



## THE STRATEGIC GRASSROOTS EMPOWERMENT FUND

Clean and Prosperous America strives to discover and nurture promising, community-driven organizations at the local level with the potential to sustain voter engagement longevity.

### IN OUR QUEST TO MAKE EVERY DONATED DOLLAR MORE EFFECTIVE, WE RECOGNIZE:

**DEMOGRAPHICS:** Youth and voters-of-color will turn out to vote if invited and encouraged to use their voice.

**GEOGRAPHY:** America's electoral system is structurally biased toward small towns and rural areas.

**PROPENSITY:** Expanding our vote requires expanding our outreach, to include low propensity and unregistered voters.

**TACTICS:** Research confirms that grassroots voter engagement, and long-term empowerment, are both more effective and efficient than TV ads and traditional media.

**INCLUSIVENESS:** Non-electorally- focused grassroots groups with strong community connections are powerful partners for registering voters and mobilizing turnout.

### THE RURAL YOUTH VOTER FUND

was launched by the 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; strides have been taken towards finding – and funding – 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 and their civic activities fall under the radar.



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 all play a very productive role in registering and turning out voters if they have the willingness and wherewithal to do so. CaPA has fostered strong success deploying relatively small grants to support non electorally-focused organization's voter engagement programs during the most critical months of the election season.

## STRATEGIC GRASSROOTS EMPOWERMENT FUND PROCESS

**IDENTIFY CRITICAL BATTLEGROUND:** Continuous evaluation to identify the most competitive political battlegrounds.

**MAP STRATEGIC OPPORTUNITIES:** Analyze these battlegrounds for nested races, political attention, and expected expenditures.

**BUILD STRATEGIC PARTNERSHIPS:** Develop landscape assessment of grassroot organizations through research and networking with allies.

**REQUEST PROPOSALS (RFPS):** Distribute RFPs broadly to all 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 financial gap assessments 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 CHARGES AND 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 2024 CaPA is supporting grassroots programs in battleground states across the country

-  Donate Online PAC
-  Donate Online c3
-  Wire and Check Writing Instructions

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