



**PROGRESS
LIBS**

2024 AGENDA

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Progress Libs' Plans in
2024 and Beyond!**

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Progress Libs

Progress Libs is one of the premiere voices in youth outreach and mobilization. Led by a young and diverse team with deep experience in creating engaging and unique online content, traditional political organizing and converting online engagement into real world action, Progress Libs serves as a breath of fresh air from establishment politics and rhetoric while still retaining the values of the Democratic Party.

Founded as a pet project in August 2022, in just three months Progress Libs went from four people to 500. Three months later, Progress Libs raised over \$10,000, almost exclusively from Gen Z members donating under \$100 each. Our organization served as a catalyst for many key Democratic victories: the Georgia runoff, where we were involved in the largest out-of-state canvassing effort of over 300 people; the election of Aaron Rouse in Virginia, during which we hit over

3,000 doors in three days; and the Wisconsin Supreme Court election, where our efforts were supported by “The Young Turks” and “The Majority Report”

In 2024, Progress Libs is set to expand its operations from coast to coast, from the streets to the tweets, to win over the hearts and minds of disenfranchised young people and deliver the election to Democrats.



Young people have a hunger for change and action, it's our job to give them an opportunity to act on it

A Generation in Ruin

Gen Z is the first generation to be raised by a fractured guerilla media environment. Gone are the days of Shields and Brooks; it's TikTok, it's YouTube, and it's "X" (formerly Twitter). 2024 marks the year where the majority of Gen Zers are of voting age, yet relatively few efforts are made by most politicians to address their specific concerns.

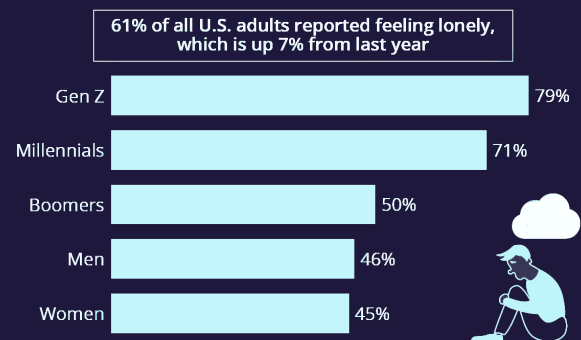
Gen Z was already shaping up to be much more radical than its predecessors, but back-to-back cultural trauma (e.g., the 2008 financial crisis, heightening inequality, the ascendance of MAGA Republicans, the BLM movement, and COVID-19) has led young people to be enveloped by a culture of despair and hatred, leading to isolation.

This, combined with the powerful influence of platforms like TikTok,

YouTube, Facebook, and "X"—platforms that have become hotbeds of political disinformation and radicalism (a feature baked into the algorithms)—has created a political shitstorm with a recovery that is uncertain.

Gen Z Is Lonely

Percent of U.S. adults who are lonely, shown as demographics



n=10,441 adults
Survey was conducted during the summer of 2019
Source: Ipsos Polling for Cigna U.S. Loneliness Index

Despite being the most connected, Gen Z is the loneliest generation.

A+B≠C

While young people do use the internet way more than other generations, and the internet does facilitate radicalization, one does not cause the other.

It is a symptom of anxiety, an anxiety birthed from an insecure future. Anxiety which led to isolation. Isolation that was

catapulted to the moon over three years of lockdowns many believe our generation may never recover from.

The loss of community and connection during the most pivotal parts of our lives left young people in the dust. Without a place to turn, young people were coaxed into self-radicalizing echo chambers. These toxic communities presented easy solutions, easy enemies and easy narratives. One of the most famous examples is the “Alt-Right” in 2015, spearheaded by young people anxious about the changing and unstable world and creating a boogeyman in “political correctness” and social progress.

Policy Proposals to Relax and Study to

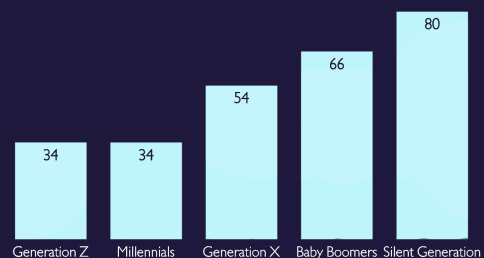
A return to form works with most voters exceptionally well (see all moderate candidates running against MAGA Republicans and the overperformance of the Biden platform in 2020 and 2022), this message has had difficulty sticking to younger voters because of a failure in messaging

Gen Z is extremely critical of “all is normal” political narratives, since the present climate has been their “normal” for as long as they’ve been politically aware. Aside from a few notable exceptions, center-left politicians have been unable to excite young people in a meaningful way, which only further radicalizes them.

An overemphasis on policy talk, bipartisanship, and leaders who are frankly lacking any real diversity have caused Gen Z to grow tired and even resentful of local and pragmatic political engagement.

Gen Z and Millennials Were Less Trusting of Political Leaders Growing Up

Percentage of Americans who agree that, when they were growing up, political leaders could generally be trusted



Note: Survey of US adults (N=5,459).
Source: Survey Center on American Life, 2023.



Gen Z has little trust for political leaders, leading them to search for alternative narratives and be more partial to radical action.

Make Liberalism Sexy Again

Liberalism lies at the core of American progress. It carries the legacy of FDR’s New Deal and LBJ’s Great Society. Social Security, the strongest education system in the world, and the end of Jim Crow sit front-and-center in our trophy case.

Liberalism today is resting on its laurels. For the past three decades, its willingness to water down its message in the language of bipartisanship and a “better luck next time” mentality have allowed Republicans to slowly wither its accomplishments away, all while young people flock to the far left to fight for them instead.

Liberalism has become a dirty word among Gen-Z. Particularly on the left, where it’s been used as a synonym for inaction and corruption.

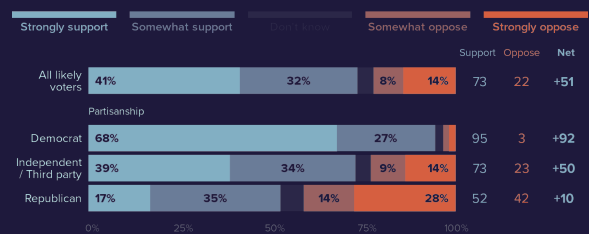
To bring the energy back, Liberals have to get mad. Liberals have to not only give solutions, but fight tooth and nail for them. We as Liberals have to show young people that we’re back in the fight and that the legacy of American Liberalism is no longer dormant.

Pragmatic Populism

Returning to an exciting, dynamic Liberalism requires changing the messaging about what Liberalism is, what a Liberal looks like, and what Liberalism can accomplish.

Liberalism is back on the offensive, and young people have the chance to shape what it looks like. It’s more than just an ideology—it’s a community, it’s a movement, it’s a place in the future of today and a chapter in the textbooks of our grandchildren.

Do you support or oppose the Inflation Reduction Act of 2022?



August 1-2, 2022 survey of 1,377 likely voters

CLIMATE POWER DATA FOR PROGRESS

Gen Z, when presented with center-left action policy, is extremely supportive (even on the right)—the issue lies in framing.

Liberalism doesn't look like a white septuagenarian sitting in an office talking about tax policy, and it's not what your suburban mom calls herself on Facebook. Liberalism is young, it's diverse; it's the ideology of anyone and everyone who wants to rebuild the American community.

Liberals want Gen Z to be the face of their own future—in the halls of Congress, on their town boards, and with control over their own lives. Showing young people as both the standard-bearers and primary recipients of the fruits of Liberalism is exactly how we show them that we have not left either them or our own accomplishments behind.

Progress Libs has a clear and ambitious policy set as part of its Liberal, youth-centered message. We believe that our public institutions can and should act as catalysts for sustainable economic and social development; that the freedom of every American to engage in the public sphere is

worthy of protection; that we must have affordable, dense, urban housing; and that everyone ought to enjoy the right to make their own informed medical decisions.

Liberalism is not meandering bipartisanship. Liberalism is equality for all NOW.

2024:

An Overview

Progress Libs is going into 2024 with the goal **"Inform, Involve, Elect."**

Inform Gen Z on issues that are important to them and steer them toward positive solutions;

Involve Gen Z in on-the-ground efforts: voting, canvassing, text banks, joining local Progress Libs chapters, and more;

Elect Gen Z candidates, as well as other candidates that speak for Gen Z and the future of the party and country

Inform

Progress Libs is working with online creators from across the media spectrum to create engaging and educational content in a way that doesn't make the viewer feel pandered to. Progress Libs is using the relationships with these creators to establish a guerilla messaging network that we call our "Creator Coalition." Alongside both of these projects, Progress Libs is launching its "Workshop" program, a series of down-to-earth chats between young voters and elected officials to educate on the political process and give the official a voice to share their policies in an intimate environment.

Involve

We were founded with one thing in mind, and we still champion it as our core project: knock, knock, knock. Canvassing is the most effective political outreach tool. Even with all these new fancy ads and tracking, nothing will ever beat in-person, one-on-one conversation. In the past, we have organized large three-day

canvassing campaigns with volunteers from all around the country. By focusing the canvassing on community and socializing, Progress Libs was able to bring out record numbers of young people out to knock on doors. We aim to have four simultaneous ongoing canvasses by September in key states.

Elect

One of the core problems in political messaging that Progress Libs has identified is the lack of diversity and young representatives on the center left. The only representation young people have in office are the most radical of either party: Ilhan Ohmar, Matt Gaetz, Madison Cawthorne.

Progress Libs is supporting diverse, young center left candidates to give Gen-Z the representation they deserve.

Progress Libs champions a bold, progressive agenda for our country, including: Universal healthcare; police reform; expanding LGBTQ and BIPOC rights and legal protections; and electoral reform to

ensure that the people in power represents the people who voted for them

Progress Libs is dedicated to setting the groundwork for a sustainable future for all—not only economically or environmentally, but also socially and institutionally. Without a proper foundation, rights that we fight for today can easily be taken tomorrow (a painful reality we are facing now).

The four qualities Progress Libs looks for when supporting a candidate are:

- **Vision.** A concise and positive vision for the future involving action and policy
- **Humanity.** A candidate who connects on a human level with their voters and the world around them
- **Strength.** The will and dedication to push through the bullshit and act on what's right.

Outreach

Membership

Every year, hundreds of young people join ranks with us, traveling around the country to advance Liberal causes. They are members of our community and form the backbone of our network-building efforts. The bulk of our members are found and brought in through online mediums like Twitter, Twitch, and Discord. We plan to expand our presence both digitally and in the real world by working alongside other like-minded organizations, further developing our existing chapters (NC, VA, GA, and WI), and building new chapters in CA, MD, TX, PA, and more. Our membership goal by the end of May is 5,000 volunteers around the country, ready to get out into the streets and bring Democratic voters to the polls.

Social Media

Progress Libs's initial efforts began through outreach on Twitter, an operation that has expanded vastly

over the past two years. The future of connection is online, a future which Progress Libs has thrived in. Progress Libs partners with online creators to create a vast communication network to activate and inform previously hard to reach audiences.

Going forward into 2024, we are going to expand upon the mediums we're already on as well as break onto new platforms. Working with teams of influencers to both consult us and act as promoters, and through frequent social media engagement our reach in 2024 will expand further into Gen Z online spaces.

Our outreach efforts are expanding into TikTok and will be working with influencers with audiences big and small to spread our message and drive young people out to vote and act. TikTok is a platform that has been riddled with misinformation from both right-leaning and nominally left-leaning sources. This is all presented in a format which is especially digestible to young people. Progress Libs and its collaborators aim to be an oasis in

the desert for factually based and level-headed insight on what has become one of the most socially toxic platforms today.

Partnerships with Other Organizations

As a part of building a big tent, Progress Libs is engaged in a collaborative effort with other organizations that advance both Liberal candidates and Liberal causes.

In the past, Progress Libs has worked extensively with other organizations to expand the efforts of all together. Many of our past canvassing efforts have been collaborative in nature to bring the most attention possible to the issue. Disinformation and radicalism are an existential threat that can only be defeated as a united front. By working alongside other local and national organizations, Progress Libs hopes to support other efforts for the youth vote and unify positive efforts.

Livin' in a Digital World

Party Failure

The most successful political content has one philosophy: fun first, politics later. If the content is not engaging, the only audience is the one that already agrees with the message, and no battles are won. The Republican Party and conservatives broadly have done a spectacular job of using this truth and have created digestible content that trumps almost any put out by the left. Fox News, Louder with Crowder, The Daily Wire, The Joe Rogan Experience—these (mostly online) shows tower over anything Democrats are doing.

Fun First, Politics Later

Progress Libs' will be creating fun, engaging content for young people

that gives a positive vision for the future, humanizes politicians, and gives answers to societal anxieties through Liberalism and action.

Progress Libs is expanding its presence and outreach on online platforms, in spaces where young people seek out political discussion and activity. We are aiming to increase both viewership and engagement with accounts directly managed by Progress Libs. Progress Libs already has an existing digital presence with frequent posting and online community events, but beginning in April we are going full steam ahead with in-house content production, releasing TikTok, YouTube, and Instagram content created by Progress Libs or our partnered creators.

The Future of Outreach

The internet is an extremely powerful tool for organizing and outreach. Many campaigns have used the internet to spread their message, but very few have engrossed themselves in the online

environment. In the tech age, it is vital to entwine your movement in online communities. Online communities are passionate and niche; building yourself into the online ecosystem opens you up to an audience that is almost impossible to reach otherwise and creates a strong word-of-mouth spread.

Progress Libs has a broad network of influencers who have worked with us and are ready to work with us more to build a large community dedicated to real-world action and political passion.

In the past, we've collaborated with influencers and media networks boasting large audiences in online political spheres. These have included Destiny, Vaush, The Young Turks, Jordan Uhl, and Pondering Politics. These are influencers who have often disagreed about their views, but have come together under our umbrella to do something meaningful with their aggregated voices. Currently our creator coalition spans over 2.5 Million followers which we expect to

rocket all the way to 15 Million by the end of April 2024

Progress Libs is unique in its ability to partner with niche creators with niche, hard-to-reach audiences and mobilize said audiences for political action. Throughout 2022 and 2023, Progress Libs activated hundreds of young online volunteers around the country to knock doors and swing important elections in VA, WI, and GA.

In 2024, we are expanding these efforts, partnering with larger creators as well as partnering with small creators with strong niche fanbases and working with them to mobilize their audiences and spread our message.

Unified Messaging

An exciting project Progress Libs is unveiling for 2024 is our "Creator Coalition." A coalition of influencers from across the internet, on different platforms with different ideologies all unified under Progress Libs. By uniting disparate parts of the online ecosystem and connecting with key online

stakeholders, Progress Libs is able to organically influence vast swaths of online discourse which eventually creates a narrative.

Every week (starting February 10th, 2024), our influencers will post on a new issue we have selected in a way we have deemed appropriate and helpful; this can be on Republican foreign policy, healthcare reform, border policy, or whatever else that we believe needs more attention.

The large reach and niche audiences of each individual influencer will be combined under one unified message. This will increase the spread of the idea more than ever before in an organic way that creates discussion and drives up attention. By giving the influencers a simple guideline, an issue, and posting range, we allow the creator to remain true to who they are as a creator and avoid the post looking like an advertisement.

On the Internet, Sincerity is Strength.

Influencers brought into Progress Libs are invited to review content that they plan to publish with us. This way we're able to provide feedback regarding how their content can best align with our messaging goals. This does **not** mean that we are asking people working with us to submit to any form of censorship, to change their public stances, or even to avoid disagreeing with us—we value pluralism and want to form a big tent. The unique voice of each creator is what gives them their unique appeal. **Any effort to silence that is counterproductive.**

This is a deeply collaborative process. Creators tell us what is important to them and what they aren't comfortable talking about, and we listen and accommodate their specific needs.



In a pilot test of our influencer coalition, our 2024 Launch social media post from an account with only 300 followers received over 80,000 views and led to a 2000% increase in website traffic.

A New Look at Washington

Our most ambitious project of 2024 is our YouTube/TikTok series featuring politicians, activists, and thought leaders. The series will be a down-to-earth and intimate chat between the host and guest paired with a fun twist to the interview format. The series will:

- Work to humanize the guest by introducing an oddball challenge they must deal with.

- Create a series hook to bring in new viewers.

- Allow the guest to explore their personal priorities and goals to a larger, less politically engaged audience.

There is a huge push for intimacy and reality from the public. The internet has allowed everyone to see the lives of everyone and now they are asking, "What about you?"

Allowing politicians to express their policies, ideology, and most importantly their humanity in a down-to-earth environment young people engage with will foster more trust and support among young people (see the famous AOC "Among Us" stream). Voters want politicians who speak and dress well, but in this age of digital intimacy, voters also want people.

On The Ground

Above all else, Progress Libs encourages and prepares young people for on-the-ground action, both during the hectic election season and in the deceptively quiet lull in between.

Progress Libs prides itself in its history of getting young people out en masse for canvassing. While we are expanding our digital focus, that will not deter our focus from personal engagement.

We have many exciting plans for our expansion on the ground in 2024, starting with:

Workshops

Throughout 2024, Progress Libs will be hosting workshops where candidates, elected officials, and other knowledgeable local figures will share their experience and insight into the political process.

Attendees would have the opportunity to engage in a dialogue with the candidates themselves, getting to know the people representing them on a human level as they share their backgrounds and talk about their decision-making process as both officeholders and campaigners.

Workshops will be held for around two hours once a month starting in March, and twice a month starting in May. Collaborating with youth organizations (such as the YMCA on-campus groups and schools), they would increase civic engagement in a way that isn't necessarily partisan.

The workshops offer an excellent opportunity for everyone involved: candidates get to go into detail on policies and connect with their constituents on a more human level, and attendees will become more involved with the political process and the issues that affect their area.

Workshops will take place across the country, with a focus on

Virginia, Pennsylvania, and North Carolina.

Canvassing

In 2022, Progress Libs supported the largest out-of-state canvassing effort (composed of over 300 canvassers) in the U.S. Senate Runoff in Georgia. In the subsequent year, Progress Libs brought people out for important elections that get otherwise relatively little attention. We flipped the Virginia state senate into a pro-choice body by electing Aaron Rouse in a special election, and then elected Danica Roem as the first-ever trans state senator despite her opponent being one of the most highly-funded candidates in that election cycle.

Our unique and powerful impact comes from our deep involvement with online communities and online reach. Joint community-based projects in an age of isolation, political or not, are a huge booster for social interaction and mental well-being. The disproportionately high turnout is due to the

community-based approach we take toward canvassing.

Our canvassing efforts work for three reasons:

-They're organized, they do good work, and they bring everyone together. Canvassing trips require planning, logistics, and manpower, both ahead of time and as they are happening.

-Canvassers get the opportunity to do something that advances their ideals, and even when we lose they come out of it knowing they were part of the fight.

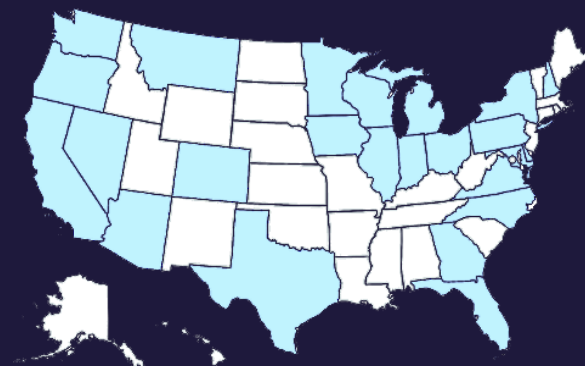
-As a group, we bring together like-minded people who form meaningful connections and memories while out on the trail. While canvassing is only one part of a much larger operation, it is a defining program which we will expand upon going into 2024.

Key Elections

Progress Libs selects its ground work based mostly on two factors: how purple the race is, and how prepared Democrats already are to contest that race. We focus our efforts on competitive races that

aren't already getting a lot of support, since that is where our efforts are of the most use.

In the 2024 election cycle, we are primarily looking at Senate and House races in 23 states—most notably in Virginia, Maryland, Michigan, Texas, North Carolina, Arizona and Pennsylvania. The specific constituencies we appear in will ultimately be selected after evaluating the aforementioned factors and consulting the campaigns of those races.



2024 will be a hard year for Dems, especially on the Senate level. Progress Libs is building up infrastructure in critical states.

There are a few races in particular we're worried about as the year starts:

–Jon Tester: Montana is sparsely populated and increasingly polarized, but known for split-ticket voting and electing rural Democrats like Jon.

–Sherrod Brown: Winning red Ohio means reaching out to both firm Democratic voters and independents who might otherwise not be inclined to vote for Democrats. We are better prepared than anyone else to win exactly the latter kind of voters for Democrats.

–Tammy Baldwin faces re-election in Wisconsin a mere two years after Ron Johnson was re-elected to the Senate. Wisconsin is a state where Progress Libs has succeeded before in Janet Protasiewicz's election to the Supreme Court, flipping Waukesha city blue for the first time in decades. We have a lot of potential to do even more there.

The geographically expansive nature of our goals this year means we are reaching out to Democrats throughout our country, so we can know what we're getting into wherever we bring the fight. Politics is ultimately local—we need people who know the turf and can aid us accordingly.

Expanding Reach Locally

Politics doesn't just end with elections, and Progress Libs does not treat it as such. Once election cycles are at a close, we are determined to support the passing of legislation that will positively impact the lives of Gen Z and reinforce our values.

Progress Libs is expanding its physical presence this year with new chapters in Maryland, Pennsylvania, and Arizona. Our new chapters are being led by members familiar with the region. People with a close connection to the community and the politics of their state.

As representatives of Progress Libs in their states, they engage with local institutions (colleges, charities, youth organizations, etc.) to establish and sustain our presence.

Progress Libs is not just there when there's a reason to travel. We are a

part of the local political scene; we are there to build community not just when things are heated but when politics is proceeding as normal, when there's all the more reason that a sustained effort needs to be made to keep us all together. Our chapters give us the structure and alertness to more readily engage with the opportunities to do so.

Working with our chapter leads, Progress Libs remains informed and engaged in local community action to drum up support for important legislation (phone banking, issue canvassing, etc.) and engage in demonstrations of public support, such as protesting. These activities keep Gen Z at the center of public policy discourse, and allow us to be the representatives of our own interests. They also keep Progress Libs an active community and changemaker, stabilizing and energizing our network of members.

New Staff

Progress Libs is expanding and so too is its staff, with several new directors to lead specific operations and regional leads to administer our work in key geographic areas. Our new Organizing Director will be at the helm of a variety of projects, working with other staff to structure and move forward our activities.

In lieu of a traditional communications director, Progress Libs has established a 7 member board of communications. The Board consists of experts from different fields that we believe are crucial in developing a comprehensive and innovative communications strategy and executing said strategy.

Our Finance Director will oversee our relationship with donors, expand our donor base, and report our financial information to the FEC in a timely manner.

Financing

Individual Donors

The most reliable source of income for our organization comes from individual donors. In 2023, our average donation was \$65, and in our first three months of operations we raised around \$10,000 through only word of mouth and digital based fundraising strategies. The vast majority of these donations were from people under the age of 35 (millennials and Gen Z).

Number one on our financial agenda is to further develop our base of recurring donors. This is especially important as it relates to our off-season operations: civic engagement is a year-round activity, and we are soliciting the resources we need to engage with it as such. We use our funds to keep people mobilized outside of election seasons—maintaining that energy in turn gives us more stability in our revenue stream.

In addition, Progress Libs aims to work alongside larger organizations

and donors to facilitate our work around the country. Progress Libs is anchored to its values and will never bend its knee to moneyed interests.

By April, our goal is to raise about \$40,000. Which we will reach through our vast and personal relationships with the young people who are dedicated to this mission. Progress Libs is also expanding its fundraising efforts through frequent call time, fundraisers and deeper relationships with other organizations and donors

Conclusion

We stand at the precipice of losing Gen Z to disinformation, isolation, civic idleness. While there is a lot of energy and excitement around engaging with young people through digital platforms, there is minimal awareness of these platforms from establishment figures. The only thing worse than a politician, is a politician failing to be cool (See the whole Hillary Campaign).

There is a lack of vision in these projects as well. The majority of youth focused organizations guide Gen-Z towards the party, Progress Libs flips that narrative. Create a new party with the future and progress central to its message. No more "Better than Trump"

Taking back the attention of young people is going to mean retaking the digital landscape, and no one is better equipped to do it than Gen Zers themselves. We are building a network of members and influencers from across the country to speak to Gen Z in a language

they can understand, and to reinvigorate the American Liberal project. The next chapter in America is led by young people, creating a positive new chapter bringing liberalism back onto the streets again.

Progress Libs is seasoned and has seen strong success in bringing Gen-Z together and into the frontlines. 2024 is our greatest opportunity yet to bring our generation up to their full civic potential and hand the torch of American Liberalism onto them, burning brighter than ever before.