



TO: **Interested Parties**
FROM: **Heather Williams, President of the DLCC**
DATE: **January 10, 2024**
RE: **DLCC's Roadmap Through 2024—The Year Of The States**

2024 is the most consequential year for state politics and state legislatures in history. With so many important battles being fought at the state level—including issues like reproductive rights, voting rights, and gun laws, **the Democratic Legislative Campaign Committee has been leading the fight to hold and flip state legislatures for Democrats across the country.** Since 2016, we've picked up a dozen new legislative majorities across the country, including clean sweeps of our target states in both 2022 and 2023. Along with a streak of victories and overperformance in special elections, the DLCC is confident that 2024 will be the year of the states, and our top priority is to keep our momentum going.

In early 2023, the DLCC [announced](#) a target \$60 million budget to achieve our ambitious goals for the 2024 cycle—\$10 million more than the 2022 cycle and a staggering four times the amount of our operating budget in 2016. Thanks to the work of every DLCC staffer, partner, supporter, volunteer, and leader on the ground, the DLCC has accomplished four consecutive record-breaking quarters, and our grassroots fundraising is growing despite downward industry trends.

With that in mind and given the consequential importance of the states in 2024 to funders and the general public, **the DLCC is proud to announce a record fundraising number of over \$21 million for the cycle so far.** This record-breaking number is meaningful progress toward our goal for the full two-year cycle and keeps us on pace for a strong trajectory for 2024.

As part of our efforts to continue our strong pace and meet and exceed our goals in 2024, we're also excited to announce Anastasia Apa as the DLCC's new Vice President of Development. Anastasia brings more than 15 years of experience fundraising at this level of the ballot and will lead our teams as we gear up for our big push in 2024. She'll be joined by Deputy Vice President of Development and Donor Stewardship Eva Gavrish and Deputy Vice President of Development and Direct Response Masha Anderson, who both led our 2023 fundraising efforts, breaking our record for off-year support.

Despite all our progress, we still have a long way to go to raise this historic budget, and the first few months of this year are critical for our goals, including several programmatic milestones. This memo outlines our initial "roadmap" for the 2024 election cycle as we gear up to hold and win as many state legislatures in November as possible.

As the official party committee solely responsible for state legislatures in all 50 states across the country, the DLCC sets the target map and funding strategy each cycle for Democrats to win in the states. This strategy, [outlined here](#), shows that early investments can be used as multipliers in an election year, building a strong foundation and critical infrastructure so that state Democrats on the ground can build self-sustaining programs and be ready to take full advantage of later spending and support.

This strategy is already underway. Last month, almost a year before the 2024 elections, the DLCC [announced](#) our first wave of major "battleground investments" into six of our target states for 2024. These investments are already supporting candidate recruitment and training

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services to directly benefit the Democratic caucuses on the ground and get a head-start on the new year. This is a prime example of the DLCC’s winning strategy: state by state, we invest early and often, provide expert-level staff support to caucuses, and lay the groundwork for programs to be successful. With special attention to state dynamics at play, we work hand in hand with caucuses to create and execute on plans for fundraising, campaigns, communications, and so much more.

While much of our budget in 2024 will be spent on our battleground states, we will also invest and work to create and build out infrastructure in red states, such as our work to break GOP supermajorities in states with Democratic governors as well as take advantage of every opportunity in special elections to extend our record of winning and overperforming in races to hold critical seats and expand power in key chambers.

With our victories in 2022 and 2023 putting Democrats in control of 41 legislative chambers, we will expand our map with the following target chambers in 2024 with their post-2022 election margins:

<p><u>Protect chambers</u> -----</p> <p>Michigan House (56 Democrats to 54 Republicans) Minnesota House (70 Democrats to 64 Republicans) Pennsylvania House (102 Democrats to 101 Republicans)</p>	<p>Chambers where we must protect our majorities and defend our progress</p>
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<p><u>Flip chambers</u> -----</p> <p>Arizona House (29 Democrats to 31 Republicans) Arizona Senate (14 Democrats to 16 Republicans) New Hampshire House (198 Democrats to 201 Republicans) New Hampshire Senate (10 Democrats to 14 Republicans) Pennsylvania Senate (22 Democrats to 28 Republicans)</p>	<p>Chambers where we have an opportunity to flip control</p>
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<p><u>Building Democratic power in red state legislatures</u> -----</p> <p>Georgia House* (79 Democrats to 98 Republicans) Kansas House (40 Democrats to 85 Republicans) Kansas Senate (11 Democrats to 29 Republicans) North Carolina House (49 Democrats to 71 Republicans) North Carolina Senate (20 Democrats to 30 Republicans) Wisconsin Assembly* (35 Democrats to 64 Republicans) Wisconsin Senate* (11 Democrats to 22 Republicans)</p>	<p>In some cases, to break Republican supermajorities in states with Democratic governors</p>
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* High-profile redistricting battles could change our calculus in each of these states.

State-by-state target investments and resources

We plan on this year being the most robust year of expenditures we’ve ever had. Additionally, expenditures are not the only way we help caucuses. We deploy our team of experts across states and put together winning campaign strategies in every state on our target map. We support these states year-round—helping caucuses and campaigns navigate key moments during legislative sessions, special elections, candidate recruitment, and the heart of campaign season. This strategy has proven to be a winning one, and we will continue it in 2024.

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Our first round of battleground investments in December invested over six figures in key chambers:

- Michigan:** Initial investment \$82k
- Arizona:** Initial investment \$70k
- New Hampshire:** Initial investment \$50k
- Pennsylvania:** Initial investment \$30k
- Wisconsin:** Initial investment \$24k
- North Carolina:** Initial investment \$15k

Alongside the investments, our work so far this cycle also includes helping caucus programs run their own finance plans, helping them break their own fundraising records. For example, in Virginia in 2023, the DLCC spent \$2.2 million while also helping the Virginia House and Senate Democratic Caucuses break their own fundraising records. In 2024, we are seeing promising signs that the same efforts are paying off. DLCC's early investments are multiplied by this fundraising success in the states and put us on a strong trajectory to win in 2024.

To ensure that we're meeting our goals and spotlighting key objectives through 2024—the year of the states—the DLCC has developed a roadmap. This broad outline of key dates, activities, and elections are just some of the moments we will be watching closely as the year progresses.

Roadmap for 2024, the year of the states

January 2024: Special elections in Florida and New Hampshire

In Florida, the DLCC has named Tom Keen a spotlight candidate for the HD-35 special election on January 16th which is a flip opportunity for Democrats. In New Hampshire, there will also be two special elections on January 23, the same date as the Republican Primary. These will likely be tougher races for Democrats but win or lose, we expect to compete for the New Hampshire House in November 2024 and keeping the pressure on in the Granite State in these specials is essential.

January/Early February 2024: Beginning of legislative sessions

All politics is local, and the level of the ballot that impacts daily lives the most is the one closest to our communities. With that being said, we plan on supporting our caucuses and messaging for key moments during the legislative sessions—most of which start between January and early February. We will be a resource highlighting the dangerous proposals introduced by Republicans in state legislatures, and contrasting that with the important progress that Democratic majorities accomplish for their communities.

February 2024: Pennsylvania special election

The Pennsylvania House's one-seat Democratic majority has been successfully defended by the DLCC in 5 special elections so far. There will be another important special election to fill a Democratic vacancy on February 13, with control of the Pennsylvania House once again up for grabs. This seat will be a top priority for the DLCC as the chamber's majority hangs in the balance.

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April 2024: Michigan special elections

With the exit of two Democrats from the state legislature, the seat count in the Michigan House is currently tied, 54-54, with two special elections coming up that could decide the majority. These special elections are crucial for Democrats to maintain the trifecta in the state, which has made incredible progress over the past year, including protecting abortion access, repealing right-to-work, and passing new gun safety and climate provisions to keep Michiganders safe.

May/June 2024: End of legislative sessions

At the end of several legislative sessions, the contrast will be clear: when Democrats are elected, progress is made for communities across states; when Republicans are in power and control state legislatures, fundamental freedoms are taken away. We plan on highlighting the differences between the two and shedding light on the MAGA extremism that has taken hold of many state legislatures across the country.

Spring into Summer 2024: Candidate recruitment and filing deadlines

While sessions take place and we work to win special elections, our Democratic caucuses will be busy recruiting candidates to win in November and drafting their campaign and finance plans to ensure a winning strategy in the general elections.

Summer 2024: Summer of the states

As our candidates begin to hit the doors, the DLCC will illustrate why state elections and state legislatures are so important for the upcoming general election by highlighting investments, spotlighting candidates in key races, ensuring that state legislative caucuses have the infrastructure in place to win, and highlighting this critical level of the ballot leading up to the Democratic National Convention. Democrats must vote up and down the ballot in 2024—that will be our top focus this summer.

August 2024: Democratic National Convention

The DLCC will have a presence and events at the 2024 Democratic National Convention as we look to highlight the important role our ballot level plays in advancing the Democratic Party's agenda.

September/October 2024: Heart of campaign season

Expect ad launches, support for state campaign committees and caucuses, final messages, creative campaign ideas, and more as we make our final sprint toward winning in November. Get out the vote efforts made by state legislative campaigns and candidates will be critical for helping boost candidates and other races upballot.

November 2024: Elections and aftermath

The DLCC will be heavily involved in closing arguments and ensuring that we're doing everything in our power to win. If we're successful, Democrats will make great gains in state elections in the 2024 election season, and we'll be positioned to continue our momentum into 2025.

The DLCC has a roadmap for 2024 and now is the time to execute. The state legislative map in 2024 is full of opportunity. Democrats are recognizing that alongside important federal races, we must also compete and win power in the states. Republicans built an advantage over the last decade, but now Democrats are fighting back and shifting the balance of power. The DLCC will continue to lead this fight to bring an era of security, opportunity, and progress to all parts of the country.