

BLOCK

BUILD

THE POLITICAL CRISIS IN AMERICA



1. Authoritarian white nationalist take-over of GOP.

2. Much of the Democratic Party controlled by corporate forces and affluent voters.

3. Democrats losing working class people (of all races).

4. Two party system limits our room to maneuver.

WFP is aligning **individuals** and **organizations** to construct winning, **long-term electoral majorities.**

Our North Star:
Governing Power



WHO IS MAGA?



BLOCK MAGA

PUSH IT TO THE MARGINS

There is an emerging
anti-MAGA majority.

It must be organized.

- ✦ Centrist Democrats
- ✦ Anti-MAGA
Conservatives
- ✦ Rising
Progressive
Movement

**No single grouping is
strong enough to defeat
MAGA on its own.**

WHAT ARE WE



BUILDING?

“

Politics does
not represent
majorities, it
constructs
them.

– Stuart Hall



THE MULTIRACIAL WORKING CLASS IS **LARGE + DIVERSE**

63% OF REGISTERED VOTERS

Bringing more working class voters into a progressive coalition requires understanding the particular ways in which different groups of working class voters are cross-pressured.

14% * NEXT GEN LEFT

13% * MAINSTREAM LIBERALS

13% * CORE MAGA

14% * ANTI-WOKE TRADITIONALISTS

14% * SECURE SUBURBAN MODERATES

16% * DIVERSE DISAFFECTED CONSERVATIVES

16% * TUNED OUT PERSUADABLES

MARGIN OF VICTORY!

FANNIE FREEDOM
IS THE WINNER!

DEMOCRATIC	WFP	REPUBLICAN
Fannie Freedom	Fannie Freedom	Max Money Bags
10,250 votes	5,500 votes	14,130 votes
15,750 VOTES		14,130 VOTES

CURSES!

BLOCK

(NO BUILD)

We focus all of our energy on defeating MAGA without expanding our base or developing the leadership of our people. **Thus, we hand power back to the Democratic Party.**



We build a WFP that is beautiful and alive...but **we don't deliver for working class people.**

(NO BLOCK)

BUILD



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“We have to build our own power. We have to win every single political office we can...”

- Fannie Lou Hamer

OUR STRATEGY

WFP is creating a new center of gravity on the political map to build and exercise governing power for, by and of working class people of all races.



**GOVERNING POWER IS ABOUT
CONTROLLING THE GOVERNMENT.**

GOVERNING POWER

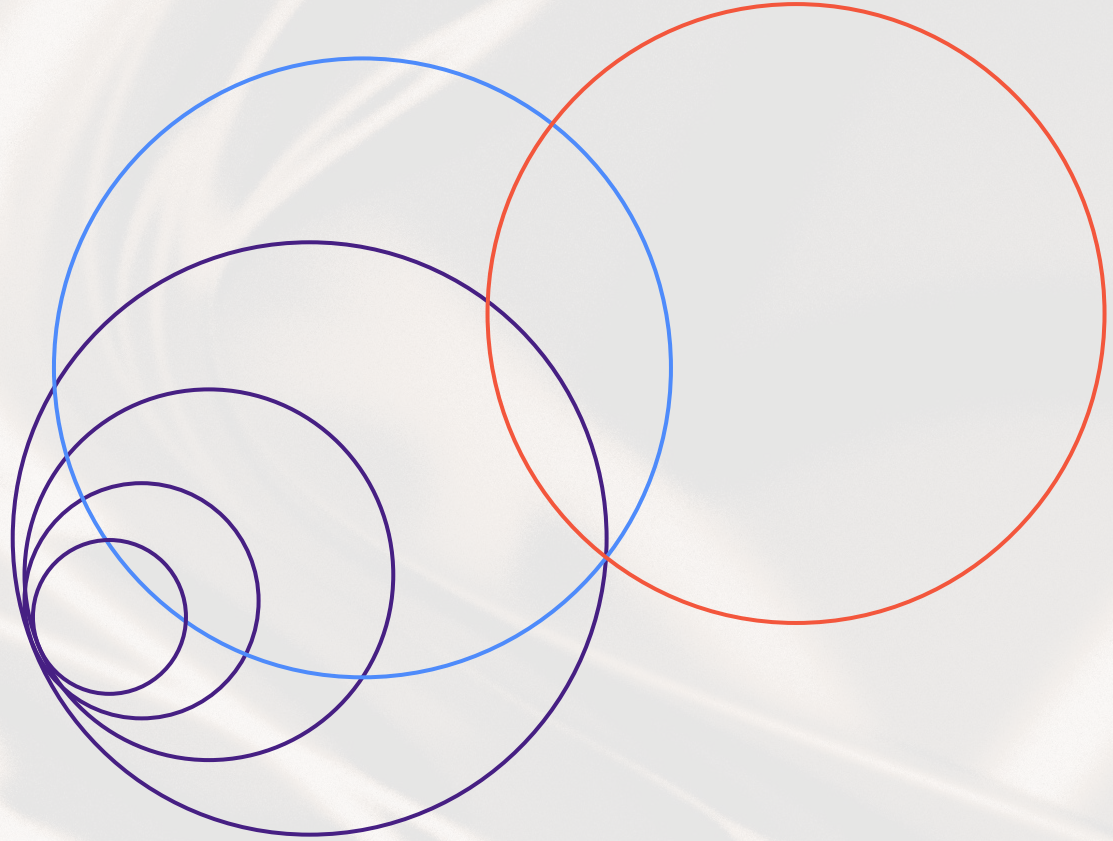
PROCESS

DESTINATION

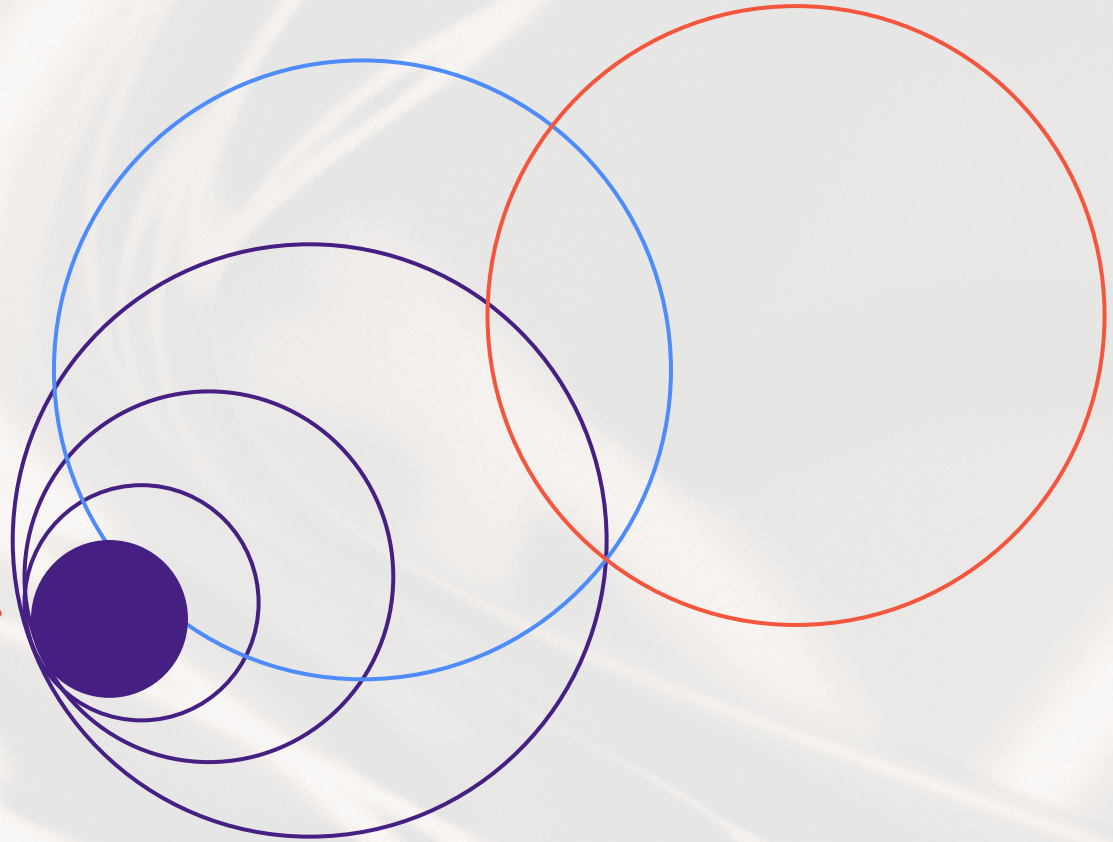


ORGANIZING THE MULTI-RACIAL WORKING CLASS

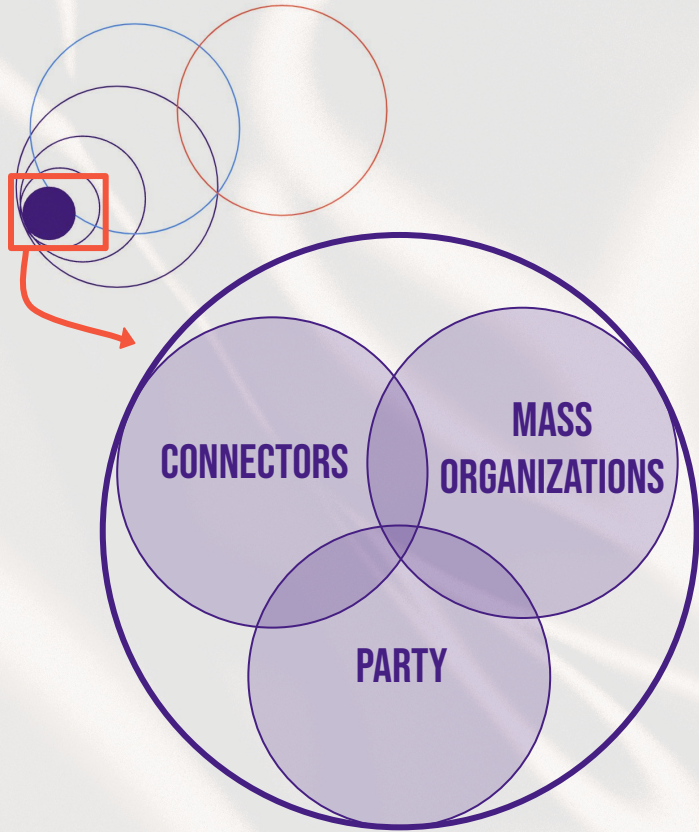
Creating a
new center of gravity
in American politics



WHAT ARE WE
BUILDING HERE?



AN INTEGRATED + COORDINATED DIVISION OF LABOR



- **MASS ORGANIZATIONS:** build base communities, and engage those communities in politics
- **PARTY:** create a year-round electoral and governing vehicle co-owned by the base communities and its organizations
- **CONNECTORS:** individuals and groups who serve as connective tissue between the base communities, organizations, and the party

AN INTEGRATED + COORDINATED DIVISION OF LABOR

Organizing

- Build up in states
- Mobilize purposefully, not reactively
- Mind our shop: internal organizing
- Organize and scheme with our elected partners

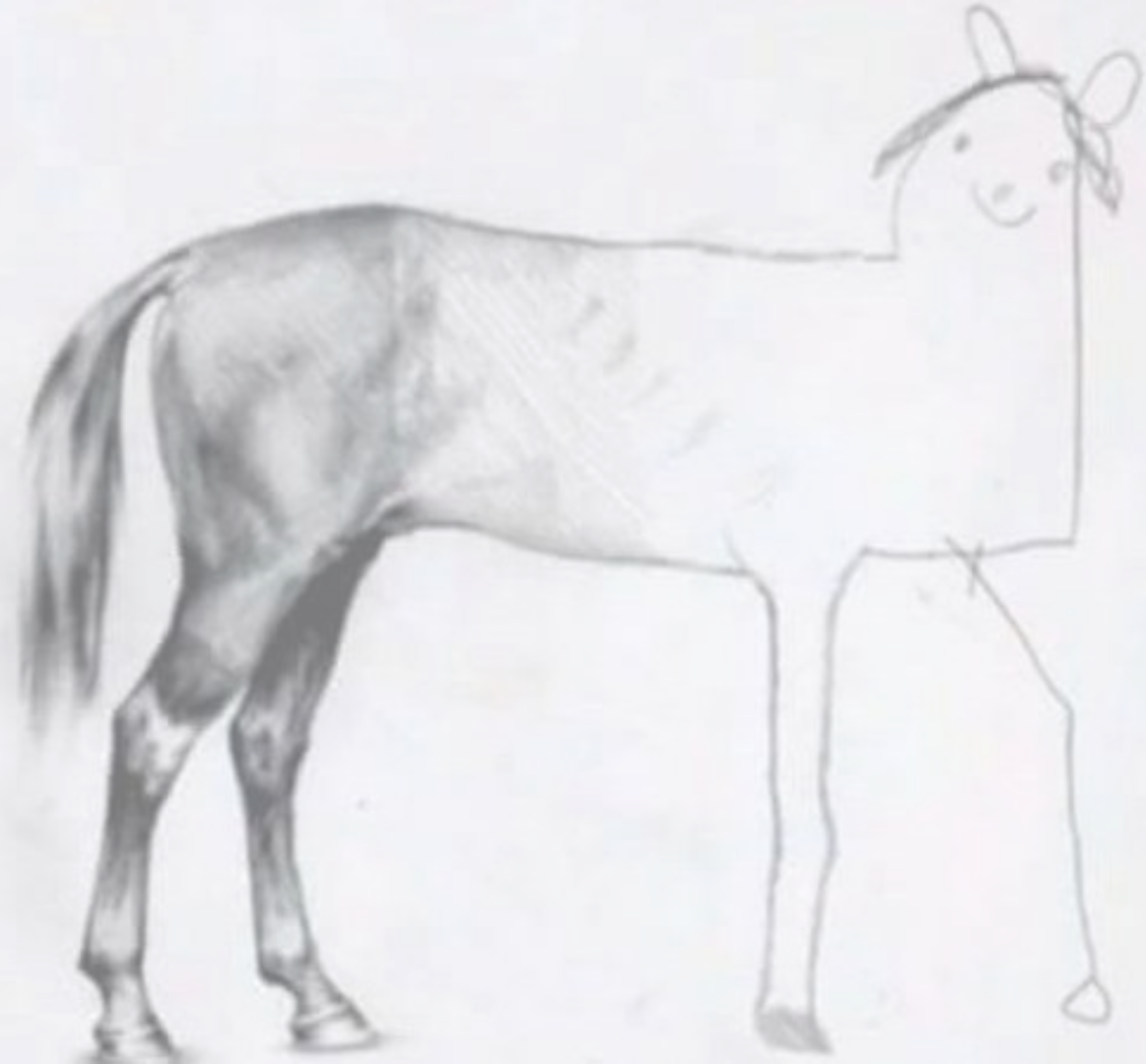
Infrastructure

- Develop and invest in our party bodies
- Convene and align forces post-election
- Federal strategy: update our theory of the case, rebuild infrastructure

Narrative

- Intervene in current messaging and narrative
- Win the spin and make meaning of the moment
- Articulate a compelling multi-year vision of our “build”





TIMELINE

Election - Inauguration

2026 midterms



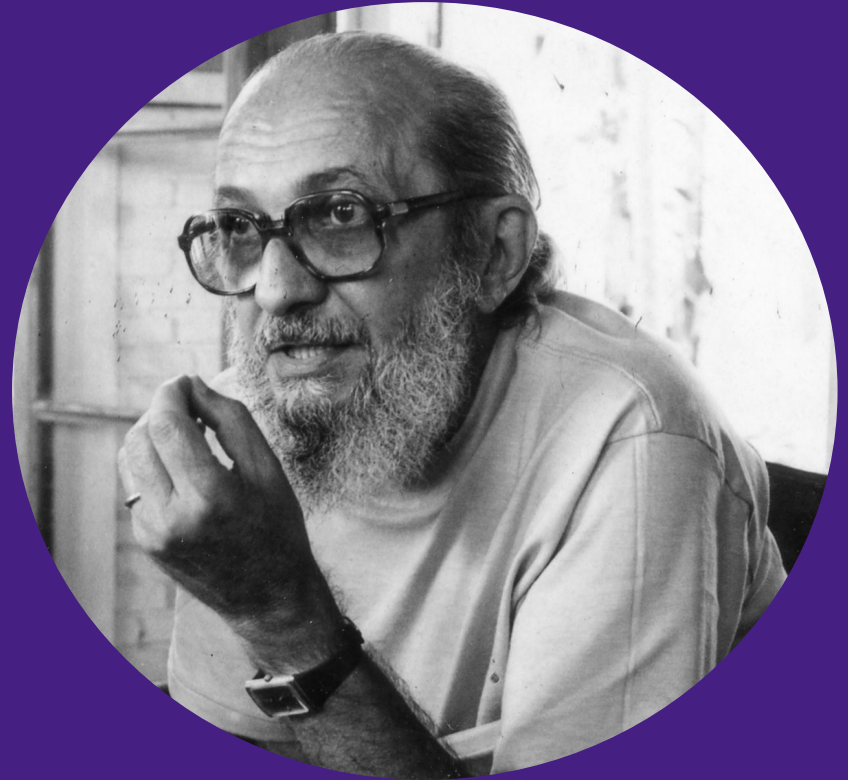
Now - Election

First 100 days

2028 and beyond

“What can we do now in order to be able to do tomorrow what we are unable to do today?”

- Paulo Freire



A grayscale background image of two women. The woman on the left has dreadlocks and is wearing a dark face mask and sunglasses. The woman on the right has curly hair and is wearing a leopard-print face mask and sunglasses. They are both looking down at a smartphone held by the woman on the right.

ZOOM POLL

What do you want to

BUILD

this year?

FUSION VOTING

DEMOCRATIC	REPUBLICAN	WORKING FAMILIES
Fannie Freedom <input type="radio"/>	Max Money Bags <input type="radio"/>	Fannie Freedom <input checked="" type="radio"/>
Gloria Good Jobs <input type="radio"/>	Larry Lobbyist <input type="radio"/>	Gloria Good Jobs <input checked="" type="radio"/>
Oscar Organizer <input type="radio"/>	Kevin Kochbro <input type="radio"/>	Oscar Organizer <input checked="" type="radio"/>



BLOCK



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**WORKING
FAMILIES
PARTY**

**BLACK WOMEN
MATTER.**