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FUNDING PRIORITIES AND HOW DA SUPPORT WILL BE PROVIDED AND ACCOUNTED FOR

In recent years, the DA community has been able to marshal approximately \$30 million a year for the organizations in our core portfolio. We need to build on that by seeking to raise an additional \$20 million in the next year.

We hope to encourage support for every recommended organization but think that an additional \$20 million annually could allow us to support the following key priority efforts for 2015-16 in the following ways:

- **Strengthen and launch the 2020 State Funds (strengthen the State Engagement Initiative and New American Majority fund, launch the economy, democracy, and climate funds);**
- **Help SIX, BISC and the Committee on States State Capacity Initiative meet their growth goals;**
- **Give a significant boost to the Victory 2021 plan on money in politics.**

Each of these has detailed proposals and business plans that we are happy to share with Partners.

Although all of the organizations recommended for funding are important to achieving our 2020 Vision goals, the prioritized efforts are critical to winning in the states. The **2020 State Funds** – for our core issues, constituencies and electoral work – will be key vehicles for getting critical dollars to build, take and maintain power at the state level where the right has made critical gains, and where we must prevail if we are to ensure a more progressive America. SIX will fill a critical gap in the progressive infrastructure – supporting state legislators through leadership and policy development – where the right has been strong through ALEC and other initiatives. BISC aims to strengthen democracy by building a national progressive strategy for ballot measures – one of the few bright spots in the last election, and one we are poised to build on. **The Committee on States State Capacity Initiative** will match national dollars with local ones to assure strong hubs in each state for building progressive power. And Victory 2021, a campaign plan to work in states and cities to reduce the dominance of money in politics, is a one-stop shop with two major philanthropic “hubs” – Issue One, and the Piper Fund – playing key roles.

We propose to raise additional money, particularly for our prioritized efforts, largely through inspiration (and by more aggressively fundraising for the 2020 Vision portfolio from beyond the Partnership, a critical next step of work), not through any significant changes to the DA's membership requirements. Contributions to all of the groups mentioned above and listed at the end of this memo would count toward a Partner's DA obligation.

So would contributions to organizations on our larger Progressive Infrastructure Map (PIM), which has grown in recent years, through Partner nomination – the list does not go through other aspects of the usual DA vetting process – to 180 or more groups.

There are pros and cons to a more focused Progressive Infrastructure Map – its existence, particularly with a more focused set of DA fundraising priorities, provides the space for numerous important progressive interests, like gun violence and fighting “religious freedom” laws that foster discrimination, not highlighted in the 2020 Vision strategy. On the other hand, as many Partners have argued, a large list can dilute focus and funds and imply an endorsement by DA for groups that have not been subjected to the kind of impact, budget and governance analysis that we undertake for organizations in the core portfolio.

In order to mobilize more funds for the recommended strategy, we encourage Governing Partners to **direct at least \$100,000 of their giving to the groups that comprise the 2020 Vision portfolio** (as opposed to the larger PIM). Our best current data shows that Partners currently divide their giving about 50-50 between the PIM and the core recommended groups, so this would be a significant, but not radical, adjustment in Partner practice. It would be voluntary, and we'd track giving for a year or two to see what the impact would be.

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For all groups in the portfolio, we would stay abreast of their funding priorities and help to match groups to Partners and other donors in line with program priorities, but the principal value-added of the DA to those groups would be our “endorsement” and the access to the community. In talks over the months with groups in our current portfolio – and indeed many who were once part of it and dropped in previous cycles – this is what they most want from DA anyway.

Finally, as indicated above, invitation to DA conferences would be extended to all the groups in the above section, around thirty, in line with DA practices over the last ten years.