



THE STRATEGIC GRASSROOTS EMPOWERMENT FUND

at Clean & Prosperous America (CaPA) invests strategically in key geographies to fill gaps and maximize the number of additional votes that your electoral investments generate.

THE STRATEGIC GRASSROOTS EMPOWERMENT FUND TAKES INTO CONSIDERATION:

DEMOGRAPHICS: Youth and voter-of-color focused programs are chronically underfunded.

GEOGRAPHY: Democrats neglect small towns and rural America – a strategic error given the rural bias in America’s electoral system.

PROPENSITY: Overemphasis on likely voters leaves non-voters unregistered and low-propensity voters untouched, perpetuating non-participation.

TACTICS: Billions spent on TV ads, but minimal investment in grassroots voter engagement and long-term empowerment.

INCLUSIVENESS: Political donors prioritize electorally-focused organizations, overlooking non-electorally-focused grassroots groups with strong community connections.

THE RURAL YOUTH VOTER FUND

was launched by Rural Democracy Initiative in partnership with Clean & Prosperous America and Movement Voter Project. This fund seeks to drive \$10 million annually in year-round transformative financial support to grassroots groups engaging young voters of color in non-urban parts of perennial battlegrounds. This

program, first pioneered by CaPA in 2020, seeks to fill an important super-gap for the progressive family.

See [RYVF 2-pager](#) for more details.



CaPA’s new Strategic Grassroots Empowerment Fund focuses on filling gaps by expanding the electorate to include low propensity voters, funding field programs led by diverse grassroots groups, and engaging critical races up and down the ballot.

While CaPA funds many excellent and experienced electorally focused organizations, who are also supported by state donor tables and other national pooled resource grant givers, CaPA also strives to find, and fund, organizations that are unlikely to get financial resources from national donors. For some of these groups it is because they are small and new, and for others it is because their primary mission is not electorally focused.



Whether an organizations' primary mission is focused on producing cultural events, advocating for immigrants' rights, or providing social services for low income families, they can play a very productive role in registering and turning out voters if they have the willingness and capacity to do so. CaPA has had strong success deploying relatively small grants to support non-electorally-focused organization's voter engagement programs during the most important months of the election season.

STRATEGIC GRASSROOTS EMPOWERMENT FUND PROCESS

IDENTIFY CRITICAL BATTLEGROUND: Research competitive political battlegrounds.

MAP STRATEGIC OPPORTUNITIES: Analyze [these battlegrounds](#) for nested races, political attention, and expected expenditure.

BUILD STRATEGIC PARTNERSHIPS: Develop [landscape assessment](#) of grassroots organizations through research and networking with allies.

REQUEST PROPOSALS (RFPs): [Distribute RFPs](#) to identified groups.

EVALUATE AND PRIORITIZE: Review and prioritize proposals based on program strengths with a diverse team of grassroots specialists.

ENGAGE DONORS: Present gaps to donors and fund the best programs in key geographies.

SUPPORT GRANTEES: Provide [toolkits](#), non-financial resources, collaboration calls, and mentorship to grantees to enhance their impact - and/or connect them with partner organizations providing these services.

CONTINUOUS MONITORING: Stay [updated on polling](#), expert analysis, news for race competitiveness, and reprioritize accordingly.

GAP ANALYSIS: Provide ongoing assessment of the organizing gaps for top-performing groups in the most competitive geographies.

OPTIMIZE RESOURCE ALLOCATION: Strategically direct new donor support to grassroots gaps all the way up to Election Day.

CaPA'S STRATEGIC GRASSROOTS EMPOWERMENT FUND INFRASTRUCTURE

CaPA is blessed with unique financial support in the form of a bequest from our founder that allows us to pool and deploy c3, c4, and PAC resources **FREE OF OVERHEAD CHARGE OR FISCAL SPONSORSHIP FEES.** This means 100% of the resources you contribute to CaPA will reach the grassroots groups organizing on the ground.

Additionally, CaPA has a loan reserve account which allows us to quickly move resources to the field upon pledge so **NO TIME IS LOST WAITING ON DONOR FUNDS TO ARRIVE.** Days are meaningful to grassroots groups down the stretch, and CaPA funds capacity gaps and emergency needs all the way up to Election Day.

In 2023 CaPA is funding grassroots programs in Virginia, Louisiana, and Pennsylvania

 Donate Online [PAC](#)

 Donate Online [c3](#)

 Wire and Check Writing [Instructions](#)

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