



Democratic National Committee

PLAYBOOK

**A GUIDE FOR COORDINATED
CAMPAIGNS & STATE PARTIES**



Case Study

Digital Strategy for Democratic Campaigns

KEY TAKEAWAYS

- 58% of Americans get news from digital — more than TV, radio, and print combined
- Use DNC resources: FactPost for clips, @TheDemocrats for memes (no attribution needed)
- Be authentic — don't force trends, caption all videos, show your human side
- Reserve handles you can't maintain; only launch accounts you'll actively use

KEY ACTIONS

- Download clips from FactPost daily for rapid response content
- Make volunteer sign-ups the clearest action prompt on your website
- Caption every video (75% watch on mute)
- Register social handles early — even if you won't use them yet

PRO TIPS

- Creators are constituents, not press — build real relationships
- Include non-political niches in creator outreach (sports, beauty, lifestyle)
- Search Engine Optimization gives you control, algorithms don't — invest in keywords and metadata
- Test everything: subject lines, graphics, ask amounts, button colors

WATCH OUT

- Right-wing creator ecosystem is massive and well-funded — be strategic, not reactive
- Don't force candidates into trends that don't fit — authenticity matters
- Avoid fake urgency, fake matches, and scammy fundraising tactics

CONTACTS & RESOURCES

- Creator partnerships: Matt Rein — reinm@dnc.org
- Creator resources: [Democrats.org/Creator-Signal](https://democrats.org/creator-signal) & [Democrats.org/Creator-Clips](https://democrats.org/creator-clips)
- Political email archive: politicalemails.org | Facebook Ads Library: facebook.com/ads/library

Why Digital Matters

The internet is Democrats' number one battleground heading into 2026 and 2028.

58% of Americans get their news from digital devices — that's more than TV, radio, and print combined. And when you look at political news specifically, more Americans stay informed via digital outlets than via linear television.

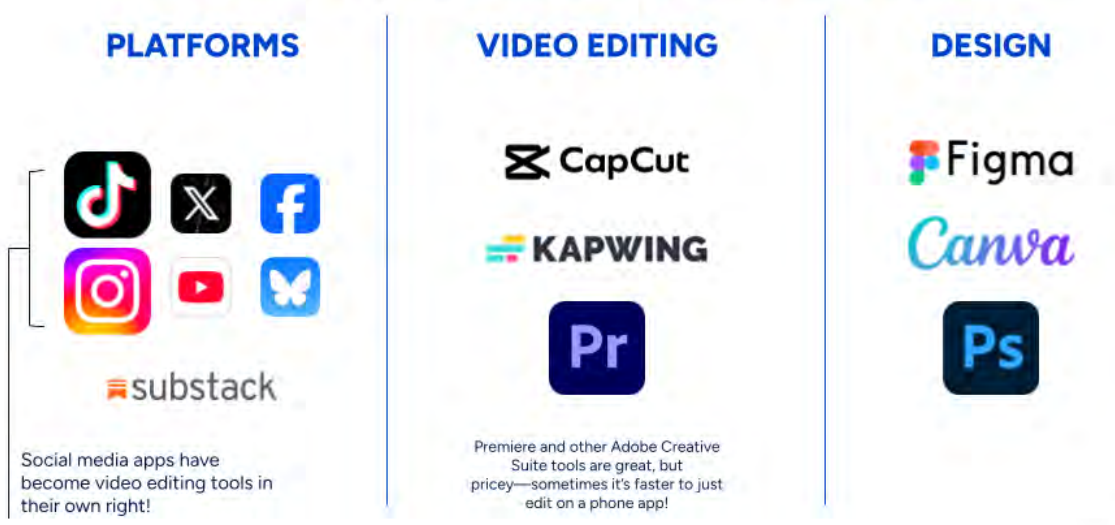
The solution seems simple: Democrats should post more and "flood the zone."

But we face significant headwinds. Over a quarter of Americans get their political news from right-wing outlets, and right-wing billionaires are buying up major social media platforms and news outlets to dominate the digital airwaves with Republican propaganda. On top of that, the right-leaning content creator ecosystem (see Turning Point USA) is massive and well-funded.

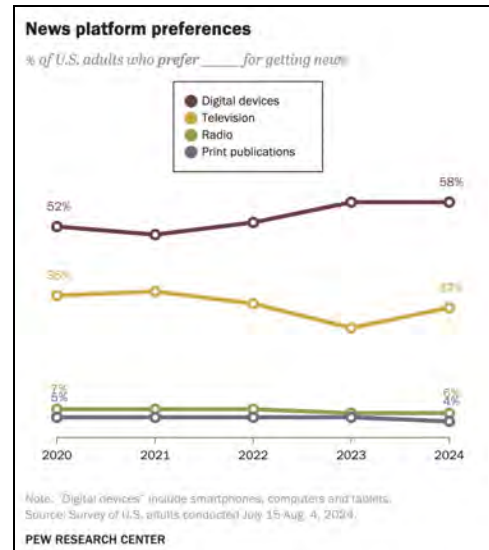
In an environment this challenging, it's important that Democratic campaigns don't just "do digital" for the sake of doing digital. We need to become more effective content creators.

Recommended Tools for Content Creation

Every campaign has different content priorities that require different toolkits. Here are our recommended tools for content creation.



Best Practices for Content



Do What Works

- Pay attention to metrics and performance.
- Campaigns should avoid launching social media platform accounts just for the sake of having them. If you aren't actively posting native content on an active social platform, don't feel obligated to launch it.
- Note: You should still register and reserve the social media handles for your candidate/campaign so that you have them on hand should you ever need them, and so that bad actors can't take them.

Use Social Media as Intended — Be a Strategic User

- Interact with other creators by replying to them, stitching (adding part of another creator's video to your own with your commentary) their content, and reposting content that resonates.

If You're a Candidate: Be a Normal Human

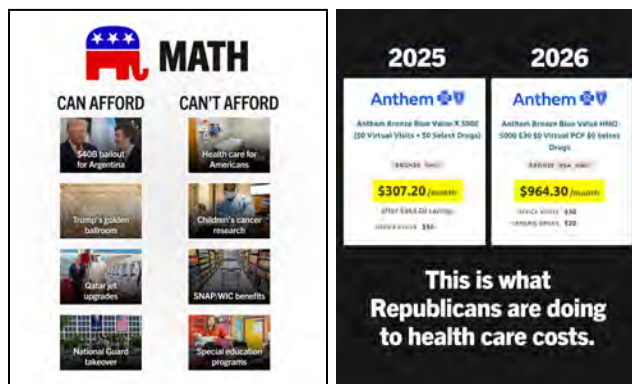
- Show your hobbies and interests outside of politics: Sports, Music, Movies/Television.
- Family and personal content perform well.
- Don't force yourself into trends/memes if it doesn't feel right. People want authenticity.

Caption Your Videos

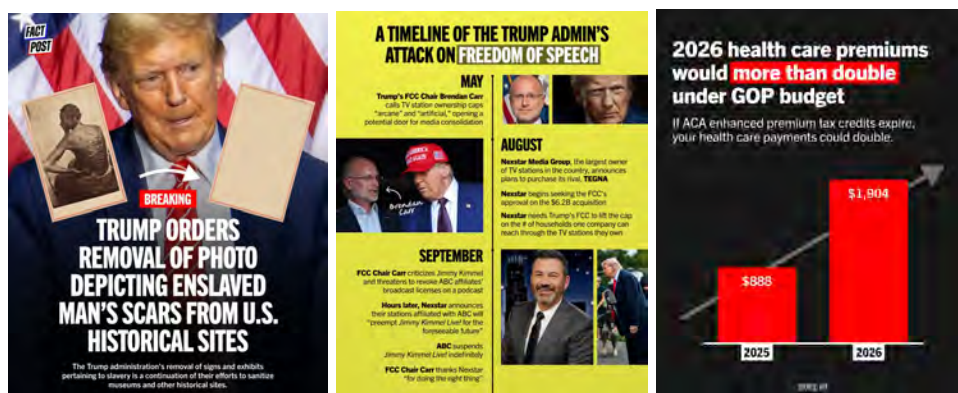
- 75% of people watch mobile videos on mute, so adding captions ensures every viewer is getting the most out of your content.
- Video captioning also makes your content accessible to deaf and hard of hearing users.
- Captions introduce movement to your videos, improving viewer retention.

Graphic inspiration

Simple infographics



News-style updates



Panel graphics and “side-by-sides”



Video Editing

For simple, low-cost video editing, consider investing in a monthly CapCut or Kapwing subscription. Both programs offer social-optimized caption and video templates that make it easy to format news clips, remarks clips, and direct-to-camera selfie videos for social media.

Adobe Premiere, which is part of the Adobe Creative Suite, is widely recognized as the industry standard for video editing, but it can be expensive for smaller campaigns or organizations.

Design

Canva is widely used as a free or low-cost graphic design tool. If you have a bit more budget, consider investing in Figma, which is a web-based design tool that allows for easy, seamless collaboration.

Adobe Photoshop and Illustrator are parts of the Adobe Creative Suite and widely regarded as the industry standard for graphic design. For most simple graphics, you can get away with lower-cost options.

Web Strategy

How can we build strong websites to help us win in 2026 and beyond?

Leverage Your Site to Drive Volunteer Shift Sign Ups

- Make sure that your volunteer asks are the most clear calls to action (CTA) on your website.
- The CTA text should be bold, a contrasting color, underlined, etc. — anything to draw the user's attention quickly to the action you would like them to take.
- Make it as easy as possible for users to sign up to volunteer via the CTA on your website. The link should go directly to the specific event link that you are promoting.
- A good general rule of thumb is that you want to minimize the number of clicks it will take for your user to get from the call to action to actually signing up for the event in question.

Write Clear, Strong Copy

- Don't overcomplicate your copy or use fancy language. Strong copy is often simple and concise.
 - Instead of: Democrats want to reduce the burdens that fall on working families associated with the tariffs of the Trump administration, say: Democrats want to lower costs.
- Another good guideline is for your most important copy to fall "above the fold," meaning that the user should see ALL of the most important context and calls to action before they scroll down at all.

Ensure Website Accessibility

- Strong copy is accessible copy. A good goal is to aim for at or around a fifth-grade reading level so that all users can take in the information you are presenting.
- Ensure that language options are available. There are plugins/extensions (PolyLang is a good one) if you are using WordPress that can automate translation for you.

Use Search Engine Optimization (SEO)

- Websites are not susceptible to an algorithm in the same way that Instagram, Twitter or other social media platforms are to uplift content.
- One big factor you can work with in boosting content visibility on the web is Search Engine Optimization, or SEO — using keywords, image descriptions and other forms of metadata (data about the content) to ensure that a website appears as high up on search engines like Google and Safari as possible.
- The cool thing about SEO is that you have a level of detailed control over this space in a way that you simply cannot achieve via platforms that run via an algorithm.

Best Practices for Working With Content Creators

- Be inclusive! Feel free to screen creators, but do not restrict your creator network to only those that are always in alignment with your campaign, or even the Democratic Party broadly.
- (Most) creators are not journalists or communications professionals. Do not make the mistake of treating creators as just press or like they are an arm of the communications team. Creators are just regular constituents, with their own unique needs and thoughts.
- Get to know creators on an individual level, and understand how their content can fit into your messaging.
- Think outside the box. Involve cultural, lifestyle, sports, beauty, and more niches into your creator network.

The DNC Influencer and Creative Partnerships team is focused on building authentic new media partnerships that elevate Democratic values and voices. Our program boasts nearly 400 creators with 50m+ combined followers in our flagship signal, where we send daily messaging guidance and clips. We're working to build long-lasting relationships with creators that will exist beyond any individual campaign or campaign cycle.

We want to be a resource for campaigns, state parties, and elected officials by helping tap into our existing creator network, but ultimately, assist you in building your own creator networks and information channels.

First, if you know creators in your state, send them to [Democrats.org/Creator-Signal](https://democrats.org/Creator-Signal) and [Democrats.org/Creator-Clips](https://democrats.org/Creator-Clips). These are the main touchpoints for our network and a great way to plug in to our existing infrastructure.

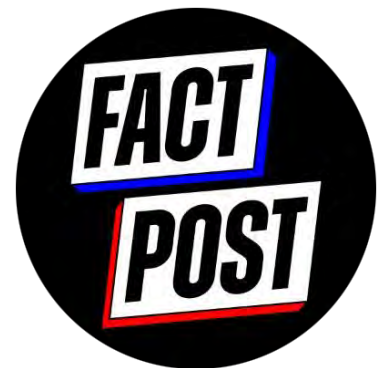
Second, you can contact Director of Influencer and Creative Partnerships, Matt Rein, at reinm@dnc.org for any questions related to the influencer and creator universe.

The DNC as a Content Resource

We want state parties, campaigns, elected officials, and progressive causes to use us as a resource: use our clips, and repost our memes. That's what they're there for!

If you're looking for rapid news clips and stories to download and iterate on, FactPost has you covered. FactPost is the DNC's official rapid response (content created quickly to respond to news or events) account, and it publishes dozens of clips and news stories every day for the Democratic ecosystem to create content with.

- Twitter: twitter.com/factpostnews
- Facebook: facebook.com/factpost
- Instagram: instagram.com/factpostnews



- Bluesky: bsky.app/profile/factpostnews.bsky.social

If you're looking for infographics, memes, and message framing, feel free to rip content from the DNC's social accounts. No attribution is necessary — we want to be a resource!

- Twitter: twitter.com/thedemocrats
- Facebook: facebook.com/democrats
- Instagram: instagram.com/thedemocrats
- Bluesky: <https://bsky.app/profile/democrats.org>
- Threads: threads.com/@thedemocrats
- TikTok: tiktok.com/@democrats

In-House Grassroots Fundraising

Why Grassroots Fundraising Matters:

While many campaigns completely outsource their grassroots fundraising to a firm, we recommend running an in-house program (and if you need extra capacity, a firm can help). Why?

- A Digital or Grassroots Fundraising Director in-house can oversee the program at a fraction of the cost of a firm.
- The team being integrated with the campaign means they have a better sense of messaging, tone, and what's happening on the ground.
- This team would focus solely on your program; strategists at firms are juggling a number of clients and programs at once.

Email and SMS

Getting Started:

- Customer Relationship Management Platforms (CRMs): We recommend ActionKit for email and Scale to Win for texting.
- List building: Ask people to opt into your email and SMS programs as frequently as you can; on your website, via ads, on your donation pages, at events, on social, etc.

A Good Email:

- Grabs the reader's attention.
- Keeps their eyes moving.
- Makes a clear ask + does it relatively quickly.
- Is personalized to the recipient, if possible.

Calendar:

- Email and texting are great ways to communicate with donors about non-fundraising messages as well.

- Make sure you're balancing these sends with your fundraising sends.

What's Working For Others:

- Sign up for a bunch of other programs' emails, political and non-political, and take inspiration from them.
- If a program keeps sending the same email, that's a sign that that email is working for them.
- [You can also check the archive of political emails here.](#)

Things to Avoid:

- Paragraphs of more than a few sentences.
- Getting lost in the details of any given topic.
- Including the ask too late in the email.
- Giving the reader permission to tune out (phrases like "you already know this," "you may have already seen this," etc.)

Ads

CTAs:

- While you're building your email list, you can focus on Acquisition ads to acquire donor information. These ads are designed to collect new supporter info, and they can be a petition, a survey or anything that will get a donor to click and give you their email and phone number.
- Switching to a strategy that prioritizes Direct Donate ads (ads encouraging immediate donations) raised the DNC over ten million dollars in 2025 alone.

Platforms:

- We recommend running ads on Meta and Google Search. These platforms are easy to use, easy to optimize, and cost-effective.

Strategy:

- Direct-to-camera videos: videos where the person speaks straight to the camera, as if they're talking directly to the viewer.
 - An easy way to get a message to donors.
- Graphic ads: using text and images to get your message across.

What's Working For Others:

- [You can check out the Facebook Ads Library here.](#)

Direct Mail

Direct mail is the top-earning channel for the DNC. However, it also requires a large amount of cash up front. If you can afford it, we strongly recommend running a direct mail program.

The majority of political donors are older, and despite the fact that we're living in a digital age, the demographics of our direct mail donors have remained the same. Our direct mail program revenue has not decreased over the last decade plus, and we raised over \$100M for the DNC and presidential campaign in 2024 through mail alone.

Best Practices

- There are many programs that use unethical, scammy tactics. Send your supporters genuine messages that make a compelling argument for why they need to donate. Be clear where the donor's money is going.
- Do NOT utilize: fake/incorrect voter/donor profile matches, urgency when it doesn't exist, or a false sense of panic.
- You should run a test on every piece of content you're putting out.
- Test subject lines, content, graphics, portraits, signers, ask amount, button color, landing page design, anything that could have any impact on your fundraising.
- Send follow-up emails, mail, or calls. Most campaigns and organizations are not thanking donors, and this makes you stand out and increases sustained donor engagement. Donors will often give a second gift when they are being thanked!
- Recurring gifts, or monthly donor contributions, help you plan your budget and maximize incoming revenue. Optimize your program to bring in as many monthly gifts as possible without sacrificing one-time revenue.

Case Study

DNC Local Listeners

Context

In traditional field programs, voter contact has often been transactional, prioritizing volume and rapid data collection over the depth of the conversation. Standard scripts push volunteers to quickly identify support and move on, leaving little room for genuine connection or qualitative feedback. In early 2026, the DNC Distributed Organizing team set out to challenge that model by launching the Local Listeners program.



Goals

The overarching goals of the Local Listeners program represented a shift in campaign philosophy, aiming to:

1. Re-think early cycle voter contact to be a listening-first approach with more thoughtful language. We wanted to move away from rigid, transactional scripts and instead focus on trust building and feedback loops with voters.
2. Scale relational organizing buy-in among supporters. We targeted training 750-1,000 volunteers as effective community listeners and leaders, online and offline. To scale buy-in for these non-traditional voter contact methods, which require a heavier touch, we leveraged these already bought-in local listeners to jump-start our volunteer programming.
3. Rebuild trust with supporters. By demonstrating that the Democratic Party values their lived experiences and concerns, rather than just treating them as a vote to be harvested, we sought to re-engage disillusioned voters and empower them to take action.

Tactics to Activate Local Listeners

The campaign activated and trained volunteers for this program through two primary mechanisms:

- The Local Listeners Bootcamp: A seven-week virtual training series held every Wednesday, designed to prepare volunteers to become trusted, community-rooted organizers. The curriculum covered community mapping, active listening 101, handling hard conversations (both on and offline), and event hosting.
- Specialized Deep-Listening Phone Banks: Trained Listeners made longer-form calls to a targeted universe: voters with a Support Score of 70+ who voted in 2020 but did not vote in 2024. The goal was to log qualitative feedback and build relationships rather than simply IDing the voter.

Calls Programming Overview

To achieve our goal of listening-first voter contact, we completely overhauled our approach to the phone bank script and training. We leveraged the Scale to Win Short Answer question type to collect qualitative feedback on the calls.

Caller training emphasized empathetic listening over persuasion. Success means understanding voter feelings, not securing a 'yes' or vote plan.

When voters are disengaged:

- Don't try to fix it: Understand *why* they feel that way. Conversations can be open-ended.
- Normalize: Acknowledge their feeling is common ("A lot of people I talk to are feeling this way").
- Be Curious, not corrective: Avoid debating. Ask: "What do you wish you were seeing?" or "What made politics start to feel exhausting?"

Note-taking (300 characters/question) must capture:

- Feeling: How they sounded/described themselves.
- Issue/Experience: The root cause of the feeling.
- Meaning: Why it matters to them.

Calls Script Summary:

Hi, [First Name], this is [YOUR NAME], a volunteer with the Democrats. I'm calling because we're having conversations with folks to better understand how people are feeling about the direction of our country right now and I'd love to hear your thoughts.

Question 1: When you think about the country right now, do you feel like things are headed in the right direction or the wrong direction? *[Even if they say they're a Republican, we still want to hear their thoughts.]*

Question 2: *Totally understood, and a lot of people are feeling that way. What's been most concerning or frustrating for you and your family?*

Question 3: *What do you wish politicians knew about you and your community?*

Question 4: *I really appreciate you sharing your thoughts on all of this. Since it's a midterm year, I do have one final question: When you think about the elections coming up in 2026, how likely do you think you are to vote?*

If Voters are Disillusioned about voting: *That makes a lot of sense — a lot of people I talk to feel that way. You don't have to decide anything today. Is there anything else you're hoping to see from politicians that you feel like you haven't yet, or anything else you want the Democratic Party to know?*

Cross-Departmental Coordination

Collaboration across departments was essential to launch this program. These external departments supported the program by:

- Mobilization & Digital Teams: Supported massive recruitment pushes through SMS, targeted emails, Substack, WhatsApp, and social media amplification.
- Comms: Supported on [landing stories](#) on the program to help create natural interest from supporters in what we are doing.
- Coalitions & Partners: Amplified the program to their networks, utilizing a specialized social toolkit.
- Research, Comms, and Legal: Reviewed and approved the listening-first script and provided regular talking points on key issues (like state-level Democratic achievements) so volunteers had factual resources.

Systems

- Qualitative Data Trackers: We utilized Google Gemini to parse through qualitative data, and collect topline in a weekly report. All data was shared directly with the DCCC on a weekly basis, with district-specific breakdowns and quotes from voters.
- Slack / Discord Channel: Used as a community hub for volunteers to share strategies, ask questions, and access training materials.
- Resource Workbooks: Workbooks and one-pagers were provided to attendees after each session to reinforce the curriculum ([access the links here](#)).

Key Takeaways & Future Recommendations

Salient Successes

- Volunteers are hungry for this work, and voters just want to be heard. We received some of the best feedback from voters AND volunteers who are doing this work both from phone banks and from the training. Feedback included:
 - “These calls felt very impactful - keep doing them. I will do more - I will recruit others to do them. People want to be heard.”
 - “I’m actually getting more confident in my ability to talk politics with others, composed rather than insecure”
 - “This was one of the most rewarding things I have done in a year”
- Gathering Highly Actionable, Nuanced Data: The listening-first script successfully captured deep qualitative insights into voter anxieties. The feedback reports provided depth to voter feelings that traditional ID calls might miss, such as specific feelings, anxieties, and concerns rather than a check box of an issue they care about.
- Securing Volunteer Buy-In: The program successfully reframed organizing for many participants. Feedback forms indicated that volunteers highly valued learning how to approach difficult conversations with empathy and how to pivot from conversations

about what people care about, into how that reflects into actions they can take (voting, volunteering, supporting their community). They appreciated the emphasis on listening over talking and found the provided scripts for navigating disillusionment to be empowering.

Changes for the Future

- **Increase CRM and Qualitative Reporting Capacity:** The program highlighted the current gap in political tools for a platform that can support plain language notes as key data points. Local Listeners data and the notes and feedback volunteers were sharing was manually reviewed and synthesized, so as the program scaled, our reporting structure became difficult to manage.
- **Clearer Focus on the Goals of the Training:** While the bootcamp content was in-depth, the focus occasionally lost the plot when it came to the actual output we were seeking from attendees: actually engaging in conversations and reporting back. If we were to do this program again, we would center all curriculum around having attendees both engaging in and recording conversations.

For resources and materials, visit democrats.org/local-listeners.

Ground Truth

Swing Left's **Ground Truth** is an innovative, nationwide volunteer-powered canvassing program that is fundamentally transforming how Democrats connect with voters to win elections in 2026, 2028, and beyond.

This is what we will do differently:

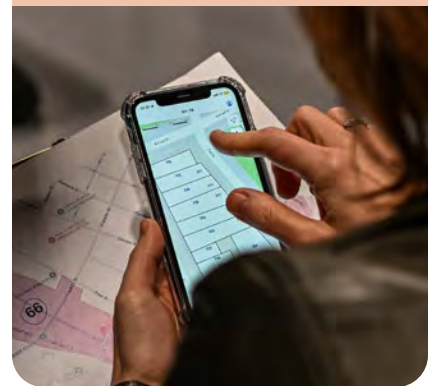
Go big by talking to all swing district voters, not just likely Democrats. Traditional voter contact targeting too often misses persuadable voters.



Listen deeply—starting earlier than ever—to voters' real-world concerns, including specific challenges faced in their communities.



With brand-new technology, directly share on-the-ground insights and rich data to strengthen the most competitive Democratic House campaigns.



About Swing Left

In 2026, **Swing Left** is laser-focused on winning a Democratic majority in the U.S. House to put a material check on the Trump administration.

Swing Left is the largest year-round home for Democratic grassroots electoral volunteers and donors. Our mission is to help people strategically channel their time and money to the most competitive races that determine the balance of power. We do not engage in issue advocacy or primaries. This results-oriented approach allows Swing Left to direct all our resources toward winning Democratic majorities.

Swing Left's impact and scale since our founding in 2017:

+\$140 million

raised to elect Democrats in swing races nationwide

1 million

members and 400+ local groups across the country

50 million

voters contacted through volunteer-led door knocks, phone calls, & letters

A Radical Shift in How Democrats Reach Voters

Ground Truth is our most ambitious program ever, designed to transform how Democrats connect with voters, rebuild trust, and win elections.

- ✗ In 2024, Democrats lost ground with nearly every demographic group. The 2025 election results showed that **we can win voters back, but only if we show up and listen.**
- ✗ Too often, **campaigns rely on outdated technology, incomplete voter data, and narrow targeting** that overlooks potential supporters who could be the difference in tight races.
- ✗ **Voters and volunteers are tired of short-term, transactional outreach** that starts too late, misses the mark, and ends abruptly after Election Day.

Historically, Swing Left has funneled the energy, time, and resources of our 1 million grassroots members directly into existing campaign infrastructures. That means we have seen the obstacles to effective canvassing up close.

Campaigns typically focus their targeting on people who are modeled as likely Democrats, but that information is often based on unreliable data that makes assumptions about who people are. This type of targeting means that Democrats are not even trying to talk to huge numbers of potential supporters in their districts. In addition, typical campaign canvassing does not start until shortly before Election Day. These last-minute conversations are often reduced to quick, transactional exchanges focused solely on turnout rather than persuasion or trust-building.

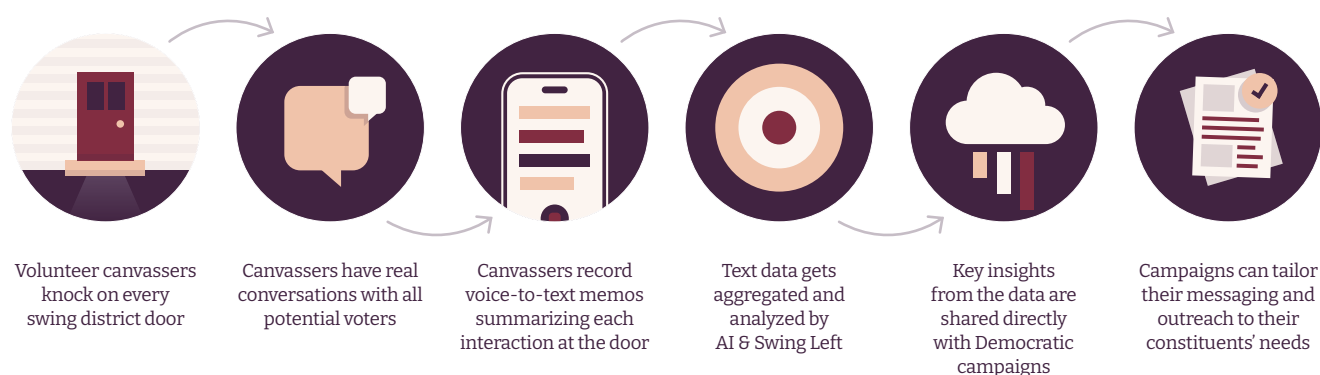


By leveraging a 2024 Federal Election Commission (FEC) advisory opinion, Swing Left is able to run our own canvass program for the first time this election cycle, while still coordinating directly with campaigns.

With Ground Truth, we will knock every door in our targeted areas and pair face-to-face volunteer-led conversations with AI-powered technology designed to capture, track, and draw actionable insights from what voters are really experiencing. And then we will share all of that data with House campaigns and state parties.

A New Model for Listening and Learning

Ground Truth centers deep listening and substantive conversations with every voter in a competitive House district. To develop our program and scripts, we are consulting with the deep canvassing experts at the New Conversation Initiative, who have extensive experience testing and identifying effective persuasion techniques. Ground Truth reimagines voter contact, starting earlier than ever—well before most campaigns have the infrastructure to run voter contact programs—incorporating new technologies, improving voter file data, and sending critical insights to campaigns to help inform their targeting and messaging.



By starting outreach more than a year before Election Day, volunteers are helping campaigns identify and build genuine relationships with disengaged or disillusioned Democrats as well as persuadable Republicans and Independents. Every conversation is designed to go deeper, with volunteers trained to have 10- to 15-minute discussions that focus on listening, not delivering talking points.

Through Ground Truth, Swing Left is uncovering potential voters who would otherwise be missed and identifying new paths to victory in 2026 and beyond.



Brand-New Technology

Behind this effort is a new constellation of technologies that Swing Left has helped build to power deep listening, analysis, and information sharing at scale:

A canvassing app, developed with the progressive technologists at Everybody Techworks, allows volunteers to voice-record open-ended notes, summarizing the nuances, insights, and feedback from conversations with voters. This technology, never before used by federal campaigns, allows for much more information to be collected on voter sentiments and builds more substantive profiles on voters than the traditional canvassing checklist.

A central database that allows us to store and integrate those insights across conversations and districts. We have partnered with leading tech executives and longtime Democratic Party technologists to support and scale this platform, which is being designed to address shortfalls of existing systems. This modern infrastructure will provide organizers with new, streamlined tools for storing, managing, and using voter contact data.

Rigorous AI analysis, coupled with human review, which identifies trending issues in each district, as well as patterns of frustration, hope, and distrust that traditional polling and canvassing often misses. We have brought on an AI consultant with significant industry experience to design the process of pulling the learnings and stories out of the data.

Secure sharing of deep voter insights with Democratic campaigns. In addition, any voter contact data, partisanship information, and issue concerns we collect will be integrated into Democratic voter files through the Democratic Data Exchange, which allows us to seamlessly share this data.

Together, these components fill critical gaps and limitations in legacy tools designed for short, scripted voter contact and outdated data models, and create the foundation for sustained, trust-building conversations. For more information on this technology, please contact Gautham Arumilli at gautham@swingleft.org.

Early Findings Point to Untapped Potential for Democrats

In fall 2025, Swing Left ran 25 pilot canvasses across 14 of our **target House districts** to validate this approach. Results from Ground Truth's pilot canvasses reveal significant opportunities for Democrats:

Voters feel the system is broken

About 50% of Republicans, Democrats, and Independents alike mentioned broad frustration with both political parties and a sense that the government is not working for them. Notably, we have not yet seen a federal or state party entity systematically tracking this theme in their canvassing and voter files.



There is untapped voter potential for Democrats

Democrats have an opportunity to make up ground with the demographic groups they lost in 2024 and also persuade Trump supporters. Expanding whom we talk to and improving how we engage with them can uncover meaningful new support. In our pilot data, 1 in 4 of the voters campaigns typically classify as very unlikely to support Democrats actually expressed serious concerns about Trump's actions and the direction of the country—indicating that traditional voter contact efforts are missing potentially persuadable voters.

Voters are eager to engage

Two-thirds of people who answered their door were willing to have a real, 10- to 15-minute conversation with Ground Truth volunteers. Voters across the spectrum also expressed their pleasant surprise that Democrats are interested in talking and listening to them, not just asking for votes—an important step in rebuilding the broken party brand, and proof that when someone shows up and listens, voters are eager to be heard.



Single-issue framing is insufficient for capturing voter motivations

We are finding that voters' concerns and motivations are nuanced and can't be boiled down to one or two checkbox issues. Ground Truth's approach is helping Democrats think more holistically about the narratives people believe in and what truly drives their engagement.

Dive deeper into the key findings of our pilot program at ourgroundtruth.org/key-findings-pdf and review a thorough case study in IA-01 at ourgroundtruth.org/case-study-ia-01



Pilot key findings



IA-01 case study

Scaling Up for 2026

Following the September 2025 Ground Truth pilot, Swing Left expanded the Ground Truth program to volunteers nationwide in December 2025 to help Democrats win back the House—bringing deep-listening canvasses and phone banks to our **full slate of battleground districts** where control of Congress will be decided. Swing district canvasses and phone banks are ongoing and scaling up.

The next phase will layer in a focused persuasion strategy, exploring voters' feelings about Democrats and barriers to supporting them in the midterms. The qualitative data collected from these conversations will provide a roadmap to persuasion in the 2026 midterm elections.

Working directly with Democratic candidates in our defensive and red-to-blue districts, Ground Truth's early, data-driven, and pragmatic approach aims to help Democrats strengthen trust, build lasting relationships, and win critical elections to help stop Trump and the GOP.

If you are working in a state that includes a Swing Left target district:

Contact political@swingleft.org about possible coordination opportunities.

Contact tech@swingleft.org if you are interested in accessing Ground Truth data.

Ground Truth Pilot Key Findings

Last updated: 11/16/25

Ground Truth is not just another field program—it's infrastructure for understanding the electorate in new ways that will help Democrats defeat Republicans in competitive elections. At scale, deeply listening to voters can be the foundation for persuasion, trust, and long-term repair of the Democratic brand.

This memo summarizes early findings from 467 conversations with voters in 12 congressional swing districts across multiple pilot canvass sites in Arizona, California, Colorado, Iowa, New Jersey, New York, Oregon, Pennsylvania, and Wisconsin between September and November 2025.

Volunteer canvassers were trained to knock every door and guide whoever answers through an open-ended conversation about our country and their place in it. In addition to the usual survey data, canvassers recorded detailed summaries of their conversations, enabling us to use new technology to tap into a fresh source of voter insights, which we have begun sharing with campaigns (in districts with a Democratic incumbent), state parties, and other key stakeholders.

Challenge	What Ground Truth Solves
Campaigns start too late and talk to too few people.	We talk to <i>everyone</i> , early—not just “likely Dems.”
Persuadability is notoriously difficult to model with voter file data.	<i>Qualitative texture at scale</i> reveals hidden openness among voters coded as Republicans and Independents.
Democrats struggle with trust and perceptions that they deliver for voters	Conversations provide <i>follow-up pathways</i> , connecting voters to resources and demonstrating responsiveness.
Down-ballot campaigns often lack critical focus-group resources.	Ground Truth provides <i>free, real voter insight</i> to red-to-blue and resource-limited campaigns to complement polling.
The electorate is demoralized and turned off by politics	Listening resets the relationship, turning distrust into dialogue.

Stories in the Data

1. Voters are eager to talk and they want the parties to hear them.

Democratic campaigns have systematically underestimated the public’s appetite for real conversation. *The barrier is not disinterest; it’s distrust and fatigue with when and how campaigns normally show up.*

- Across pilot canvasses, **~2 out of 3 answered doors turned into substantive conversations**, often lasting more than 10 minutes. The listening-first posture combined with the fact that most voters aren’t being talked to this early in the cycle both probably contribute to higher engagement than in typical canvassing.

2. Because traditional voter contact methods are limited, they often miss existing Democratic supporters as well as persuadable voters.

Campaigns do their best to make efficient choices when time and resources are tight. Typically, campaigns focus on likely Democrats who need to be mobilized. Casting a wider net that includes less likely voters is slow and labor-intensive, and not traditionally prioritized, especially in the final stretch before Election Day.

Ground Truth shifts the timeline and capacity assumptions underlying that strategy.

Beginning earlier and mobilizing a massive volunteer base to knock every door means we can identify and engage voters who are often missed by traditional voter contact strategies. The pilot suggests that less likely Democratic voters show real openness at this stage in the cycle and our data can help inform campaigns about who is persuadable, who might be discouraged or drifting the other way, and who we should in fact leave out later on.

- Early analysis suggests **about 1/4 of voters coded as Republican (either through registration or modeled partisanship)** expressed either:
 - explicit concern about Trump,
 - openness to voting for Democrats,
 - or alignment with progressive priorities.
-

3. Disillusionment dominates the emotional landscape, not ideology or a particular issue.

In open-ended conversations that begin with asking about the direction the country is headed—across Republicans, Democrats, and Independents—the most consistent theme was **“the system is broken.”**

In **nearly half** of conversations, this showed up as:

- frustration and disillusionment with both parties,
- distrust of institutions,
- disappointment in leaders, and
- a sense that “no one is looking out for people like me.”

It signals a need to rebuild trust through sustained conversation, over a longer period of time than campaigns typically can do.

4. Ground Truth fills a structural gap in the Democratic ecosystem.

How we close that gap:

Current System	Ground Truth Provides
Polling and modelling provide valuable insights about aggregate voter sentiment, but don't allow two-way interaction with voters	Direct conversations between voters that reveal emotional and narrative drivers, similar to that of a focus group, but at scale
Campaigns only have the time and resources to focus on mobilizing likely Democrats, and at best have very narrow persuasion universes	Knocking on every door in a neighborhood uncovers hidden persuadable voters (including lapsed Democrats) that <i>expand</i> turnout universes for campaigns
Resource-strapped flippable GOP and vulnerable Democrat House campaigns rely on insufficient research that often comes too late	Free, structured, and early qualitative voter insights
Short-term, late, and transactional voter contact	Year-round trust-building that grows and sustains volunteer enthusiasm and the Democratic Party's brand

What's Next

In early 2026, Swing Left will expand Ground Truth into a nationwide voter contact program focused on federal races, starting with the battleground House districts on Swing Left's target map.

And beginning in January, Ground Truth will include focused partisan persuasion strategies in our voter contact conversations. While the foundation of these conversations will continue to emphasize long-form listening, we will add questions to our script that home in on voters' feelings about Democrats and barriers to voting for Democrats in the midterms—not only their views on the state of the country.

If successful, the qualitative data we collect from these conversations will paint a detailed picture of the challenges Democrats face to winning over new voters—and winning back voters we've lost—providing a roadmap to effective persuasion and critical wins in the 2026 midterm elections.

Reflections on Ground Truth from Canvassers

When asked after their pilot canvass about their experiences, **93% of volunteer canvassers indicated they would recommend Ground Truth canvassing to a friend.**

As reflected in the testimonials shared below, many canvassers, both experienced and novice, consistently reported:

- **Voters are willing to talk when approached with curiosity and respect**
- **People were more open to talking than in a traditional canvass**
- **Republicans who strongly disagreed with them were willing to talk, and that alone felt like a small step toward lowering the political temperature**

In their own words:

"Just so rewarding how hungry people were to be heard. Even Republicans thanked me for doing this. Heartening." — Elise J., Experienced Canvasser, CO

"Ground Truth canvassing is just having conversations with people. It felt good to ask open-ended questions and listen to the answers without the pressure of getting a

commitment to a candidate or a plan to vote, so the experience was much deeper. **Everyone I spoke to was happy to talk, and to share their fears, their anger, and their hope.**" — Mara D., Experienced Canvasser, IA

"I drove home thinking that Ground Truth can provide so many benefits like hearing issues first hand, establishing a deeper relationship with voters AND it also occurred to me that it can be a real differentiator in terms of the brand of the Democratic Party. I felt like an ambassador for the party and felt as though we left a good, open-minded impression even with the Trump supporters. I would expect this would be received even better by independents. If we are the party of empathic listeners, consistent presence, and courage to talk to everyone, that has to mean something at the ballot box when voters are considering their options." — Ben E., First-time Canvasser, CO

"What was most inspiring was how much people wanted to talk and be heard. It was very encouraging to see that **regardless of political views, people appreciated the opportunity to share their views with a stranger at the door,** and I also appreciated that even when it was with someone who completely supports Trump, the exchange was civil and respectful." — Alex S., First-time Canvasser, WI

"Ground Truth made it **easy to connect with people on a human level and learn what's important to them without putting transactional politics front and center.**" — Michae K., Experienced Canvasser, OR

"I feel that direct engagement in as many ways as possible with all voters, including our opponents, is one of the most important things we should be doing for the upcoming election cycle. **Our biggest problem is not just in finding enough votes to regain control of the branches of government but in breaking down the silos that are destroying the societal bonds necessary for democracy in the first place.**" — Mark S., First-time Canvasser, AZ

"It was good that **I could have a friendly conversation with a Republican.**" — Nora D., First-time Canvasser, IA

"Knocking every door led to some remarkable conversations with people who we probably wouldn't have met through traditional canvassing. In addition to the potential improvements to voter contact and positive effect on electoral results, **Ground Truth opens the way to the longer, harder but maybe most important work of starting to have meaningful conversations with those who don't share our views.**" — Bill M., Experienced Canvasser, IA

“This approach is innovative and much more satisfying than traditional canvassing! It's also a lot easier to use the app. I really liked talking to everyone and not selecting a narrow cohort of potential voters. I also appreciate having new strategies looking forward to the 2026 election!” — Michelle I., Experienced Canvasser, OR

“People surprised me with their willingness to share their stories. I think when we aren't trying to pressure people into voting or supporting a particular position, we can really connect with them and learn a lot.” — Drew L., First-time Canvasser, OR

“We met a woman, maybe in her fifties, poor, who was very strong and had a very hard life, very hard. She said what was wrong with this country and Trump but never votes, voted only once in her whole life. She is registered. She said she goes to vote and they want her to check the boxes of what she is, and bec her skin is white they think she is white. But her father is black and she also has Cherokee blood and some Italian and then they want her to put down which tribe and by the end she is just disgusted. **We were able to say how well she spoke, that she was smart and insightful and that she mattered and her vote matters, and to think about that. We took notes and recommended that she be contacted again.**” — Laura K., Experienced Canvasser, NY

“If you like talking to people—especially hearing your ordinary fellow citizens share their feelings and circumstances without pressure to do it quickly—then this provides real ground truth experience.” — Sandra R., Experienced Canvasser, AZ

Exemplar Voter Conversations

Transcriptions of canvassers' voice notes show the texture, nuance, and emotional valence of the broader themes in the data discussed above with richness similar to a focus group. These selected quotes were cleaned for legibility and flow and are grouped into three patterns emerging clearly across the canvasses:

1. Canvassing reaches voters who aren't “ours” on paper and many will talk.
2. Disillusioned, unaffiliated voters are not apathetic; they are waiting to be engaged.
3. Democrats who feel ignored respond strongly when they are genuinely heard.

1) Canvassing reaches voters who aren't “ours” on paper.

Even among Republicans or Republican-leaning voters, canvassers held substantive, respectful conversations; several expressed openness to continued engagement.

(NY-17 • Male • Lean Rep)

Great long conversation—spent about 15 min talking through his window as he was mopping his floor. **A Black man in his 50s, he is extremely disillusioned with the Democratic Party and feels like Dems are totally out of touch with normal people.** He talked about how Dems are obsessed with helping immigrants but **“do nothing to help the people here who are struggling.”** He said our schools are falling apart and **“I don’t even know what they’re teaching kids anymore”** because it feels like **“schools are more interested in teaching pronouns than the ABCs and 123s.”**

He feels like the party is being taken over by **“extremists”** and mentioned **Mamdani and AOC** as examples. He also feels like the party is **“run by old women and effeminate men”** who **“don’t understand that men want to be men, provide for their families—and boys don’t want to be told that playing with GI Joes is toxic.”**

He feels the **Schumer shutdown** is an example of how **Dems don’t know how to actually fight Trump** on a shutdown that will **“hurt people who depend on government benefits more than anyone.”**

He said he **voted for Biden**, but now **identifies as an independent** and is **probably going to vote GOP**. He said **“it’s unclear what Democrats stand for, and I know Trump could destroy the country but I feel like the risk with Dems is even greater because there’s no plan. It’s like a car in neutral backsliding on a hill with all the windows blacked out.”**

He said Democrats **need to do way more to listen** and understand voters, and he was **eager to share his contact info** so Democrats could **follow up** about concrete plans.

(NY-4 • Female • Strong Rep)

[She] is a Republican. She spent a great deal of time talking to me. She is mostly concerned with **the amount of hate that goes both ways** in our country now. She feels that **on both sides of the aisle, invectives are being hurled**, and that’s not the way she grew up—**there used to be conversations and constructive conclusions.**

She is a **Trump supporter**. She feels that **he generally does the right thing**, but **sometimes he puts his foot in his mouth**, though **she believes he has the best intentions.**

Her big issue is **immigration**. She feels that **too many people are coming in and are “sponging” off the government**. She said **she personally knows immigrants who work and contribute**—and the struggle for her is **how to tell the difference**.

She was **very glad** I came by and spent time with her. We agreed that **“we need to listen to each other and agree that we disagree.”** She was **cordial** and **gave me her name**.

(AZ-1 • Male • Strong Rep)

I had a long conversation with [him]. He had a lot of questions about what we were out doing and **wasn’t sure he wanted to talk** until I explained the purpose. He agreed to speak with me.

He said he believes the country is going in the **right direction**, and that **Trump is doing what he needs to do**, but that **he needs to “shut up”**—not because what he says is bad, but because **Democratic leaders will attack and make fun of anything he says**.

He said **his vote matters**, and he **always votes**. He is **very involved in local politics** and has met with his representative. One of his major concerns is **health care**, especially because of **family history of Alzheimer’s and dementia**.

He emphasized that **what we need is talking to one another in a civil manner and hearing each other out** to come up with **better solutions**.

2) Unaffiliated and disillusioned voters were receptive and often relieved to be engaged.

These voters are not apathetic; they are disillusioned. They stayed in conversation and articulated thoughtful concerns.

(WI-3 • Male • Party Registration Unknown)

Here we go **social media makes things 10 times worse** he wants to see the parties **come closer together again** as opposed to being polar opposites he had a deal about **educating younger people about using AI intelligently** he **does not like the politicians** he sees

purely chasing money and not actually there for policy anymore he does not like how **AI can make content**. He also sees that there's just a **large gap in common sense values** for shared aspects of lives for people to really come in.

He said there is **no practical difference between either of the two main political parties. Both are evil and do things to gain attention**. The other large issue is that **nobody is held accountable for practically anything**.

He mentioned personal examples of people he knew in Minnesota legislature at a variety of levels, **not speaking out against colleagues for poor behavior**, and said you **cannot solve money problems by throwing money at them**. He wants **policies that make sense**, such as **ultra-small housing communities with conditions and accountability**.

He also said he **wishes there was a third party to hold the other two accountable and soak up the disillusioned voters**.

As a final note, he sees **mental health treatment as a much bigger priority than gun control**.

He said he works in **tech** and has a **high-level job** and is **friends with both Democratic and Republican politicians** in Minnesota.

(NY-4 • Female • Party Registration Unknown)

I just talked to 36-year-old [redacted name] (no 37). She is a **teacher** has been teaching for the last eight years and really just talked a lot about the **economy, about how she's been in the same general field of work and lived in the same area for all this time but her lived experience just feels a lot different than it did five years ago and 10 years ago**.

She said it feels like **millennial disappointment** to a certain extent—"I went to college. I did the right things and I still feel poor and struggling and living paycheck to paycheck." She said she **can't keep her head above water**.

She said **it doesn't really feel like Democrats are reflecting that and it doesn't really feel like Republicans are reflecting that**.

She said **Trump talked a lot about money and the economy**, criticized Biden's economy, but **then did the opposite**, and **everything has felt more expensive and out of reach**.

With Democrats in office, she felt **nothing got better, but it didn't get worse either—just not better.**

She said **she doesn't know if it makes sense to vote** and just **get more of the same, or not vote and get more of the same**, because **"either way the results feel bad."**

(NY-4 • Female • Party Affiliation Unknown)

I had a long conversation with [redacted name], who described herself as **a day-one Trump supporter** in 2016. She was invited to the inauguration, and when she couldn't attend due to back surgery, she received a lithograph of the White House that still hangs in her home.

She has since turned strongly against Trump after his administration's cuts to SNAP benefits and threats to Medicaid and Social Security. She said, "Elderly people can't learn how to shoplift at this point in their lives," calling the food benefit cuts "the 9/11 of our nation."

She now volunteers to raise money for food pantries and described how the cuts have affected her special-needs daughter. Judy said, "Trump lost my trust." **She still has cultural reservations—she bought a German shepherd during the 2020 Black Lives Matter protests out of fear and remains skeptical of some Democrats—but her frustration with Republican policies is clear.** She called herself a "conservative Democrat" once and said that "too many people now just take from the country instead of giving back." **She remains independent-minded, but open, thoughtful, and highly engaged.**

(PA-10 • Couple • No Party Affiliation)

I spoke with a husband and wife who both work for the federal government. They said they're **legally bound to be nonpartisan, but they're sick of the fighting and gridlock.** The wife said she has to say **"both sides are to blame," but she's frustrated that nothing gets done and that Congress has become too nationalized, focused on party power instead of districts.**

The husband said **Democrats are "bringing a knife to a gunfight"** and need to act as a cohesive unit. **He wants to see Democrats "stop worrying about being so bipartisan and just do what needs to be done to save the country."** He said Trump "can destroy in one

term what Democrats took decades to build,” and that there should be safeguards so that can’t happen again.

Both were thoughtful and candid, and even though they were critical of both parties, **they were eager for a deeper conversation about how government could work better.**

(OR-5 • Male • Party Registration Unknown)

I wanna add that **[he] is interested in having somebody come back and check with him at a future time.** He was **a little doubtful that much would have changed,** but he was still **willing to have somebody return** and connect.

We knocked even though there was a **no solicitation** sign and **[he] answered the door** and said he **would be willing to talk.**

He said the country is headed in the **wrong direction** because **everybody lies these days.** He said **Presidents lie,** plural, and **he did not like this lack of accountability.**

He mentioned **Oregon Department of Transportation always coming in over budget,** which leads to **inflation,** and said while he is doing **okay,** it **impacts his family** and many others.

He also mentioned **divisiveness** and how **divided we are.** He said he is **independent,** can **see both sides,** and **does not agree** with people who say **one side is all wrong and the other is all right.**

(NY-17 • Male • Party Registration Unknown)

We met this man in the hallway and he helped us translate with a woman who spoke only Spanish. He is **fluent in English and Spanish.**

He said things are **going in a terrible direction. Everything is wrong. Especially the price of things—he cannot afford food.**

He said he **didn’t want to talk to people,** but **we felt he was very engaged** in the conversation.

We **believe follow up would be useful.**

He had **a lot of energy and stamina** in the conversation.

(AZ-1 • Party Registration Unknown)

I'm out with [him] and **he was very willing to speak with me**. When I asked him about the right direction or the wrong direction he replied, **mostly in the wrong direction** because he thinks **people's freedoms are being stepped all over** and he doesn't believe that **anybody has had the best interest of this country in mind except for Ron Paul**.

When I asked him if he thought his vote mattered, he said **it mattered on a local level** but on a **national level politicians from both parties do the same thing** so it doesn't impact his life.

He told me he had been **stopped by two other canvassers already but still wanted to talk more**.

He said **nobody has had the interests of American citizens in mind other than Ron Paul for years**.

He **doesn't have use for either party**. They both say the same thing and then do the same thing once in office.

He is moving to Indiana. He votes, but **doesn't feel his vote matters nationally**.

He said the country is going in the wrong direction in terms of **democracy**, citing **lawlessness**, and mentioned wanting to **defund the CIA, BlackRock, Vanguard, the IRS and others**.

(NY-4 • Male • Party Registration Unknown)

I spoke with...**a young man who's deeply disillusioned and believes both parties are concealing larger and more sinister truths from the American people**. His dream is for Americans to pull together to face these forces as one. He said America has lost its spiritual or community spirit.

On a recent trip to El Salvador, his parents' country of origin, he said he "felt God everywhere" and contrasted that sense of community with the isolation he feels at home. He's deeply concerned about how resources are allocated in the U.S., using **homelessness as an example of a solvable problem if priorities were right**.

He said **he doesn't trust any news outlet and tries to do his own research, though he recognizes algorithms limit what he sees.** He believes local politics matter most but are neglected. **When asked which party best reflects the social-justice teachings of his faith, he said neither.** He didn't seem likely to vote without being meaningfully engaged by a candidate on issues he personally cares about, but **he was open to dialogue and seemed to appreciate the conversation.**

(OR-5 • Male • Independent)

I met [name redacted], who said he would be willing to talk again, though he doubted much would change. He said the country is headed in the wrong direction because **"everybody lies these days—Presidents, plural."**

He's frustrated by the lack of accountability and **pointed to examples like state projects going over budget leading to inflation.** "I'm doing okay," he said, "but it impacts my family and a lot of others." He spoke about how divided the country feels, saying he identifies as independent and "can see both sides." **What bothers him most is when "people in one party say the other is all wrong."** He appreciated being listened to and said he would talk again in the future.

(CA-45 • Male • Party Registration Unknown)

When I asked about the direction of the country, he said "mixed." **The bad, he said, is the affordability of basic pillars—housing, education, healthcare—which have all gotten more expensive in the past 25 years.**

The good, he said, is that "the U.S. is still better off than other countries," though he worries it won't stay that way. His parents immigrated here 75 years ago, and he said, "I know what they went through."

He believes voting makes a difference locally but not nationally, and said **"the agenda at the top for both parties is spread very thin—like mayonnaise."** He's frustrated with taxes and the cost of living but still pragmatic and open to conversation.

3) Democrats who felt ignored were relieved to be heard.

These conversations reflect **base retention**—appreciation for listening, emotional relief, and willingness to stay engaged.

(OR-5 • Democrat • Lean Dem)

This is a note for [name redacted]. **She initially said she didn't really have time to talk**, but she **would be glad to talk** with me and answer a few questions.

Teddy is **82 years old** and lives with her son. She said she wasn't so aware of what Biden was doing. She said **politicians have "dissociated themselves from everyday folks."**

She has a lot of concerns about **people who don't have the basics of life—food, jobs, healthcare**. Her husband had been a **Vietnam veteran**. They had five kids. She **experienced food insecurity** and relied on neighbors for support, and she is **very aware of how people struggle** when they don't have the resources they need.

She said the **last president she really liked was Kennedy**. She said she **voted for George Bush Sr.** and that **she'll vote for whoever is doing good things for people**, whether Democrat or Republican.

She **wasn't happy with Trump** and how he has been running the government. She said **she is open to more conversations**.

(OR-5 • Female • Strong Dem)

OK, I had a long conversation with this woman. **She's Asian and has several children** and it was really kind of an **emotional conversation** and she came to the door and was **interested that I wanted to hear what she thought** about how things were going.

She was tentative at first, and she said **she feels like things are good in this neighborhood**. Things are going well here and she feels really good about her neighbors. **The thing she cares most about is her kids and their school** and she thinks the school is pretty good and that the buildings need to be kept up and that maybe there will be a bond for that.

But she said that as a minority, she and her husband have felt a lot of attention since Trump was elected and they don't always feel safe. She said that they used to read the

flag as something positive and now, depending on how it is displayed, **they don't know if the American flag includes them or not.**

She said that **locally things feel okay**, but **nationally things feel tense and fearful**, and that **politics makes it worse instead of better**. She said this **climate of tension and fear weighs on her**. She gave this metaphor: **it's like there's a ship and the mechanisms are broken. Congress is broken. National politics are broken. And that leads to a real anxiety that affects people.**

It was a wonderful conversation. She **gave me her name and email** and **she appreciated the conversation.**

(OR-5 • 57 year old Female • Democrat • Lean Rep)

[She] was very friendly and very interested in talking. Her big issues are **the 1% tax** on certain dollars for homelessness. She **doesn't feel it should just be for upper-income people**. She **doesn't think she is seeing results** for her tax dollars—this was **a common theme** across many topics: **"money is being spent but nothing seems to be getting better."**

She is **concerned about healthcare** access for her college-aged daughters. Her niece has struggled with **drug addiction**, and while she is empathetic, she **still feels like results are lacking.**

She **works in downtown Portland**, sees the situation first-hand, and **does not see improvement**, but she is **still deeply attached to the place—a lifelong Oregonian who loves Portland.**

She said she would **be happy to help** if there were a way to use her voice to make things better and **would love to stay in contact.**

(AZ-1 • Male • Lean Dem)

White male voter with two young children answered the door. **Was a supporter of Democrats**, however **thought they were weak**. He knew that **Trump and his agenda were not what he supported**, especially when **the ends do not justify the means**. He said the **border needs to change** but he **wouldn't do what Trump is doing.**

He said **he is a Democrat and will be voting Democrat in the future**, but **he feels the Democrats are weak in lots of ways**. He would not give his name or phone number to follow up after the visit, but **he appreciated us stopping by** to talk to him at length.

(OR-5 • 22 year old • Democrat • Lean Dem)

This person **was quiet and reticent to talk initially** and said that **he was not particularly politically engaged**.

He said that **he does not think the country is headed in the right direction**. He **does vote** and **thinks it is important**.

That opened a conversation about **science**. He said he is **studying to be a doctor** and spent the summer in a **lab at OHSU**, and saw how many people are **dedicated to accuracy and accountability**.

He expressed **sadness and concern** about **"opinion-based science"** and the **denigration of scientific knowledge** that has taken decades to develop.

He **thanked us for coming to the door** and said he is **open to further conversation**. We shook hands.

(OR-5 • 39 year old Male • Democrat • Strong Dem)

OK, I spoke to **[him]** and he said **right upfront that this was going to be a very negative conversation**, because he is **very opposed to what's happening**.

I asked him **if Trump were standing here, what would you say to him?** He said **"That would never happen. Trump doesn't care about anybody aside from the people he can use."**

He is **very committed to voting** because **he wants the country to go in the direction he believes it should go**. He said **in order for that to happen he needs to vote**.

He is a **social Democrat**. He **loves Bernie** and **felt that Democrats screwed Bernie**.

He **gave me his phone number** and said he was **open to follow up**. It was a **great conversation**.

(OR-5 • Female • Democrat)

I asked the voter whether she felt things were going in the right direction or wrong direction in our country. She said “a combination of both,” then went on to say **she’s seeing “a lot of lies and hate on social media” and feels things are getting worse.**

She said **the administration is handling immigration badly—“ripping people from their families without due process”—and that protecting reproductive rights is very important to her.**

She said **she feels like she’s living in her “safe little bubble” and doesn’t know how long that will last.** She described herself as a registered Democrat and frequent voter, and **said we were welcome to come back and knock again.**