

ELECTORAL RESULTS



2018

WHO WE ARE

Building the power to improve Americans' lives – by winning state legislative majorities and working with them to achieve goals for the common good.

Future Now Fund wins state legislative majorities by focusing on strategic races and chambers, crowdfunding with Giving Circles, and providing substantial on-the-ground support.

Future Now offers the most robust state legislative support system ever built to help state lawmakers achieve goals for the common good.

WHAT WE ACCOMPLISHED IN 2018

WE MADE HISTORIC PROGRESS IN EACH OF OUR STATES

MAINE

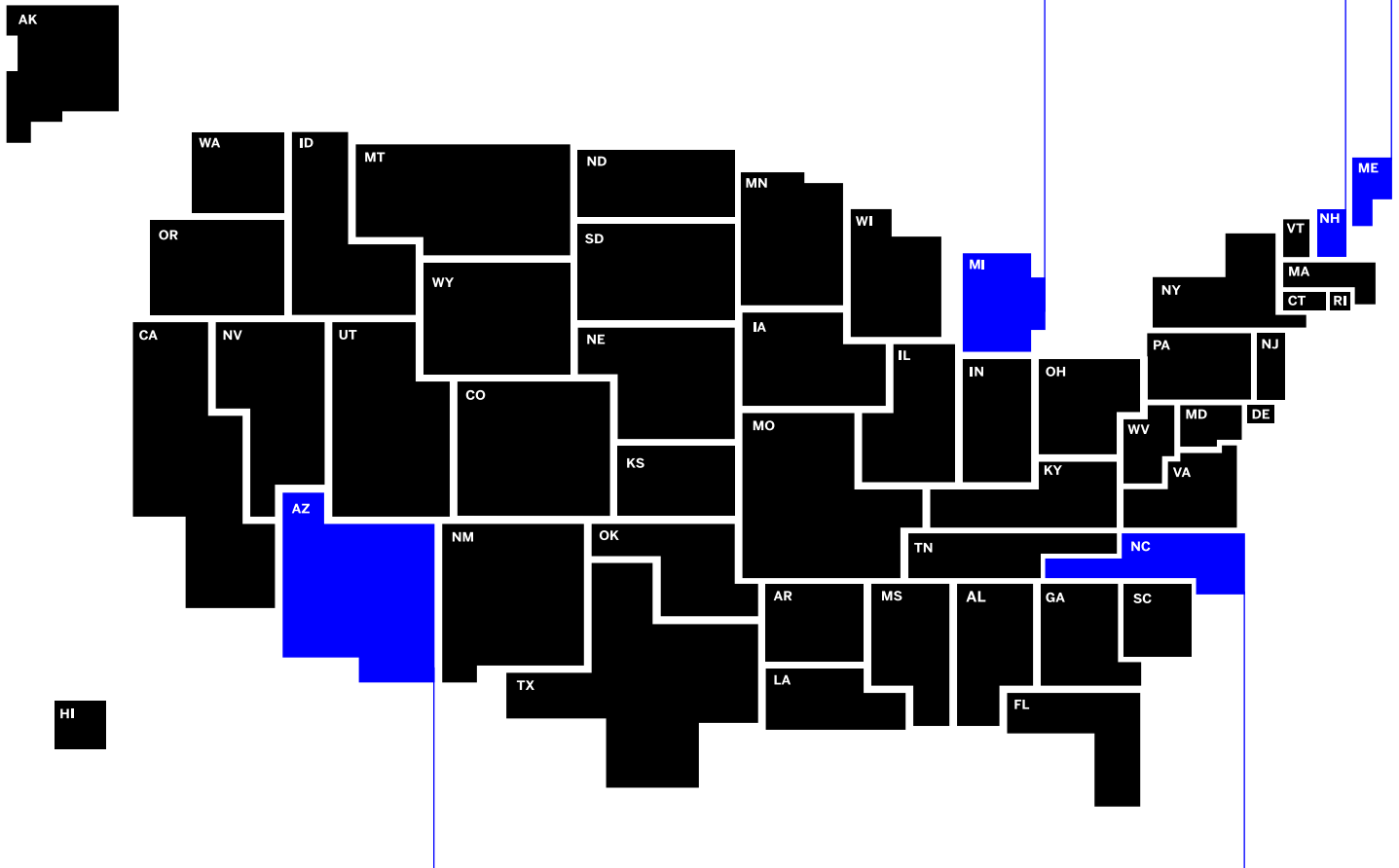
- Flipped chamber
- Top 2 contributor (independent)
- Elected the largest Senate majority in over two decades
- Record number of women now serving in the Maine Legislature

NEW HAMPSHIRE

- Flipped chamber
- Top two contributor (coordinated)
- Brought the House along, as we predicted
- The Senate majority was decided by 250 votes across two districts

MICHIGAN

- Flipped 6 seats
- Top 2 contributor (coordinated)
- Came within 1,516 votes across three districts of breaking the majority



ARIZONA

- Picked up four seats in the House, putting it within one seat of a tie – the closest partisan split since 1966
- Top two contributor (coordinated)
- Came within 2% of breaking the majority in both chambers

NORTH CAROLINA

- Broke supermajority
- Top two contributor (independent)
- Flipped 12 seats, three times what was needed to break the Republican supermajority
- Now within five seats of a tie, putting the chamber in play in 2020

FUTURE NOW FUND BY THE NUMBERS

WE IDENTIFIED AND SUPPORTED EVERY DEMOCRAT WHO FLIPPED A SEAT, BUT ONE

- We endorsed **97%** of the flips in our target chambers.
- Over **77%** of our endorsees were the top performing candidates running to flip seats in their respective chambers (i.e. 48 out of 62 endorsees either won or were the top finishers who didn't win).
- Of our candidates, **87%** won or came within single digits (54 of 62).

97%

of the flips in our
target chambers
were Future Now
Fund endorsees

77%

of Future Now Fund
endorsees either
won or were the
top finishers

87%

of Future Now Fund
candidates won
or came within
single digits

THE CLASS OF 2018

Every single candidate we endorsed was a challenger running to flip a seat.

0
incumbents

0
Democrat-held seats

100%
signed the Pledge to Achieve America's Goals

38
first-time candidates

37
women candidates



Jeanne Dietsch
NH, SD 9



Jon Morgan
NH, SD 23



Melanie Levesque
NH, SD 12



Shannon Chandley
NH, SD 11



Tom Sherman
NH, SD 24



Ashton Clemmons
NC, HD 57



Brandon Lofton
NC, HD 104



Christy Clark
NC, HD 98



James Gailliard
NC, HD 25



Joe Sam Queen
NC, HD 119



Julie von Haefen
NC, HD 36



Kandie Smith
NC, HD 8



Rachel Hunt
NC, HD 103



Ray Russell
NC, HD 93



Sydney Batch
NC, HD 37



Terence Everitt
NC, HD 35



Wesley Harris
NC, HD 105



Erin Herbig
ME, SD 11



Louis Luchini
ME, SD 7



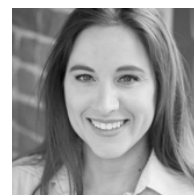
Ned Claxton
ME, SD 20



Aaron Lieberman
AZ, HD 28



Domingo DeGrazia
AZ, HD 10



Jennifer Jermaine
AZ, HD 18



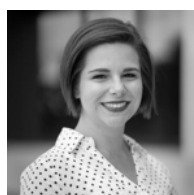
Jennifer Pawlik
AZ, HD 17



Angela Witwer
MI, HD 71



Jim Haadsma
MI, HD 62



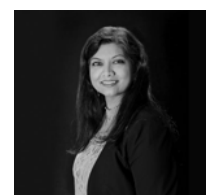
Laurie Pohutsky
MI, HD 19



Mari Manoogian
MI, HD 40



Matt Koleszar
MI, HD 20



Padma Kuppa
MI, HD 41

WHAT PEOPLE IN OUR STATES ARE SAYING ABOUT FUTURE NOW FUND

***“Thank you,
thank you,
thank you!”***

– Michigan Representative-Elect
Padma Kuppa

“ADLCC would not have had the success we did without the support of FNF. In addition to being one of our largest donors, they were strategic thought partners and continuously pushed to make our program more effective.”

– Charlie Fischer, Arizona Democratic Legislative Campaign Committee Executive Director

“Thank you for all your support – clearly every dollar made a huge difference.”

– Nick Taylor, Executive Director, New Hampshire Senate Democratic Caucus

“Thank you so much for your help in electing me to the NH Senate!”

– New Hampshire Senator-Elect Melanie Levesque

“We feel so lucky to have had your support. This is the largest majority any party has held in the Maine Senate for over two decades.”

– BJ McColister, Maine Senate Democratic Campaign Committee Executive Director

“[Future Now Fund Giving Circles] essentially helped us afford to hire a field director.”

– Michigan Representative-Elect Mari Manoogian

“FNF’s financial support provided an invaluable boost at a critical time for the campaign. Equally important was their advice and guidance which helped me win in a toss up district.”

– Arizona Representative-Elect Aaron Lieberman

“I’m so grateful for everything Future Now Fund did to help make this happen.”

– Michigan Representative-Elect Laurie Pohutsky

“We couldn’t have flipped 6 seats without you.”

– Mike McCollum, Michigan House Democratic Caucus Campaign Director

“THANK YOU SO MUCH to the whole Future Now Fund crew!”

– North Carolina Representative-Elect Ashton Clemmons

“You all were AMAZING! We made a big difference here in Alamance County, and I truly believe that we brought people together and generated a hope and enthusiasm that hasn’t been seen here in a long, long time.”

– North Carolina House candidate Erica McAdoo, who came within 295 votes – and is planning to run again in 2020!

HOW WE DID IT: MONEYBALL

At every step of the process, we determined the highest value political spending to win elections, change politics and improve lives.

STEP 1

THE POLITICAL LANDSCAPE

We target state legislatures because they offer the highest value to win elections, change politics, and improve lives.

WIN ELECTIONS

EVERY DOLLAR GOES FURTHER IN STATE-LEVEL RACES

State legislatures are a good investment because a little money goes a long way. In fact, it's often cheaper to win the majority in an entire state legislative chamber than a single competitive congressional seat.



CHANGE POLITICS

DETERMINE CONGRESSIONAL MAJORITIES AND VOTING RIGHTS

State legislatures draw the districts and write the rules that determine who can vote.

CREATE THE NEXT GENERATION OF AMERICAN LEADERS

Like former state legislators Barack Obama and Stacey Abrams (and both Roosevelts and Lincoln).



IMPROVE LIVES

STATES CONTROL IMPORTANT POLICIES

- Healthcare access
- Civil rights
- Education
- Clean water



STEP 2

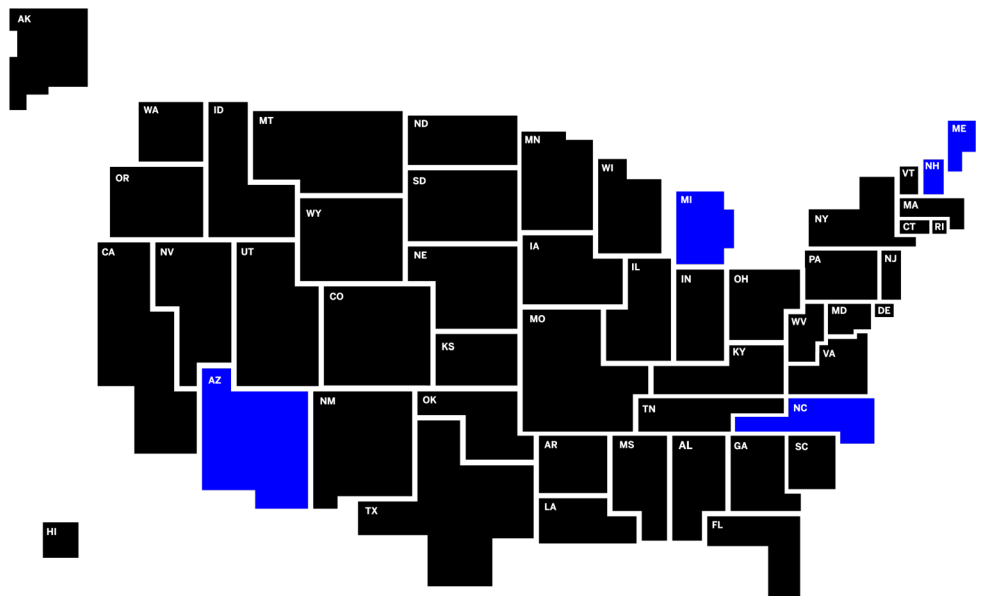
THE STATES

We identify the states where our investment is most likely to change the balance of power.

Our team has deep data and research expertise, plus years of experience running and winning state legislative campaigns and governing in state capitols. After hundreds of state legislative races over multiple cycles, we know what to look for.

We complete a comprehensive study of every legislative chamber in all 50 states, spanning 20 separate points of analysis, from detailed electoral history to prior spending patterns to campaign finance laws.

We know exactly where there's a path to change the balance of power, where there isn't, and each chamber's "Goldilocks number" – the amount we should spend to flip it, not a dollar too little.



STEP 3

THE CANDIDATES

We find the candidates for whom our investment will have an impact.

Winning elections takes three things: favorable district fundamentals, a strong candidate who knocks on doors, and smart tactics to move the needle.

We get to know everything there is to know about each competitive district in our states: past electoral performance in presidential, statewide and state legislative races, demographic dynamics, and how strong the candidates have been in the past.

Then, we get to know every candidate personally, to make sure they share our values, have signed the Pledge to Achieve America's Goals, and can run a robust campaign.



Melanie Levesque
New Hampshire State Senate



Mari Manoogian
Michigan State House



Jennifer Pawlik
Arizona State House

STEP 4

THE TACTICS

Every dollar we spend gets candidates close to – and across – the finish line.

There are no silver bullets in politics, so our spending strategy is to fund the highest-need, highest-value tactics to impact the greatest number of potential voters.

We start by contributing the maximum allowable amount directly to candidates. Every candidate contribution means less time dialing for dollars and more time knocking on doors to meet voters – the single most important tactic in state legislative races.



Smart spending, however, doesn't end there. We also directly fund tactics that:



- Are proven to be effective
- Fill gaps in existing infrastructure and spending.
- Reflect real-time information and on-the-ground dynamics
- Are compliant

To execute these, we fund innovative political startups and local partners.



THE ENGINE: GIVING CIRCLES

We power our electoral spending with Giving Circles, a new tool for political engagement developed by Future Now Fund. Giving Circles offer a chance to engage in political change at a deep, and deeply effective, level.

Many people feel like they can't fix our politics, but Giving Circles prove that idea wrong. By engaging their communities to pool contributions with friends, family and neighbors in 2018, **28 Future Now Fund Giving Circles raised \$1.35 million for our efforts.** 100% of that money went directly out the door to our states.

Through the process, Giving Circle members learned about the power of state legislatures to shape everything from healthcare to clean water to civil rights. And Giving Circles saw exactly how every dollar they raised was spent.

2018 Giving Circles: By the Numbers

28

Giving Circles

\$1.35M

raised

1,000+

individual donors

\$51k

average per
Giving Circle

What Giving Circle members are saying about Future Now Fund:

"Finding out about Future Now Fund's Giving Circles gave us the fire and enthusiasm to channel our concerns into action."

— Rebecca Spivack, Civics Night at the Soda Fountain



"It was through FNF that we learned that politics really matter at the state level, and if we wanted to see change, that's where we ought to be."

— Sydney Rosenkranz, Propeller



"Giving Circles are about more than a political donation. They're about forming communities to enact positive change and make people's lives better."

— Kim Beck, Downtown Nasty Women Social Group



"Each of us feels like we have learned from this process and been incredibly empowered by it. Thank you for being a conduit for so much good ... we have truly learned that states matter!"

— Cassandra Sweet, Rivertowns

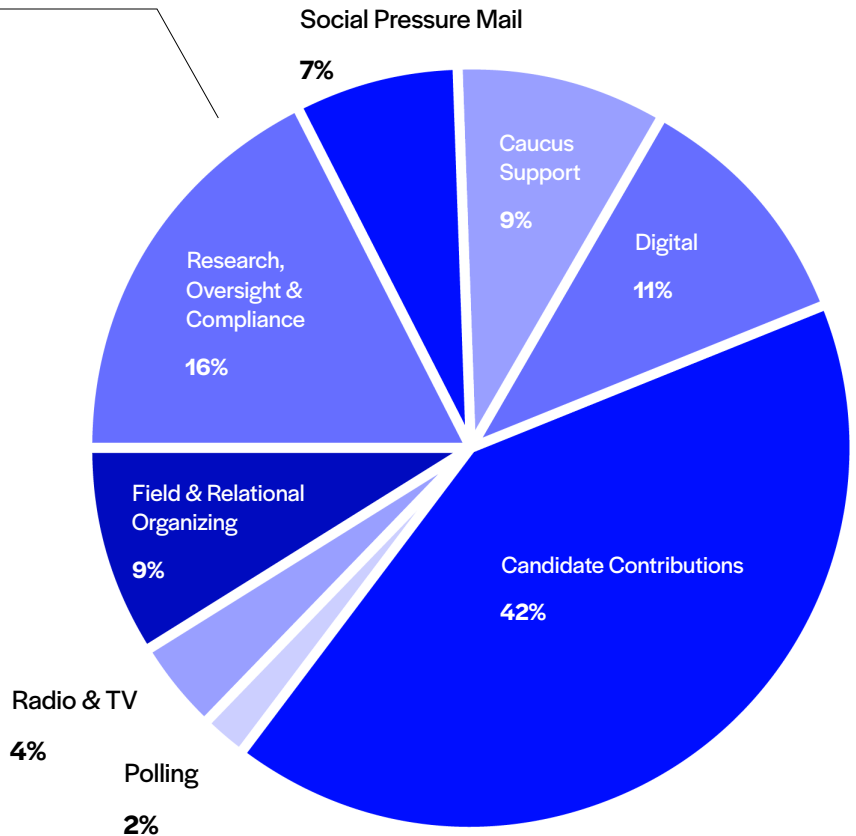
DIGGING IN

A closer look at our state-by-state
spending impact.

IN CLOSE RACES, EVERY DOLLAR WELL-SPENT CAN BE THE DIFFERENCE- MAKER

TOTAL CYCLE RAISE: \$5 MILLION

SPENDING BY TACTIC



NEW HAMPSHIRE

When the state party had no budget for digital, we funded a digital director. This was the first time ever that the NH legislative campaign effort embraced digital tactics to support individual candidates and the overall effort.

MICHIGAN

We funded a ramp-up of the paid canvass to focus on getting our voters to the polls in the last critical weeks, and closed a significant TV spending gap in the final days.

ARIZONA

We widened our path to endorse and support candidates in the House with new digital tactics and strong mobilization efforts.

MAINE

Radio communications targeting hard-to-reach voters on their long drives are productive and cost-effective. In these last weeks, additional funds meant more radio airtime for our candidates – and we won a trifecta.

NORTH CAROLINA

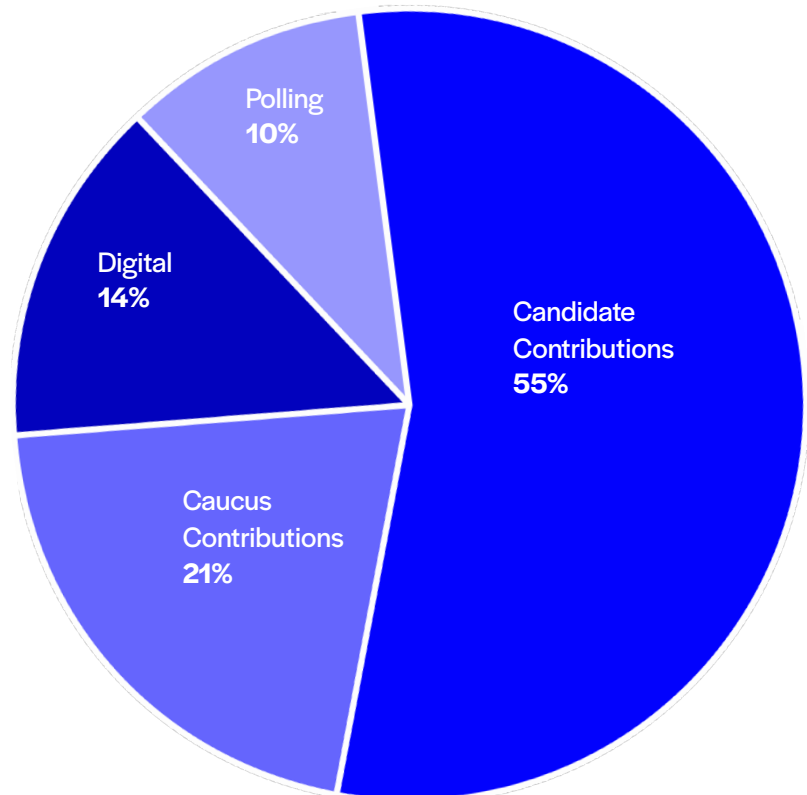
We funded an evidence-based GOTV digital program with Acronym – one of the largest ever in the state – creating content that engages voters and learning about what content is most resonant with voters.

WHAT WE ACCOMPLISHED IN NEW HAMPSHIRE

What We Accomplished

Because one incumbent Democrat was sure to lose on Election Night, four seats were required to flip the New Hampshire Senate. Five candidates won, all endorsed by Future Now Fund. But it was close: a 12-12 deadlock was within 250 votes across two districts. And as we predicted, in New Hampshire when the Senate leads, the House follows—it flipped, too.

Spending Breakdown



Specific highlights include:

- Funded a digital director when we learned the state party had no budget for digital.
- When we learned they weren't going to do any polling, we brought in RABA Research to deliver affordable, high-quality benchmark polling.
- Made the rare choice to endorse Melanie Levesque before the primary, allowing us to contribute six times what would have been possible if we waited.

NEW HAMPSHIRE DISTRICTS: A CLOSER LOOK

SENATE

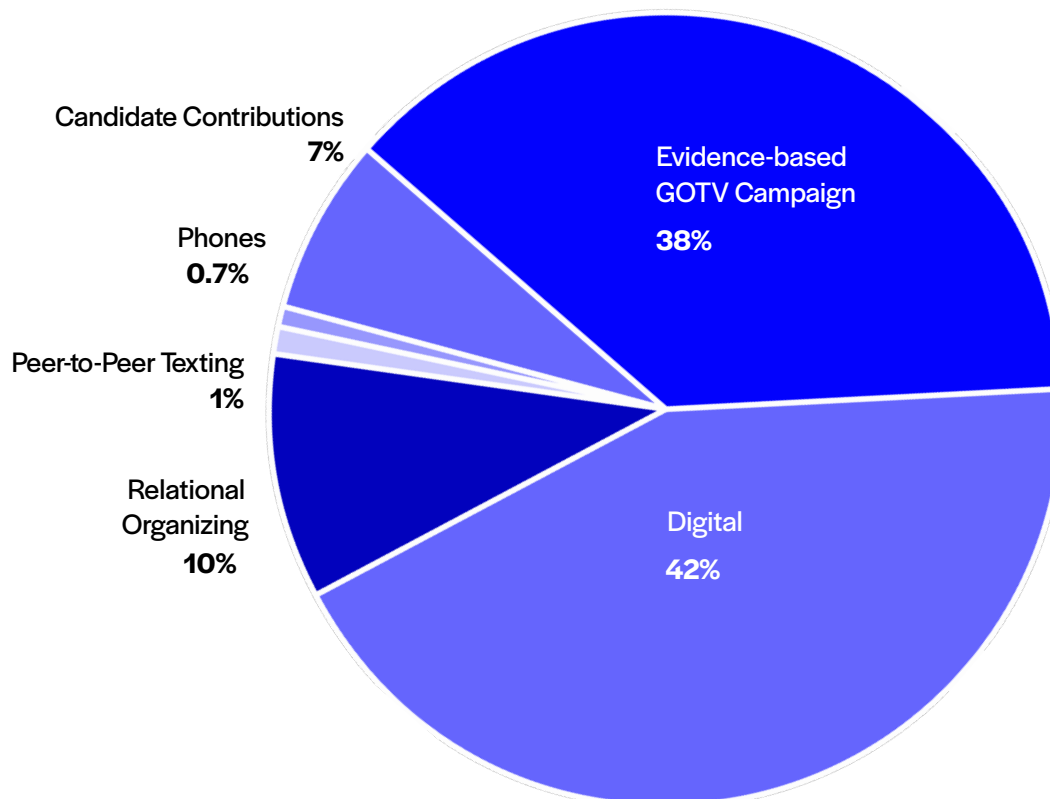
FNF Role	Result	Candidate	District	% Won (Loss)	Votes Won (Lost)
FNF Endorsee	Win	Tom Sherman	24	6.21%	1,832
FNF Endorsee	Win	Shannon Chandley	11	4.52%	1,156
FNF Endorsee	Win	Jeanne Dietsch	9	4.7%	1,261
FNF Endorsee	Win	Melanie Levesque	12	0.68%	169
FNF Endorsee	Win	Jon Morgan	23	0.41%	106
FNF Endorsee	1st-Closest Finisher	Jenn Alford-Teaster	8	(2.58%)	(647)
FNF Endorsee	2nd-Closest Finisher	Bill Bolton	2	(3.20%)	(751)
FNF Endorsee	3rd-Closest Finisher	Mason Donovan	7	(6.78%)	(1,475)

WHAT WE ACCOMPLISHED IN NORTH CAROLINA

What We Accomplished

In North Carolina, the goal was to net four seats to break the Republican supermajority and cue up a 2020 contest for the majority. And we succeeded. We endorsed all 12 candidates who won in Republican-controlled districts, for a net gain of 10 seats in the chamber. Four of those candidates won by less than 1,000 votes, with five more up by less than 2,000.

Spending Breakdown



Specific highlights include:

- Funded evidence-based social pressure mail turnout programs that reached over 100,000 voters.
- Supported relational and field organizing in key districts that reached out to over 20,000 people, through local grassroots groups Advance Carolina and Down Home NC.
- Funded peer-to-peer texting and phone calls to 75,000 people across our districts through Flip NC and other partners.
- Helped expand ACRONYM's largest-ever state legislative digital program on the IE side, reaching 895,771 likely voters and generating over 20 million impressions statewide.

NORTH CAROLINA DISTRICTS: A CLOSER LOOK

HOUSE

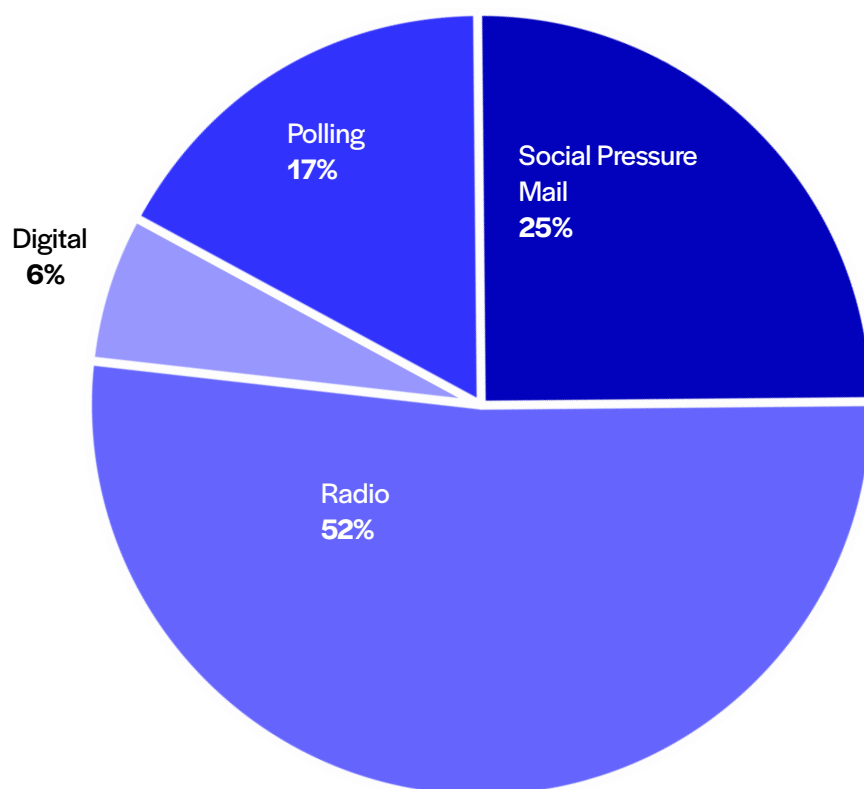
FNF Role	Result	Candidate	District	% Won (Loss)	Votes Won (Lost)
FNF Endorsee	Win	Ashton Clemmons	57	35.13%	11,670
FNF Endorsee	Win	Kandie Smith	8	29.29%	7,055
FNF Endorsee	Win	James Gailliard	25	6.45%	2,519
FNF Endorsee	Win	Terence Everitt	35	5.55%	2,432
FNF Endorsee	Win	Joe Sam Queen	119	4.65%	1,392
FNF Endorsee	Win	Wesley Harris	105	4.58%	1,609
FNF Endorsee	Win	Ray Russell	93	4.42%	1,591
FNF Endorsee	Win	Brandon Lofton	104	3.57%	1,496
FNF Endorsee	Win	Sydney Batch	37	2.07%	944
FNF Endorsee	Win	Julie Von Haefen	36	2.03%	884
FNF Endorsee	Win	Christy Clark	98	1.05%	415
FNF Endorsee	Win	Rachel Hunt	103	0.18%	68
FNF Endorsee	1st-Closest Finisher	Erica McAdoo	63	(0.98%)	(298)
FNF Endorsee	2nd-Closest Finisher	Marcia Morgan	19	(2.42%)	(882)
FNF Endorsee	3rd-Closest Finisher	Leslie Cohen	20	(5.32%)	(1,917)
FNF Endorsee	6th-Closest Finisher	Lisa Mathis	51	(5.58%)	(1,448)
FNF Endorsee	8th-Closest Finisher	Ron Wesson	1	(6.20%)	(1,723)
FNF Endorsee	9th-Closest Finisher	Terri LeGrand	74	(9.01%)	(3,211)

WHAT WE ACCOMPLISHED IN MAINE

What We Accomplished

We endorsed three of the four Democrats that flipped a seat, helping give the Maine Senate the largest majority any party has held in the chamber for over two decades. The strong performance in the Senate also helped defend the Democratic majority in the House and finally turn the page on Governor Paul LePage. Now, Maine has a Democratic trifecta. We made a few tough bets when it came to the districts we directed resources towards. For example, we supported Ned Claxton who flipped District 20, which went for Trump in 2016 and Paul LePage in 2014.

Spending Breakdown



Specific highlights include:

- Filled a funding gap, so the Voter Participation Center social pressure mail program contact universe would not need to be cut.
- Funded over 50% of a radio campaign that aired during final 30 days of the election, including for Ned Claxton, who won by just over 200 votes.
- Convinced the two largest IE spenders to work together on combined projects that we funded, which avoided the trap of duplicative (and sometimes competitive) efforts that is all too common in states with multiple IE programs.

MAINE DISTRICTS: A CLOSER LOOK

SENATE

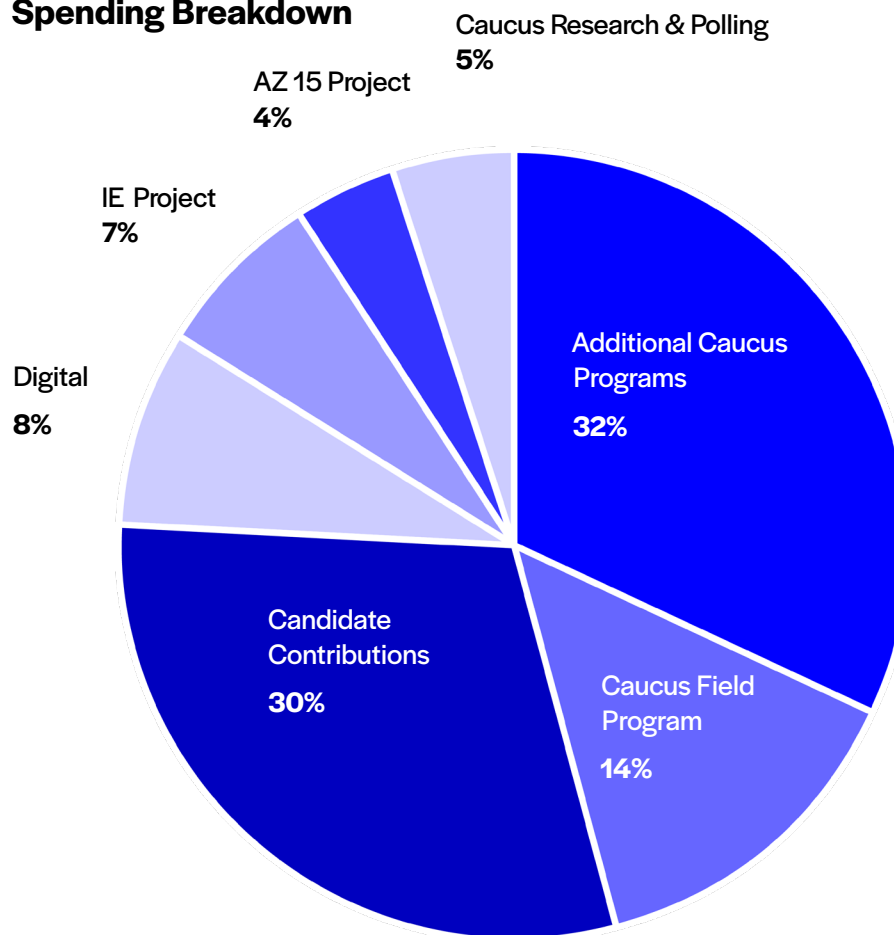
FNF Role	Result	Candidate	District	% Won (Loss)	Votes Won (Lost)
FNF Endorsee	Win	Louis Luchini	7	28.19%	5,877
FNF Endorsee	Win	Erin Herbig	11	18.01%	3,559
FNF Endorsee	Win	Ned Claxton	20	1.32%	235
FNF Endorsee	2nd-Closest Finisher	Laura Fortman	13	(2.38%)	(385)

WHAT WE ACCOMPLISHED IN ARIZONA

What We Accomplished

Four candidates flipped House seats, all endorsed by Future Now Fund. The House narrowed the GOP majority to 31–29, the closest split since Democrats last had control in 1966, and one seat short of a tie. On the Senate side, six out of seven Future Now Fund candidates outperformed Hillary Clinton, and three got more than 49% of the vote. Though we did not get over the top, it was a nail-biter: control of the House and Senate were decided by 0.3 points and 1.8 points, respectively.

Spending Breakdown



Specific highlights include:

- Doubled the ADLCC’s budget for legislative campaigns.
- Urged Arizona Democrats to field two House candidates in every key district (each district sends two members to the House) and three of the four apparent winners are these “two-shot” candidates.
- Recruited the Arena to train organizers and oversee a field program that knocked on close to 250,000 doors.
- Brought in Tech for Campaigns and The People PAC to create compelling digital content and reached more than half a million voters across over 30 projects.
- Connected Change Research for down the stretch insights.
- Expanded the map to compete in every potential district.

ARIZONA DISTRICTS: A CLOSER LOOK

HOUSE

FNF Role	Result	Candidate	District	% Won (Loss)	Votes Won (Lost)
FNF Endorsee	Win	Jennifer Jermaine	18	3.20%	5,948
FNF Endorsee	Win	Domingo DeGrazia	10	2.90%	4,019
FNF Endorsee	Win	Jennifer Pawlik	17	2.51%	3,437
FNF Endorsee	Win	Aaron Lieberman	28	1.39%	2,398
FNF Endorsee***	1st-Closest Finisher	Felicia French	6	(0.34%)	(577)
FNF Endorsee	2nd-Closest Finisher	Hazel Chandler	20	(1.43%)	(1,869)
FNF Endorsee	3rd-Closest Finisher	Christopher Gilfillan	20	(2.29%)	(2,993)
FNF Endorsee	4th-Closest Finisher	Eric Kurland	23	(3.03%)	(5,206)
FNF Endorsee	8th-Closest Finisher	Jennifer Samuels	15	(6.07%)	(10,714)
FNF Endorsee	11th-Closest Finisher	Julie Gunnigle	15	(6.78%)	(11,971)

SENATE

FNF Role	Result	Candidate	District	% Won (Loss)	Votes Won (Lost)
FNF Endorsee	1st-Closest Finisher	Christine Marsh	28	(0.28%)	(267)
FNF Endorsee***	2nd-Closest Finisher	Wade Carlisle	6	(1.81%)	(1,712)
FNF Endorsee	3rd-Closest Finisher	Steve Weichert	17	(1.85%)	(1,744)
FNF Endorsee	4th-Closest Finisher	Douglas Ervin	23	(3.88%)	(2,818)
FNF Endorsee	5th-Closest Finisher	Kathy Knecht	21	(4.46%)	(3,489)

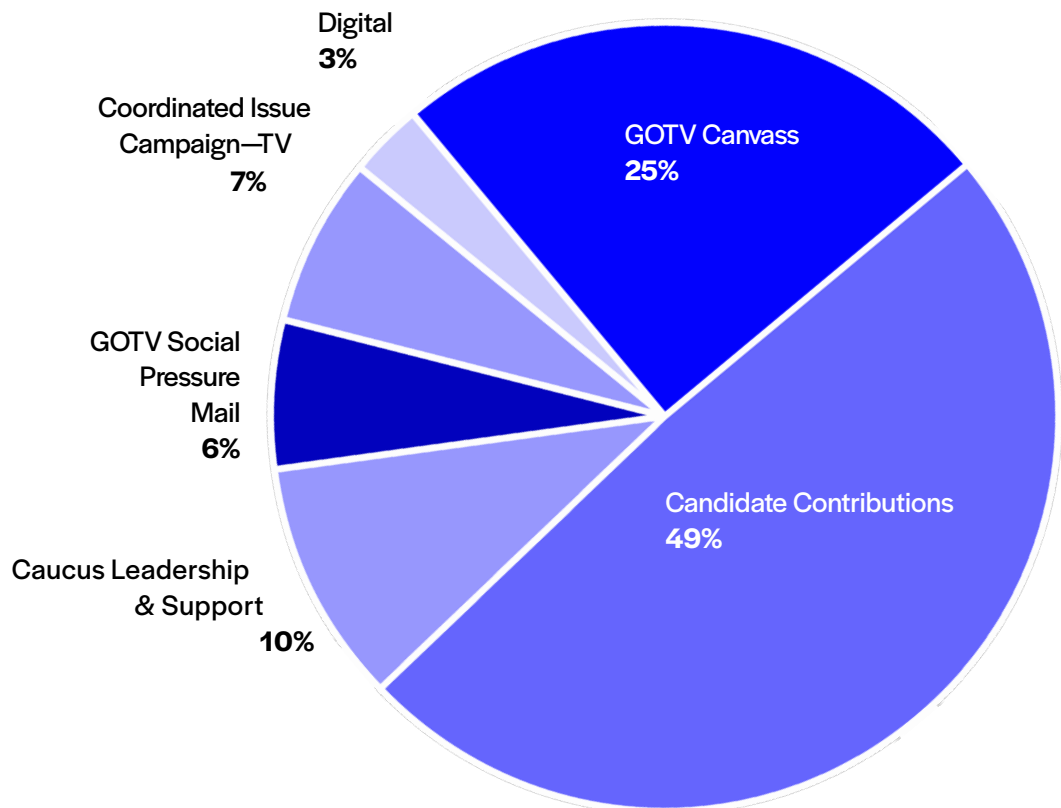
Shaded candidate would have broken majority.

WHAT WE ACCOMPLISHED IN MICHIGAN

What We Accomplished

Six of our candidates won, representing every flipped seat in the Michigan House. A difference of 1,516 total votes across three districts would have been enough to break the GOP majority. And overall, 14 out of our 15 endorsees outperformed Hillary Clinton in their Republican-held districts. Significantly, our investment allowed a robust effort on an expanded map – no matter how tough the fundamentals or significant the dollars on the airwaves against our candidates.

Spending Breakdown



Specific highlights include:

- Supported approximately 40% of the final stretch GOTV efforts to over 47,000 households, with 75,000 doors knocked during the final 4 weeks of the election.
- Funded an evidence-based social pressure mail program that reached more than 61,000 voters across our six winning districts.
- Helped close a \$200,000 spending gap on TV in the final weeks when Michigan House Democrats were at risk of being drowned out by a surge of late GOP spending.
- Enabled our six winning candidates to collectively knock on over 30,000 doors personally, with their campaigns knocking on more than 140,000 additional doors.
- Maxed out to all endorsed candidates, allowing them to get off the phones and knock on doors.
- Funded a campaign of compelling digital ads, highlighting candidates' backgrounds and the issues they most cared about.

MICHIGAN DISTRICTS: A CLOSER LOOK

HOUSE

FNF Role	Result	Candidate	District	% Won (Loss)	Votes Won (Lost)
FNF Endorsee	Win	Mari Manoogian	40	13.10%	7,000
FNF Endorsee	Win	Jim Haadsma	62	3.70%	1,137
FNF Endorsee	Win	Matt Koleszar	20	2.83%	1,367
FNF Endorsee	Win	Padma Kuppa	41	2.64%	1,150
FNF Endorsee	Win	Angela Witwer	71	1.60%	691
FNF Endorsee	Win	Laurie Pohutsky	19	0.48%	224
FNF Endorsee	1st-Closest Finisher	Dan O'Neil	104	(0.73%)	(349)
FNF Endorsee	2nd-Closest Finisher	Kelly Breen	38	(1.29%)	(588)
FNF Endorsee***	3rd-Closest Finisher	Alberta Griffin	61	(2.75%)	(1,283)
FNF Endorsee	5th-Closest Finisher	Kristen Brown	99	(6.84%)	(2,065)

Shaded candidate would have broken majority. One Democrat-held seat was lost by 1.64% (579 votes).

BEYOND ELECTORAL

Future Now's tools for
state lawmakers

HELPING LAWMAKERS ACHIEVE GOALS FOR THE COMMON GOOD

Dining and dashing is bad form at a restaurant and in politics. Future Now Fund is about securing electoral victories. Our partner, Future Now, translates those wins into long-term, lasting change by helping lawmakers achieve goals for the common good. This makes for a much bigger impact. And it's the right thing to do, too.

A Helping Hand

State Line Helpline. Where state lawmakers can get live support, problem-solving tips and follow-up from national experts. Future Now is committed to making sure state lawmakers can be the most effective possible, which is why we've introduced the State Line Helpline. It's like 3-1-1 for lawmaking: Soup to nuts, we're here to help lawmakers figure out the right next step, whenever we can.

Kitchen Cabinet Fellowship Program. Success requires mentorship – and that's especially true when you're working to advance effective legislation, build lasting partnerships and lead in an ever-evolving political environment. Future Now connects state lawmakers to crucial advisors and mentors who can help them work through even the trickiest problems. Whether it's policy, politics, social media, press... or just a bit of guidance when they need it most.

Lawmaker Seminars. Doctors have med school, pilots have flight school. There's no grad school for being a lawmaker. Designed with top lawmakers and experts around the country, Future Now Lawmaker Seminars are a unique program for caucus and staff gatherings leveraging our decades of collective experience in office and supporting those in state government. Seminars include lawmaker best practices from around the country, a presentation of key issues to achieve results, messaging guidance and more.

A Blueprint

America's Goals. America's Goals is a set of bold, achievable targets that helps build for the long-term and will make every state a better place to live, work and raise a family.

Policy Library. The Future Now Policy Library is filled with innovative policy ideas to achieve America's Goals. It's a go-to resource with big ideas and everything needed to turn them into laws: practical summaries, messaging materials, lists of partners, examples from across the country... and the bill itself.

50 State Report Card. A comprehensive, interactive set of rankings that show each state's progress towards better schools, longer lives, stronger roads and bridges and much more.