



TO: Interested Parties

FROM: Amanda Litman, Run for Something President

DATE: October 20, 2025

RE: Run for Something's 5-Year Plan to Expand the Map and Path to Victory

THE CHALLENGE + OPPORTUNITY

The electoral map as we know it is on its last legs as Republicans in red states across the country redraw their state's congressional lines so they can cheat their way to victory. Meanwhile, population growth in the Southern and Rural West is poised to shake up the map even more after 2030, with Democrats projected to [lose crucial Electoral College votes](#) in blue-state strongholds.

That means battleground maps will shift dramatically by 2032 — *and not in Democrats' favor* — unless we make meaningful and smart investments that start now.

Throwing billions of dollars into top of the ticket races in 2026 and 2028 may be short-term imperatives, but it can't be the only plan we execute in the next four years. It's essential we expand our map and prepare for a contentious post-Census redistricting fight.

THE PROGRAM: BATTLE UP

To win in 2026 and chart a path to victory in 2032, we must expand the map ahead of the 2030 redistricting process and 2032 presidential election while not compromising short-term wins.

We've got to do both/and.

Our vision is to invest deeply in local candidate recruitment—from school boards to state legislatures—in our target states, building a bench of battle-tested young leaders who have won the trust of their communities and are ready to step up when the moment calls for it. While we will continue our work in all 50 states, we'll scale it up in these key regions through a \$50 million, five-year-long initiative to help Democrats build durable local power and prepare multiple paths to victory.

The strategy is three-fold:

1. **Lift the bench:** In [Arizona, North Carolina, Ohio, and Georgia](#), we have critical opportunities to secure seats in the U.S. House and Senate in 2026. We'll help boost

turnout in these must-win races by recruiting, endorsing, and supporting a bench of young, values-driven candidates that voters are excited to cast their ballots for—powering change through [reverse-coattails](#).

2. **Grow the bench:** With more chances to win by 2032 due to shifting demographics, we'll target Iowa, Nebraska, and Utah—states now coming into play after long being written off where local investment is needed to ensure a new generation is ready to lead.
3. **Battle-up long-term:** Texas, Florida, Idaho, Mississippi, and Louisiana are historically neglected regions or places that Democrats are just starting to reconsider. We believe the fastest path to power in these states starts locally—and with RFS' infrastructure and pipelines already in place, we are poised to move the dial and help bring these states into play.

When lines are redrawn, the communities within new districts often determine who holds or flips a seat. Having credible, values-aligned leaders already serving locally means we're not starting from scratch when new opportunities appear. At the same time, winning in the Sun Belt, South, or Rural West requires long-term investment — building community trust, developing emerging leaders, and aligning local momentum with pro-democracy gains during presidential cycles.

That's where Run for Something comes in. With nearly 250,000 people in the RFS candidate pipeline, 1,500+ wins in 49 states, and pipeline alumni twice as likely to be elected as peers, RFS has the proven scale to do this work. Our data also shows every RFS candidate adds about 800 up-ballot votes, making our ability to both build a bench while simultaneously providing reverse coattails as one of the most cost-effective turnout multipliers in politics.

THE BOTTOM LINE

Too many Democrats are trying to win the next election (*with the same old playbook*). **Run for Something is doing the work to win the next 10.**

We know how to win in hard red districts. We know how to drive turnout in blue bubbles. We understand modern campaigns. We build the community needed to help elect new leaders. We see the path(s) to victory, and we've got the alumni bench — and the candidate pipeline — to prove it. We were built for this moment.

The path to holding and expanding power after 2030 begins now, by strengthening local leadership where the next map will be won or lost. That means the strategy must start today in counties and precincts that are strategically central, long before new district maps are drawn.

By building bench strength, local organizing infrastructure, and trust in these counties now, RFS ensures that when redistricting happens, we already have electable leaders in place to contest or defend critical seats, and we will have softened the ground for statewide strategies to take stronger shape.

In short: We don't wait for the map to show up — we prepare the ground for victory.

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