

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**



# 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.**

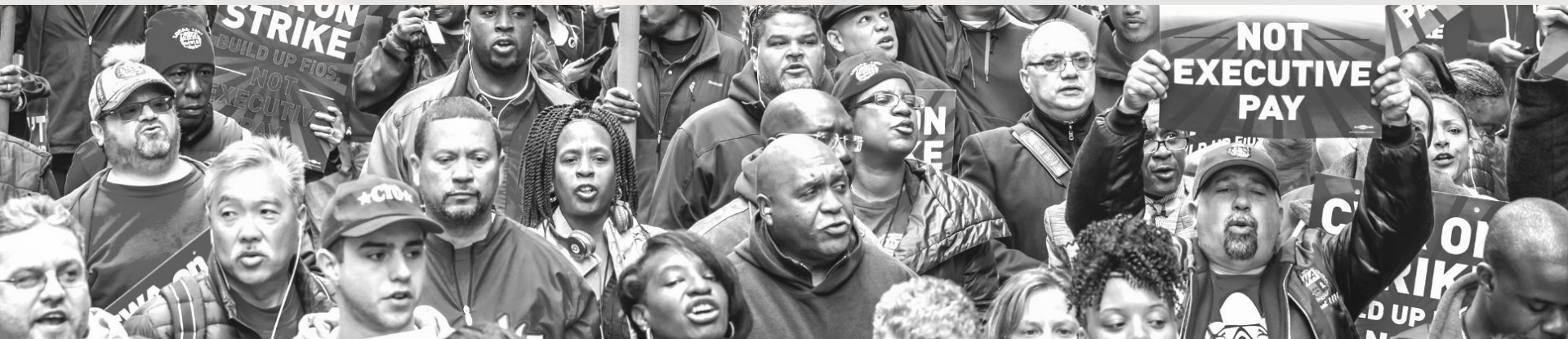


We build a WFP that is beautiful and alive...but **we don't deliver for working class people.**

(NO BLOCK)

# BUILD

# 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

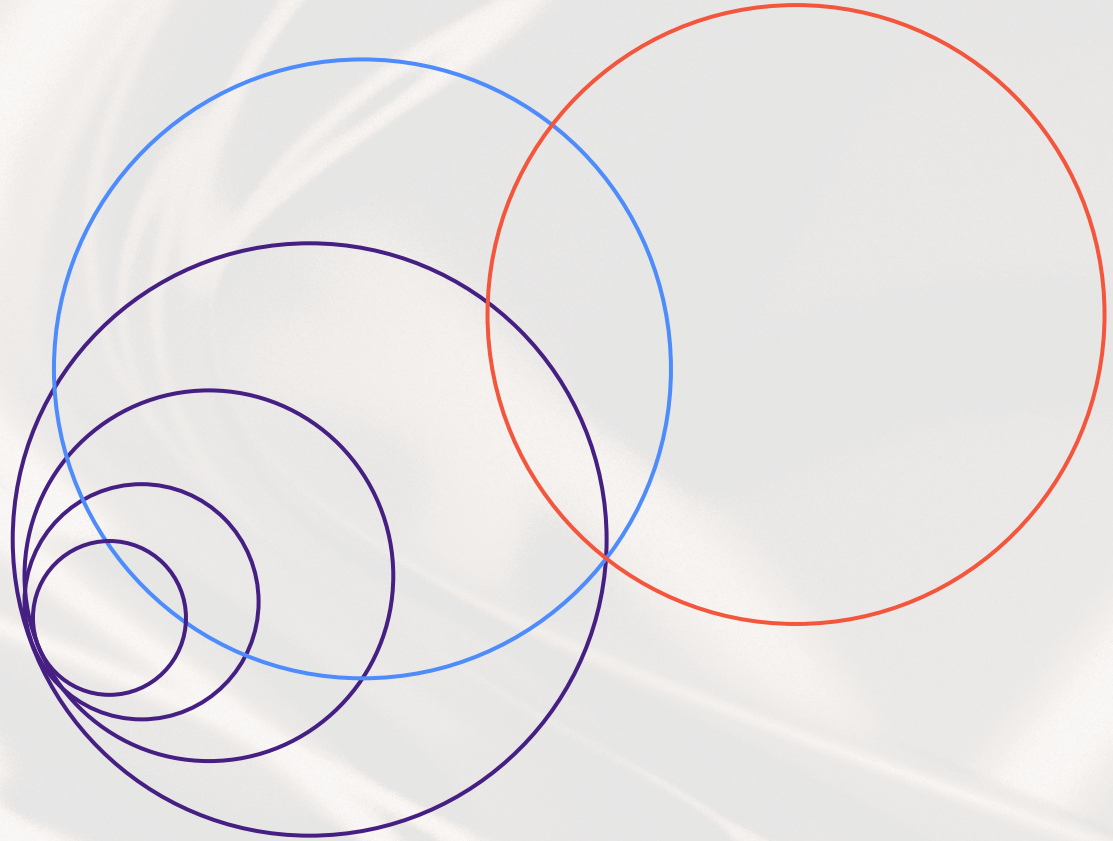
## OUR STRATEGY

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.



# ORGANIZING THE MULTI-RACIAL WORKING CLASS

Creating a  
new center of gravity  
in American politics



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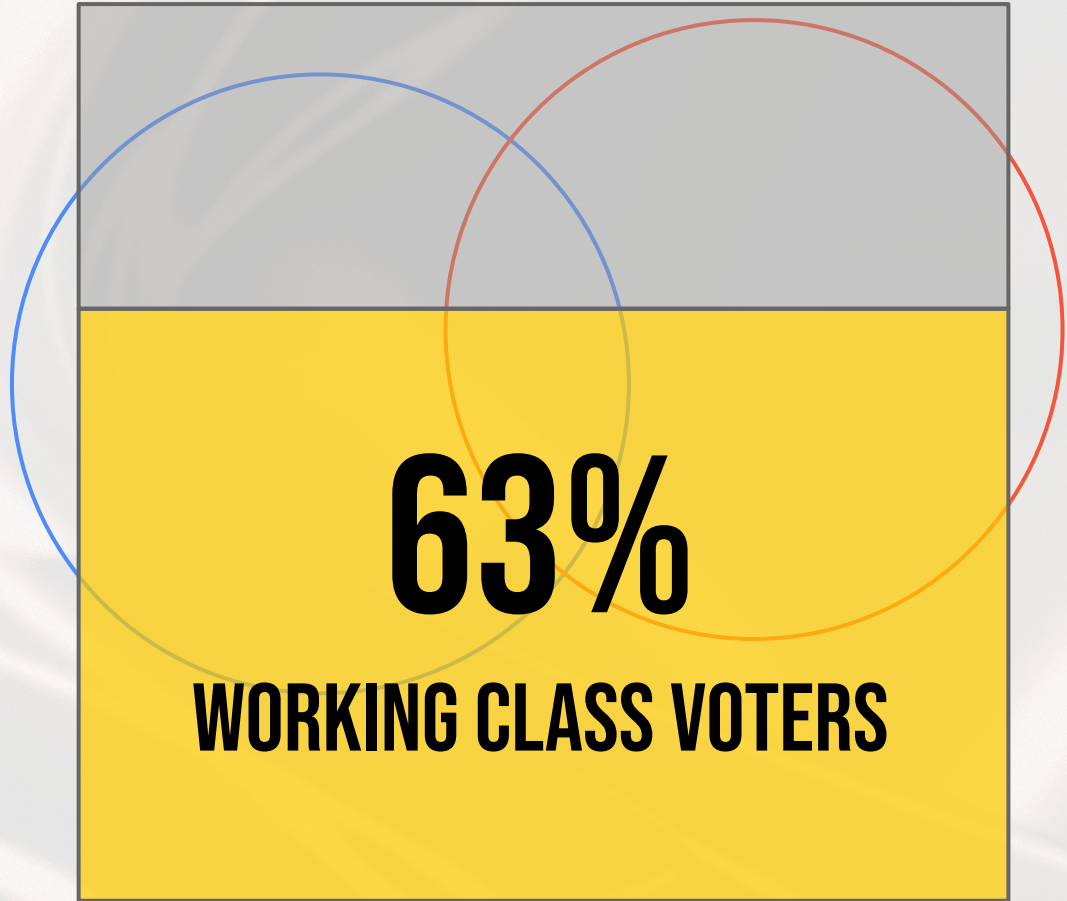
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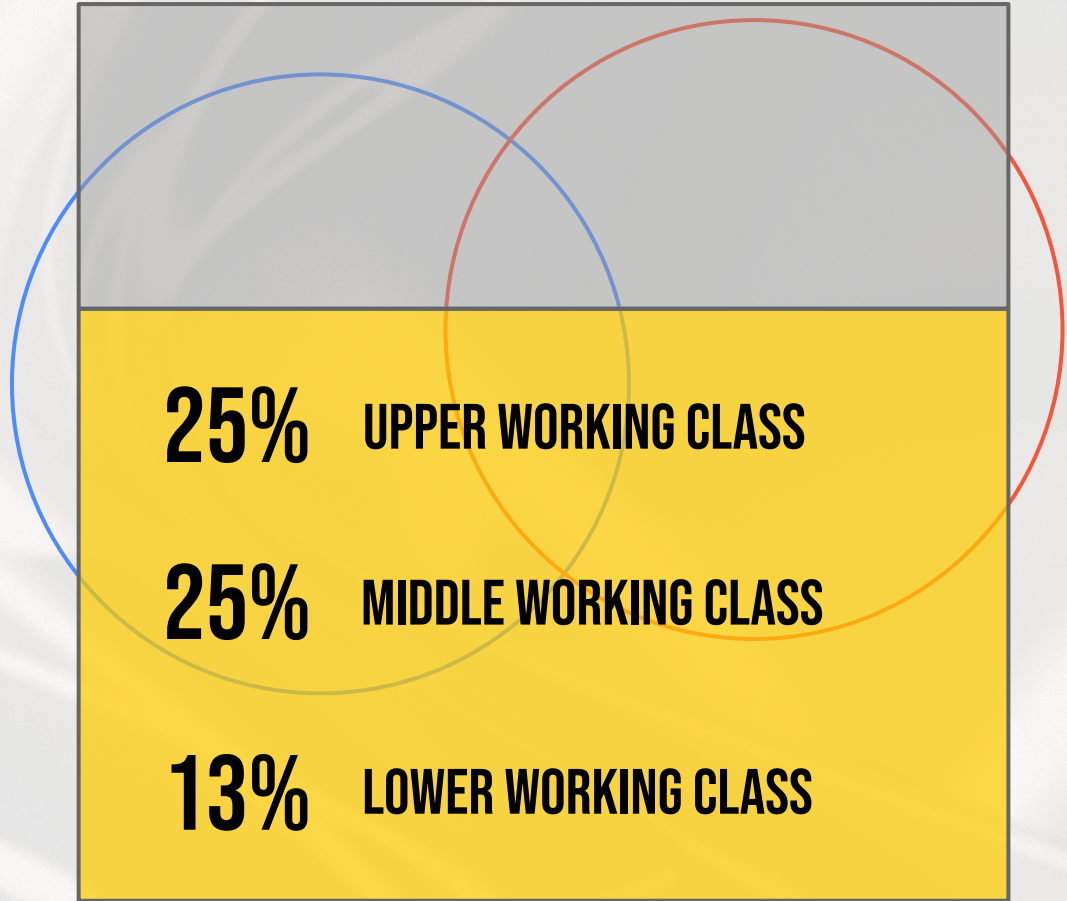
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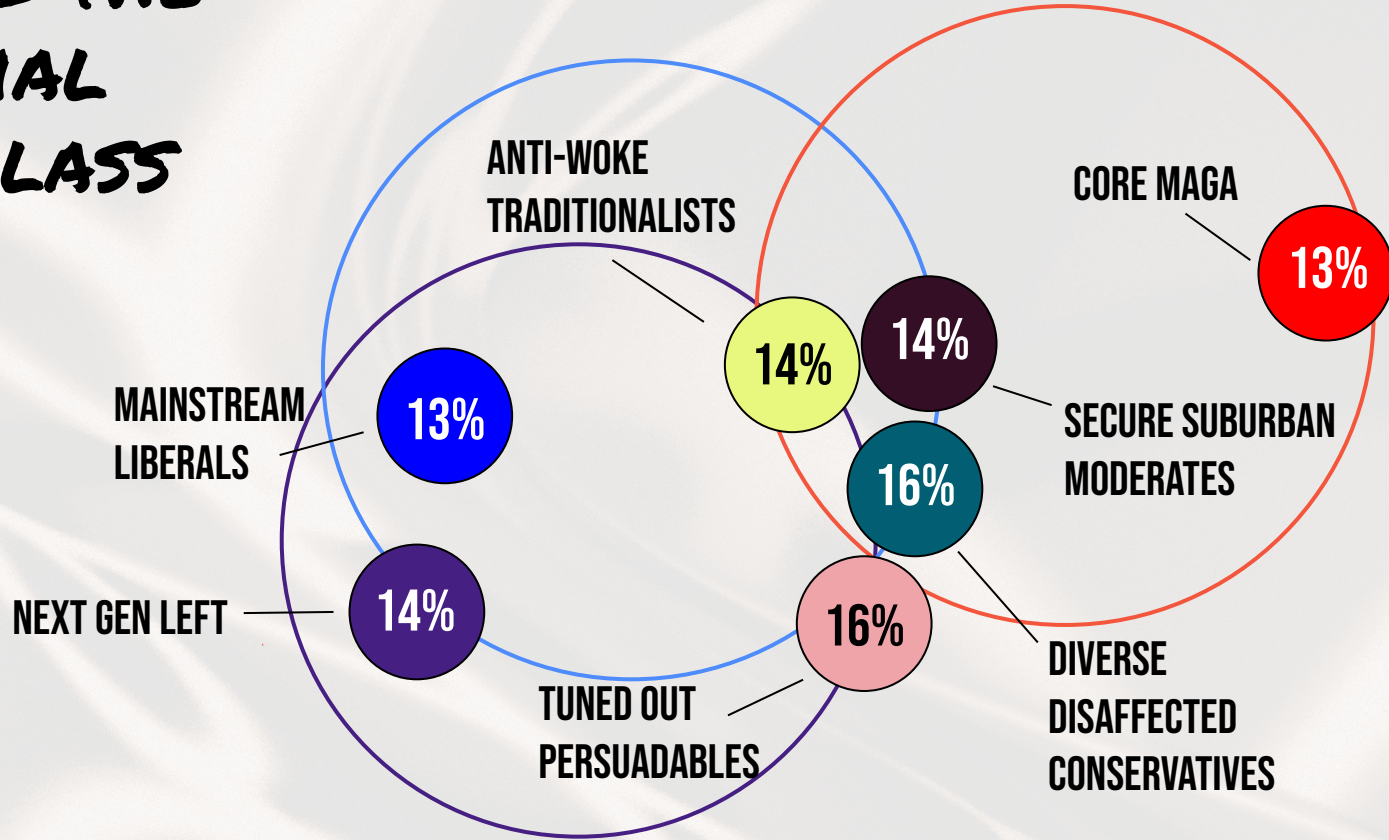
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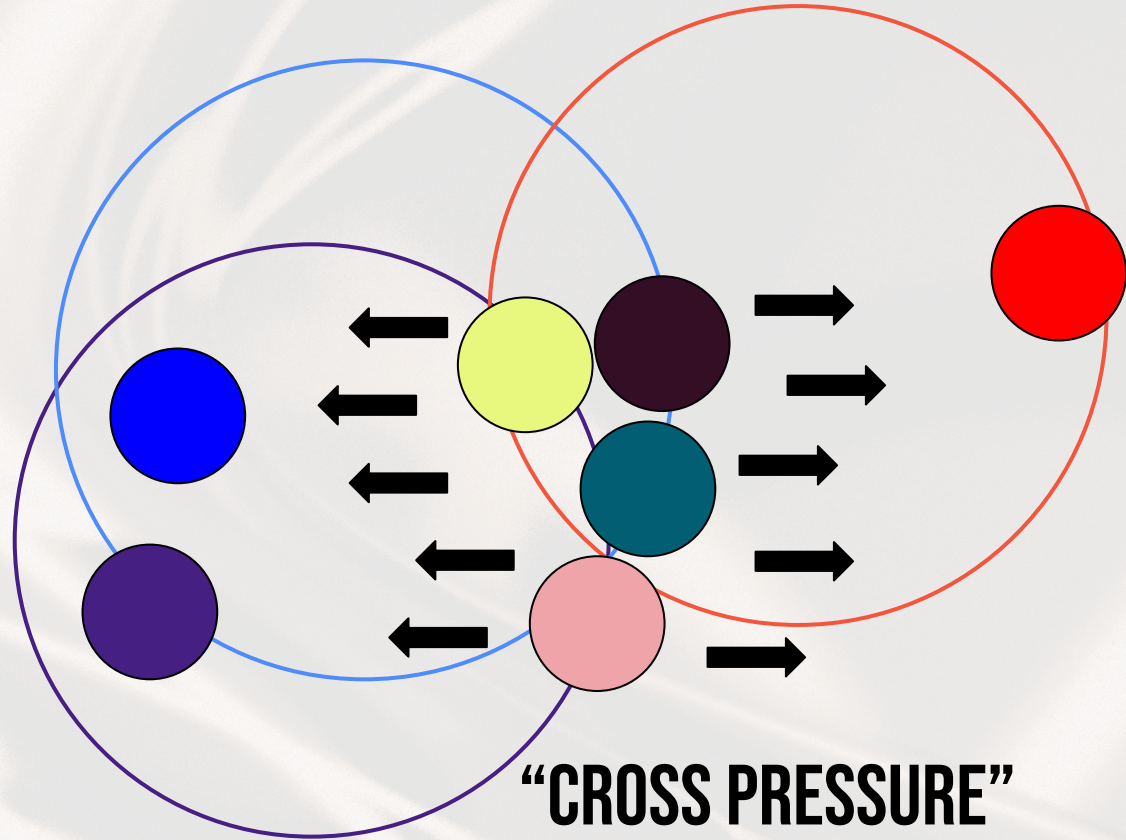
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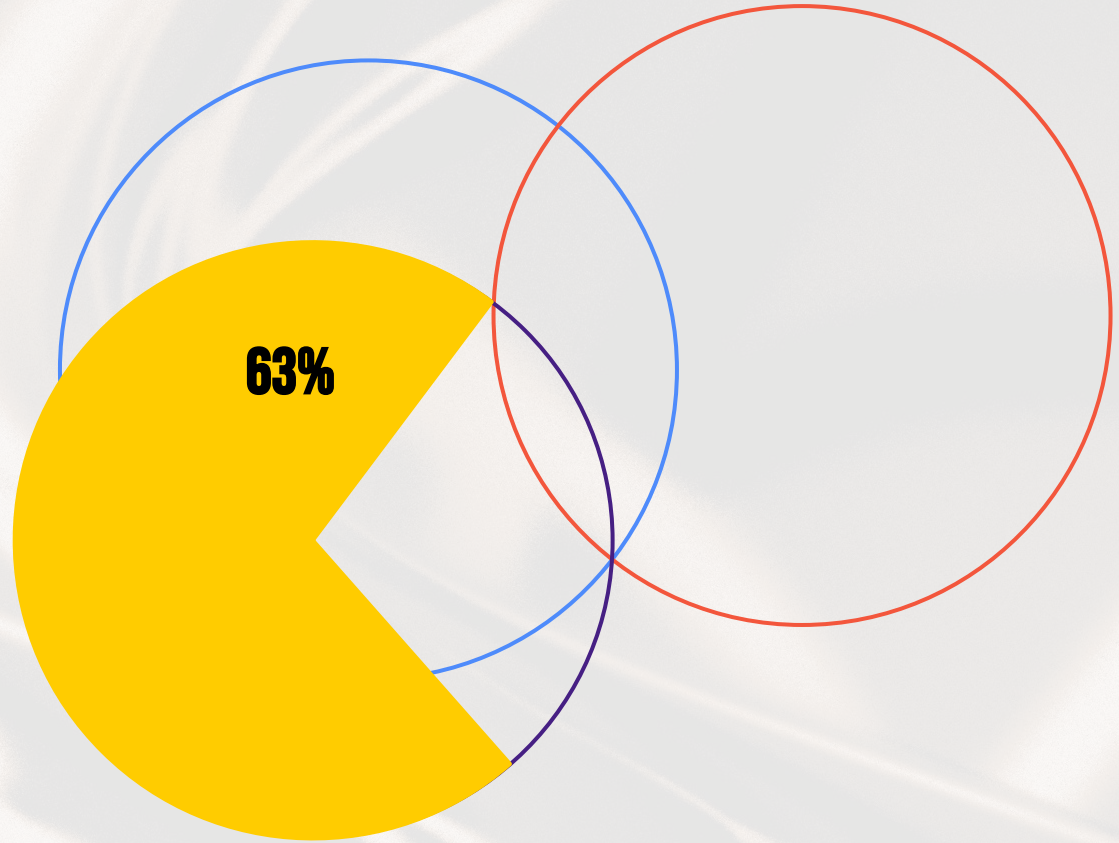
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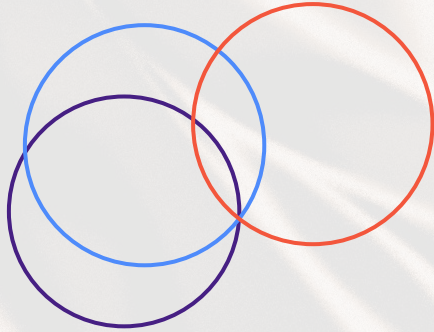
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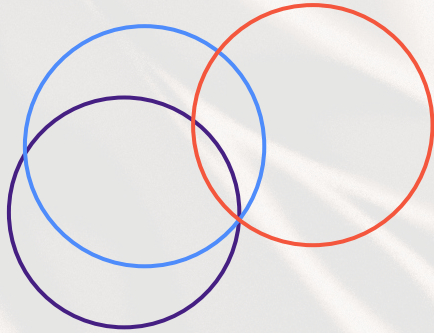


# ORGANIZING THE MULTI-RACIAL WORKING CLASS



- The middle and upper classes strongly favored Biden over Trump in 2020, while the **working class was split**, with high abstention rates.
- By large margins, the working class is **to the left of the middle and upper classes on questions of class, distribution, and economic fairness.**
- Differences between classes on social and cultural questions are much smaller, and the **working class is not uniformly more conservative.**

# ORGANIZING THE MULTI-RACIAL WORKING CLASS



- Across the working class, voters are open to hearing about the accomplishments of the Biden-Harris administration. **It is moving votes.**
- The most popular parts of VP Harris' bio are her **specific accomplishments and plans**, more than her identity and personality
- Messages that lean into **naming class conflict and naming a villain move all of the cross-pressured segments** of the working class in our direction.

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

- Paulo Freire

