

Swing Left's Kickoff House Party

March 4th, 2017



Swing Left Strategy & Actions

Who is Swing Left?

Swing Left started with a simple idea: take back the House in 2018 by channeling the energy of volunteers across the country into targeted, competitive local races.

The Swing Left national team comprises an all-volunteer group with day jobs in diverse industries, collaborating with seasoned organizers to create fresh, innovative approaches. But, the real power of the movement comes from the 300,000 of you who signed up for Swing Left and committed to supporting your closest Swing District.

Why the House?

The next Presidential election isn't until 2020, but we can't wait four years to stop the Trump agenda. Taking back the House is our best shot at taking back our government before the next Presidential election. Here's why:

1. **The House has a huge role in putting a check on Trump's policies.** Since legislative powers are shared between the House and the Senate, a Democratic House alone would give us the power to put a critical check on the Trump White House and block his administration's more radical policy initiatives.
2. **The House is winnable.** Low voter participation rates are a black mark on our democracy, and they offer us an organizing opportunity. In the 2014 midterm elections, only 36% of eligible voters turned out to vote. That year, 30 of those elections were decided by fewer than 10,000 votes. That's fewer voters that we need to persuade or turnout in order to win.
3. **There are competitive House elections all across the country.** Of the 435 House seats that are up for elections in 2016, Swing Left has identified 52 that we believe are highly competitive.

How We Win

Talking to voters is the most effective thing that we can do to influence an election, particularly because of the small margin in many House races. Unfortunately, one big problem with most congressional district campaigns is that they only have the capacity to get running a few months before the election.

Together we can fix that. We can build a grassroots army to lay the groundwork now so that in 2018 voters are already engaged and the Swing Left movement is ready to help candidates win critical swing races. By participating in a House Party, you are taking the first step to building that army.

How to Take Action

The most effective way to win these races is to get to work talking to the folks who live in these districts. So, after our house parties, Swing Left is asking that your group to commit to **at least one in-person activity a month** in your nearest Swing District. In our Swing Districts, we will engage in a mix of voter registration, listening, and recruitment. *(Don't worry if you can't drive to your Swing District, [we have a special guide for you, too](#))*

Voter Registration

Low voter registration rates are a huge obstacle to democratic participation. One of the most important things we can do now to lay the groundwork for success in 2018 is actively expand the electorate and bring more progressive voters into the process.

Listening

Research suggests that long, open-ended conversations can actually change people's minds. You don't need to be a policy expert or a master at persuasion to have an impact - the goal here is to just listen and learn.

Recruitment

We can't do this alone! We know that to win back the House we are going to need to mobilize a lot of volunteers. So, when you talk to enthusiastic progressives during your outreach, ask them to join Swing Left!

How to Reach Voters

The most effective way for us to do this critical work is through **direct door-to-door voter conversations**, but some groups may also choose to talk to voters in **high traffic** areas.

Door-to-Door

Swing Left is partnering with Knock Every Door for door-to-door listening and voter registration. Together we'll give you everything you need to talk to voters, including a guide, a script and some suggestions on where to canvass.

High Traffic

If members of your group who would prefer not to door knock, you also have the option of organizing your outreach in an area with lots of foot traffic. We'll give you some ideas for great locations, and a guide for registering and recruiting volunteers.

Getting Started

We've created a special online calendar for each district that will let you see events that are already planned for your district, and plan events that your group would like to organize. Check that out here: swingleft.org/district-resources

Remember: This is going to be hard work, but it should also be FUN! So enjoy the company of your new Swing Left group and have a great time. We are excited to welcome your group to the Swing Left team!