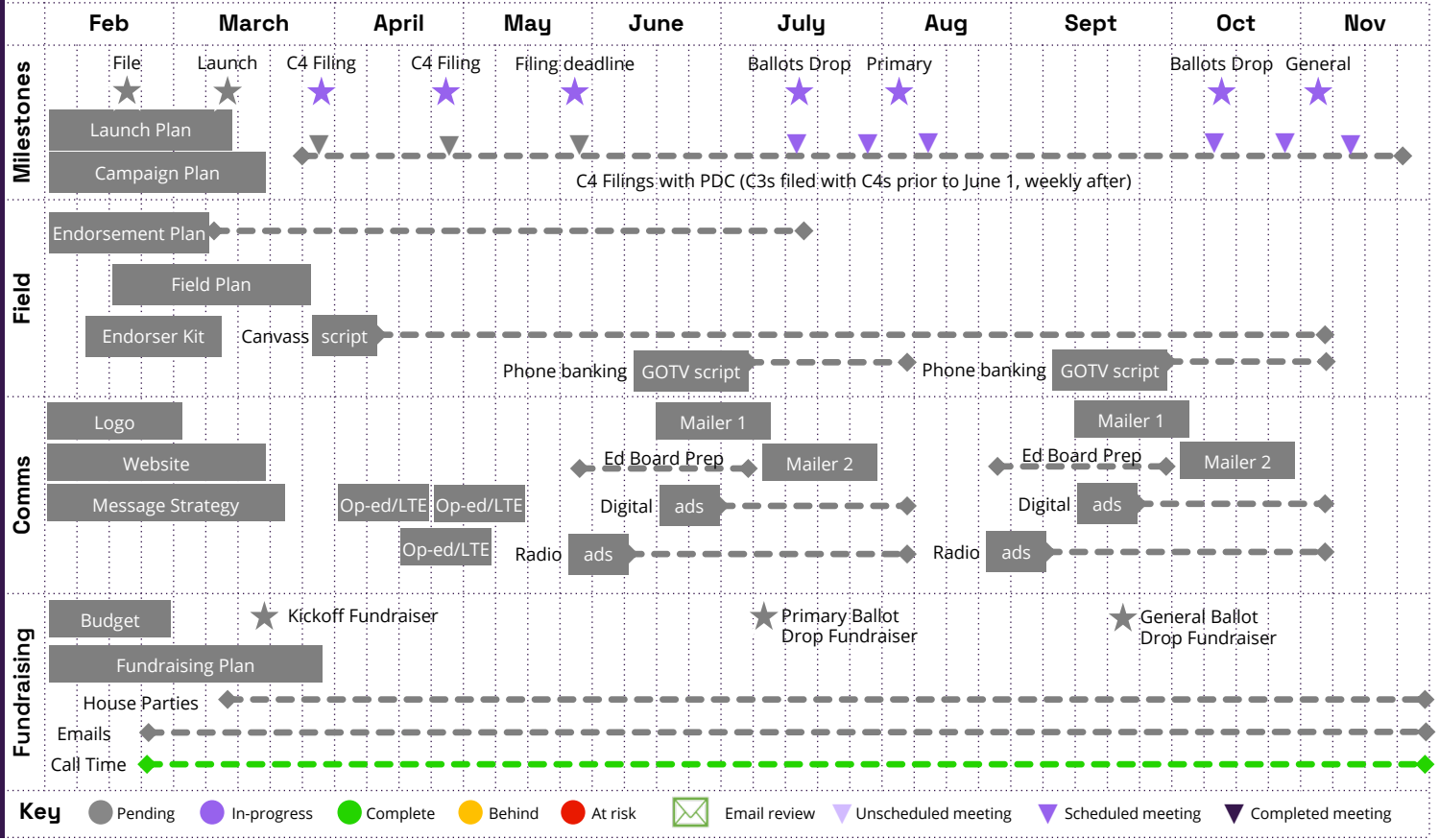
Opportunities

	Phase 1: Launch Feb-Mar	Phase 2: Validate Apr-May	Phase 3: Primary Jun-Aug	Phase 4: General Sep-Nov
<b>Strategic Goals</b>	<ul style="list-style-type: none"> <li>Elevate candidate profile to wider audience</li> <li>Fundraise 20% of anticipated budget</li> <li>Hire consultants and staff</li> <li>Build phase 2 infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Advance a winning narrative and raise profile</li> <li>Refine and finalize campaign messages</li> <li>Deepen existing relationships</li> <li>Identify win number and execute field plan</li> <li>Build phase 3 infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Secure enough votes to advance to the general</li> <li>Launch paid voter contact media</li> <li>Build phase 4 infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Execute field plan</li> <li>Refine and finalize closing arguments messages</li> <li>Launch paid voter contact media</li> <li>Win big</li> </ul>
<b>Candidate and Campaign Responsibilities</b>				
<b>Field</b>	<ul style="list-style-type: none"> <li>Meet with key stakeholders</li> <li>Develop policy platform</li> <li>Securing early endorsements</li> <li>Build advisory committee</li> </ul>	<ul style="list-style-type: none"> <li>Secure key endorsements</li> <li>Leverage policy development meetings to secure support</li> <li>Attend community meetings</li> </ul>	<ul style="list-style-type: none"> <li>Execute direct voter engagement</li> <li>Attend to candidate forums</li> <li>Phone and text banking</li> <li>Canvas 40+ hrs/wk</li> </ul>	<ul style="list-style-type: none"> <li>Go canvassing</li> <li>Do phone and text banking</li> <li>Conduct 40+ hrs/week canvassing</li> </ul>
<b>Comms</b>	<ul style="list-style-type: none"> <li>Launch campaign with earned media coverage</li> <li>Establish social media presence</li> <li>Conduct press interviews</li> </ul>	<ul style="list-style-type: none"> <li>Maintain consistent social media management</li> <li>Highlight endorsers</li> <li>Train surrogates</li> </ul>	<ul style="list-style-type: none"> <li>Deploy digital ads</li> <li>Send mailers</li> <li>Coordinate and prep for editorial board interviews</li> <li>Hold press interviews</li> <li>Produce engaging content</li> </ul>	<ul style="list-style-type: none"> <li>Hold press interviews</li> <li>Send mailers</li> <li>Deploy ads</li> <li>Coordinate and prep for editorial board interviews</li> </ul>
<b>Fundraising</b>	<ul style="list-style-type: none"> <li>Hold 1 large events</li> <li>Hold up to 4 smaller events</li> <li>Conduct 20+ hrs/wk call time</li> <li>Send up to 9 timely emails to fundraise at least</li> <li>Grow the email list</li> <li>Secure fundraiser hosts</li> <li>Identify who in the list house party / call for dollars</li> </ul>	<ul style="list-style-type: none"> <li>Host 3 fundraisers monthly</li> <li>Conduct 20+ hrs/wk call time</li> <li>Send up to 9 timely emails to fundraise at least</li> <li>Grow the email list</li> </ul>	<ul style="list-style-type: none"> <li>Host 3 fundraisers monthly</li> <li>Host 1 large pre-primary event to fundraise \$20K</li> </ul>	<ul style="list-style-type: none"> <li>Raise \$50K through digital fundraising</li> <li>Throw house parties and organize targeted events to fundraise \$50K</li> </ul>



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## 14th LD – Generic Campaign Plan



**Key** ● Pending ● In-progress ● Complete ● Behind ● At risk ✉ Email review ⚡ Unscheduled meeting ⚡ Scheduled meeting ⚡ Completed meeting

14<sup>th</sup> LD Playbook

# Field

Organizing your people and reaching voters



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Field

The New 14<sup>th</sup> LD

2024 Path to Victory

Endorsements

TL;DR

Communications

Fundraising

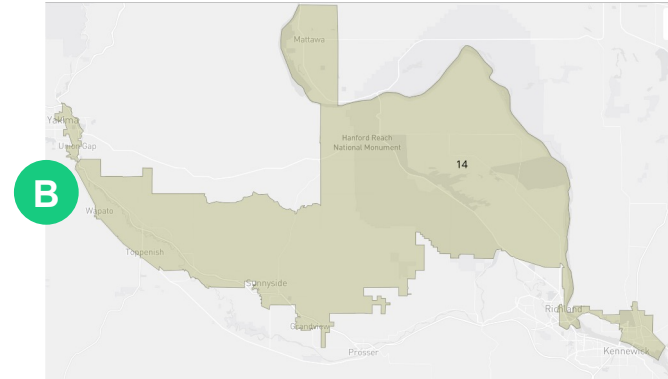
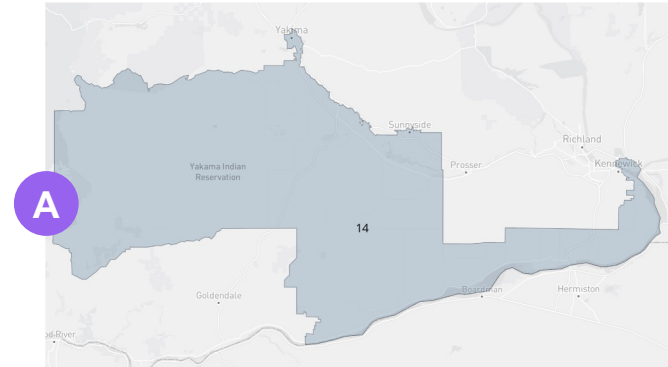
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# The New 14<sup>th</sup> LD

## Key Takeaways

- Likely one of two options proposed by plaintiffs — Yakama Reservation is the difference
- Lowest white, income Legislative District in WA
- ~57k registered voters (lowest LD) ⇒ small win number
- Democrats won in 2020 + Republican tilt in 2022 mid-term is the reason for greater investment

	A	B
<b>Latino Pop.</b>	72%	71%
<b>Native Pop.</b>	9.4%	6.0%
<b>BIPOC Pop.</b>	81%	77%
<b>BIPOC Elig. Voters</b>	64%	57%
<b>BIPOC Reg. Voters</b>	60%	53%
<b>2020 President</b>	60-38 D	56-41 D
<b>2020 Governor</b>	58-42 D	55-45 D
<b>2022 US Senate</b>	54-46 R	56-44 R





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# 2024 Path to Victory

## Win Number Based on Turnout

- Less than half of many Western WA LDs
- New voters sway result more with greater mathematical influence over the election outcome than in any other district
- 10% increase in BIPOC turnout (~3,200 voters) can sway the result by 5% (+2.5% Dem. vote share)

## Path to Victory: Replicate 2020 Democratic coalition

Majority BIPOC and young turnout (>50%) with strong levels of Dem. support (>75%) while maintaining moderate (>30%) White support

	Low	Med	High
Statewide Turnout*	76%	81%	88%
2020 Turnout Comp	-10%	-3%	+5%
LD14 Turnout**	61%	65%	70%
% who vote in LD race	95%	95%	95%
Win Number (52%)	17,194	18,322	19,731

\*84.14% in 2020

\*\*historically ~80% of statewide turnout

	2020		2024	
	LD14-A	LD14-B	LD14-A	LD14-B
BIPOC Turnout	56%	52%	54%	51%
BIPOC Support	80%	76%	72%	73%
White Turnout	83%	79%	81%	77%
White Support	40%	38%	32%	36%
Young Turnout	52%	49%	51%	51%
Young Support	59%	57%	55%	55%



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# Securing the Right Endorsements

14<sup>th</sup> LD incumbents don't rely on endorsements as much as their peers—exclude them from their websites

## 2 Audiences for endorsements

- 👤 Donors – Electeds, labor unions, and advocacy orgs in early phases validate your campaign
- 🗳️ Voters – Voters of color in phase 3 and 4 of the campaign on the path to victory

## 3 Reasons for endorsements

- 🙏 Validation – signal your values to voters and to people in power
- 🤝 Relationships – Connect with people you'll need during your campaign or time in office
- 💰 Real support - money or capacity for your campaign

## 4 types of endorsements:

- 🏢 Organizational - issues, causes, and/or community advocacy organizations
- 🎉 Party - legislative district, county, or state-level party organizations
- 👤 Personal\* - Elected officials and other influential people in your community
- 📰 Media Endorsements – If a media outlet endorses, work with their editorial board

For more information, see [“Cashing in,”](#) [“How to secure”](#) and [“Showcasing your value”](#) with endorsements

\*use (and note) affiliate organizations for identification purposes



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## Strategic Field Priorities

# TL;DR

You're not flipping a "swing" district—we're flipping a net new Democratic one

~18K win number, lowest in the state

Organize voters by race > age > sex and leverage existing Latino community organizing

Turnout '20 voters that stayed home '22

Focus persuasion on Latinos > Whites

Give Latino voters a reason to vote with some combination of

- 1) the candidacy of a trusted community leader,
- 2) issue-specific messaging, and/or
- 3) consistent direct voter contacts

14<sup>th</sup> LD Playbook

# Communications

What to tell your people and how to reach them



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Economic Justice

Freedoms Framing

Reaching Voters

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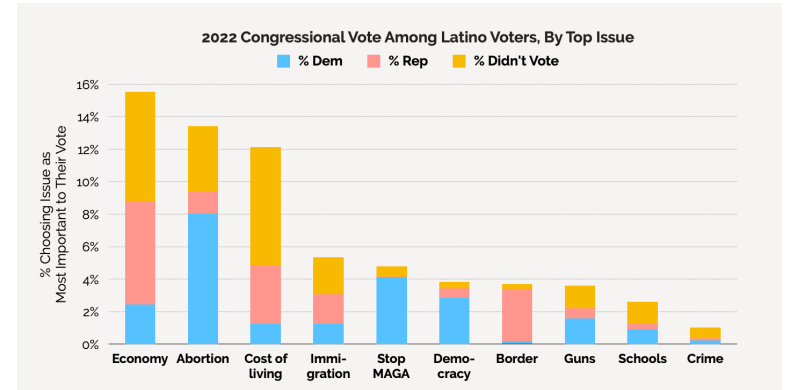
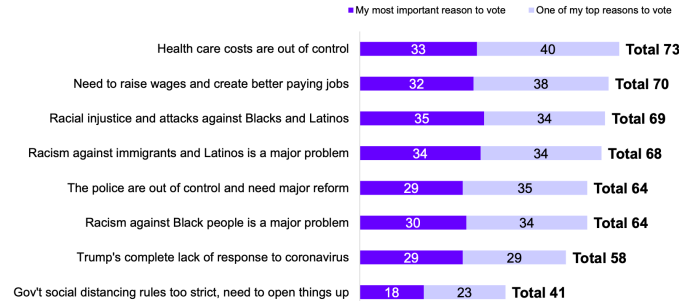
# Top-of-mind Issues

Given our path to victory, messaging should prioritize Latino voter concerns and communications should be bilingual

- Kitchen table economic issues are the primary motivators for Latino voters
- Abortion, MAGA Extremism, police brutality and gun violence are other important wedge issues
- Yakima Latino Democrats are Bernie Democrats, motivated by economic justice
- Propose a vision and offer solutions with Freedoms, Economic Justice, and the Race-Class Narrative

## Issues and Concerns Motivating Latino Voters in 2020

Please indicate how important a reason this is for you personally to vote in the November 2020 election. Percent most important and one of top issues illustrated





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# Lead with Economic Justice

## Bold, values-based framing speaks to voter priorities and engender trust

Vision

No matter our background, faith or immigration, most of us work hard for our families. If you work hard and treat people well, you should live a good life. In our district, we believe that employees should share in the success of employers, income should grow with our local economy, unions should help with employer benefits while government can fill in the gaps with public benefits and protections for workers and consumers. Nothing is more important than our freedoms—especially our freedom to care for our selves, our families, and our communities.

**Underlying Values:** Hard work, dignity, care, community, freedom to responsibility

**Heroes:** Everyday people—working-class Latinos and white voters, farm and warehouse workers, teachers, nurses, childcare providers, construction workers, etc.

Threat

**Threat:** But as our work has made our Valley prosper, a greedy few have rigged the rules to redirect resources from our communities to their country clubs, from our classrooms to their ballrooms, and from our public parks to their private jets. Now they stir fears based on what we look like or where we come from, hoping we will blame everyday people for the hardships these wealthy few create so we don't join together to demand our shared resources deliver the programs, schools and supports all of our families need.

**Villains:** Giant corporations, the ultra-rich, and extremist Republicans who do their bidding

**Weapons:** Division, wage suppression, tax evasion, racist ideas, misinformation

Solution

**Solution:** We can make a different choice. The government made the American middle class, and we the people fought to expand it. Our campaign continues that tradition. [Insert Call To Action]



# Freedom's Framing

A mobilizing value that speaks to the LD's cultural conservatism and patriotism of recent immigrants

Issue	The Freedom Framing
Abortion	<ul style="list-style-type: none"><li>• Our freedom to decide what happens to and how to care for our bodies</li><li>• Our freedom to decide if and when we grow our families</li></ul>
Climate	<ul style="list-style-type: none"><li>• Our freedom to have clean water to drink and clean air to breathe</li><li>• Our freedom to leave a better life for our children, grandchildren, and future generation</li></ul>
Democracy	<ul style="list-style-type: none"><li>• Our freedom to vote and have an equal say in the decisions that impact our lives</li></ul>
Economy	<ul style="list-style-type: none"><li>• Our freedom to make a good living</li><li>• Our freedom to thrive, prosper, and care for our families</li><li>• Our freedom to work and retire with dignity</li></ul>
Education	<ul style="list-style-type: none"><li>• Our children's freedom to learn</li></ul>
Gun Violence	<ul style="list-style-type: none"><li>• Our freedom to trust our kids will come home safe at the end of the day</li><li>• Our freedom to go to the grocery store, send our kids to school, worship, live our lives, walk through our communities without fear of being gunned down</li></ul>
Healthcare	<ul style="list-style-type: none"><li>• Our freedom to get the care we need (without fearing we'll go bankrupt to get it)</li></ul>
Immigration	<ul style="list-style-type: none"><li>• Our freedom to give our families a better life</li><li>• Our freedom to be who you want to be, say what you want to say, and go where you want to go</li></ul>
Labor + Unions	<ul style="list-style-type: none"><li>• Our freedom to join together in union and negotiate a fair return on our work so we can provide for our families</li></ul>
LGBTQ+	<ul style="list-style-type: none"><li>• Our children's freedom to be themselves and pursue their dreams</li><li>• Our freedom to love who we love and be who we want to be</li></ul>
Police Brutality	<ul style="list-style-type: none"><li>• Our freedom to get home safe</li><li>• Our freedom to be treated with dignity by those sworn to protect and serve</li></ul>



For additional information ["Guide for Messaging Our Freedoms"](#) and ["Race Class Narrative"](#)



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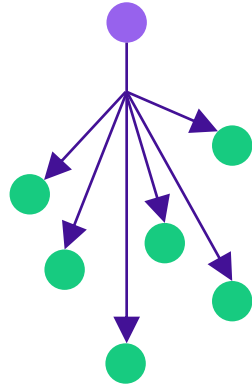
Opportunities



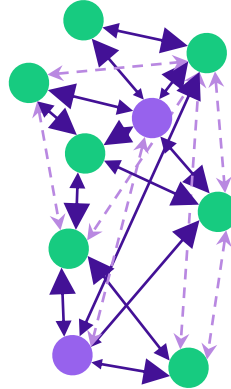
# Reaching Voters Where They Are

The communications infrastructure has shifted from a broadcast model to networks

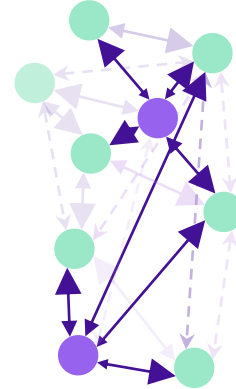
**Broadcast communications**  
in the 20<sup>th</sup> century allowed campaigns to “set and forget” paid voter contact



**Networked communications**  
of the 21<sup>st</sup> century has created new pathways to reach people and more chaos



**Trusted messengers**  
have become invaluable and integrated into networked communications

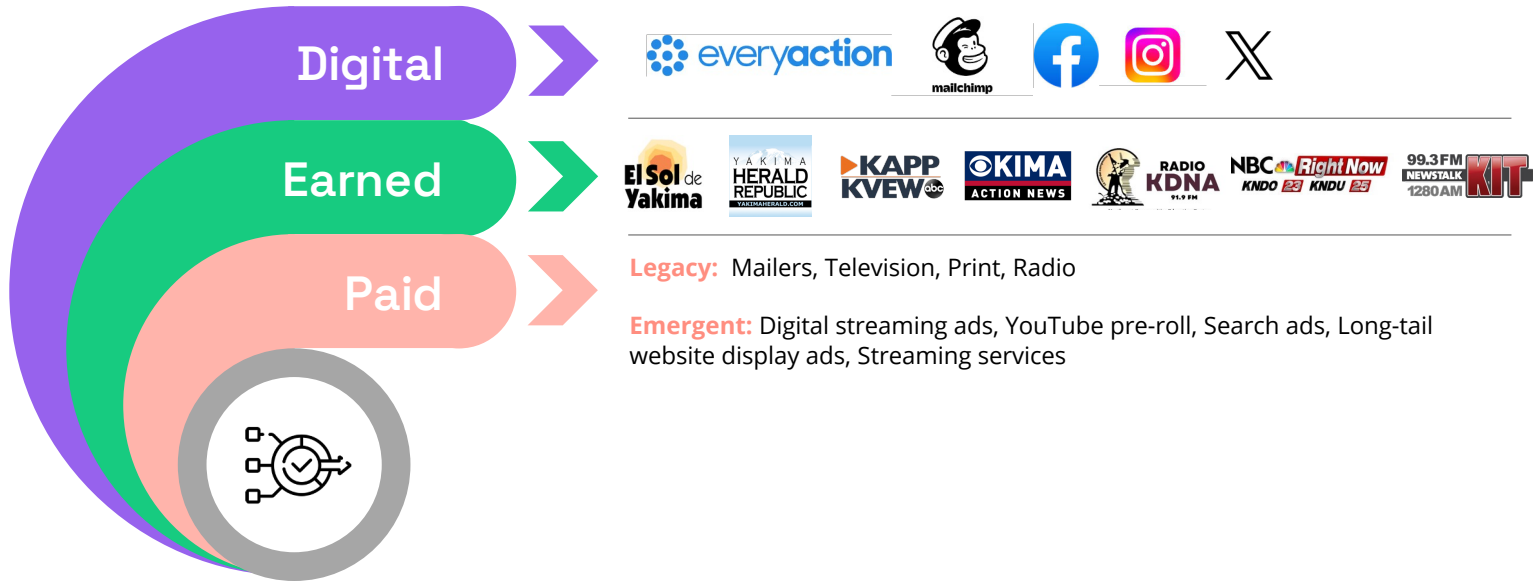




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# Build An Infrastructure With Reach

Supplement your field strategy with a media plan that layers your message





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# TL;DR

## Communications Strategic Priorities

Create bilingual messaging aimed at Latino voters

Prioritize to top-of-mind kitchen table economic issues within a progressive populist, economic justice framework

Frame tentpole issues like abortion and immigration within values-based freedom and economic justice messages

Voters sometimes disagree with who they vote for if they believe you're looking out for them

Build a communications infrastructure to supplement the reach of your field plan

14<sup>th</sup> LD Playbook

# Fundraising

Bring in the money needed to run your campaign



# Similar Races

Scale of budget for Democratic insurgents defeating Republican incumbents

Chamber	LD	Year	Candidate	Total	Budget	Outside For	Incumbent
House	42	2020	Alicia Rule	\$630,725	\$361,319	\$269,406	Luanna Van Werven
Senate	28	2020	T'Wina Nobles	\$1,482,673	\$939,000	\$543,673	Steve O'Ban
Senate	25	2018	Emily Randall	\$1,072,568	\$661,031	\$411,537	Jesse Young*
House	28	2018	Mari Leavitt	\$632,210	\$379,161	\$253,049	Dick Muri*
House	30	2016	Mike Pelliccotti	\$425,648	\$315,970	\$109,678	Linda Kochmar
Senate	41	2016	Lisa Wellman	\$629,604	\$487,390	\$142,214	Steve Litzow

Campaigns are responsible for their own budget, but new opportunities mean outside money will come in, especially as incumbents feel a real threat.

Outside spending for your campaign will come in, often a response to outside money against, which is historically almost 2:1 to defend an incumbent.



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# Minimum Viability

The goal is not to outraise your opponent who has an incumbent advantage but to raise enough to reach your path to victory

**\$350K**  
needed for State House race

**\$650K**  
needed for State Senate race

## Anticipated Outside Money

**\$750K**  
total for

**\$1M**  
total against



# Sample Budget

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## Senate Campaign

INCOME		EXPENSES	
<b>TOTAL</b>	<b>\$650,000</b>	<b>TOTAL</b>	<b>\$650,000</b>
Call Time	\$310,000	Capacity • Staff	\$200,000
Large Events (75+ people)	\$85,000	• Consultants	
House Parties (~30 people)	\$80,000	Paid Voter Contact	\$420,000
Labor/Allies/PACs	\$70,000	• Mailers	
Finance Cmte/ Surrogates	\$40,000	• Radio	
Digital Fundraising	\$65,000	• Digital	
		• Television	
		Operations	\$30,000
		• Events	
		• Website	
		• Fees	

## House Campaign

INCOME		EXPENSES	
<b>TOTAL</b>	<b>\$350,000</b>	<b>Total</b>	<b>\$350,000</b>
Call Time	\$160,000	Capacity • Staff	\$100,000
Large Events (75+ people)	\$55,000	• Consultants	
House Parties (~30 people)	\$45,000	Paid Voter Contact	\$230,000
Labor/Allies/PACs	\$30,000	• Mailers	
Finance Cmte/ Surrogates	\$20,000	• Radio	
Digital Fundraising	\$40,000	• Digital	
		Operations	\$20,000
		• Events	
		• Website	
		• Fees	

## Month-over-month Projections

	TOTAL	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
<b>Senate</b>	\$650,000	\$50,000	\$90,000	\$50,000	\$50,000	\$60,000	\$65,000	\$75,000	\$85,000	\$95,000	\$30,000
<b>House</b>	\$350,000	\$20,000	\$40,000	\$30,000	\$30,000	\$35,000	\$40,000	\$40,000	\$45,000	\$55,000	\$15,000





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## Fundraising Strategic Priorities

# TL;DR

6 insurgents overcame an incumbent fundraising advantage over the last three cycles

\$350K minimum needed for State House

\$650K minimum needed for State Senate

Early money secures viability—20% budget raised within the first two months

Opposition will spend—2:1 more than allies—to defend seats and discredit candidates

Will need strong ecosystem support from labor, allies, PACs and other c4s

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# Opportunities

Creative approaches



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Running as a Slate

Fundraising Together

# Running as a Slate

A contentious primary risks support not coming until the general and anemic GOTV infrastructure

## Benefits

- **Optimize limited resources** – hire a single campaign manager for deeper investments in field, voter registration and turnout
- **Clarify the voter choice** – a values-based, unified set of candidates means voters have to do less research in a busy election year
- **Build a lasting infrastructure** – that persists after election day, win or lose,
- **Secure early validation** – raise funds sooner and ensure the progressive ecosystem will not sit back and wait until after the primary to get involved
- **Messaging repetition** – give a reasBettter Messaging "NO"

## Examples

- [“Historic showing by Latino candidates in Sunnyside elections could increase voter engagement,” Sunnyside City Council \(2023\)](#)
- [Bothell City Council Candidates \(2023\)](#)

## Risks

- Misaligned candidate dynamics
- Identifying shared values and trust
- Mitigating strategic misalignment



# Fundraising Together

Even if you don't join a slate, you can do the hardest part with other campaigns

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Combine lists or identify overlaps



Optimize low-dollar donor fundraising



Alleviate donor fatigue by minimizing total asks



Host shared fundraising events to boost organizing



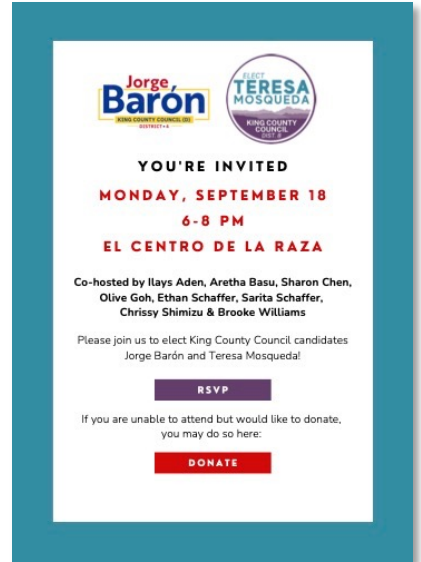
Demonstrate and amplify "together" messaging



Leverage shared staff and consultants



Example:





# Thank you.

Dujie Tahat  
dujie@dujietahatconsulting.com  
509.961.0204

[justdte.com](http://justdte.com)