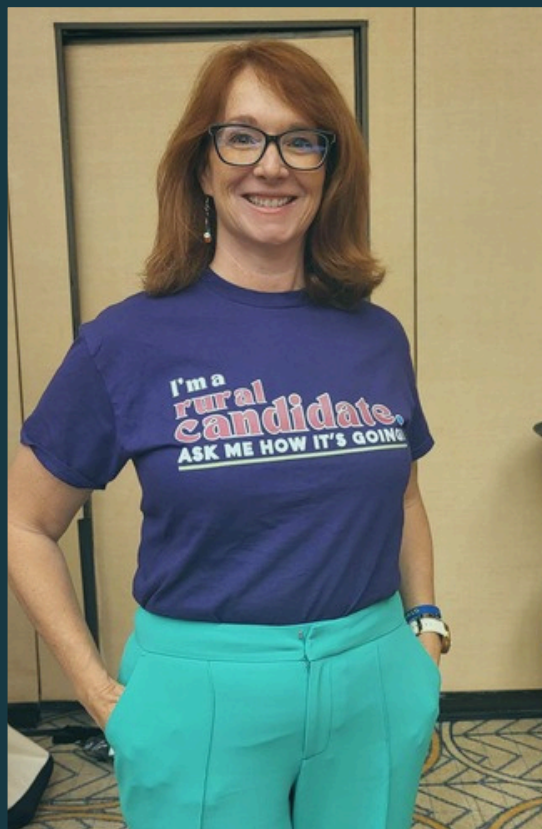




○ CONTEST
○ EVERY
○ RACE



Contest Every Race 2025 Impact Report

More candidates running.

More local parties organizing.

More Democrats winning.

We're rebuilding American democracy, **everywhere.**

About Contest Every Race

Contest Every Race is on a mission to ensure **Democrats compete everywhere**.

As part of Movement Lab's national efforts to stop fascism, we employ two core programs: downballot candidate recruitment and our local party grants initiative.

Since 2018, **we've recruited over 12,000 candidates** — many of them first-timers, women, and people of color. **44% have won**.

Additionally, our Grants Program **supports over 390 local Democratic Parties**, helping them build the year-round organizing infrastructure needed to win.

No race left uncontested. No voter left behind.

Our work includes:



Serving as the largest generator of prospective candidates, filling a crucial role in the recruitment ecosystems.



Supporting 390 local Democratic Parties with quarterly grants, dedicated organizers, and access to custom-built texting tools.



Launching new initiatives, including Dems Work to rebuild party brand locally and Ready to Run rallies to build excitement nationally.

Candidate Recruitment

Democrats don't run in nearly half of all races. We're here to fix that. Since 2018, Contest Every Race has been improving our methods and deepening relationships with hundreds of candidate development partners across the country.

Through these partnerships, we've recruited 12,807 candidates to run for office. **With an average win rate of 44.2%, we've fired 5,660 local Republicans since our founding in 2018.**

12,807

Filed
Candidates

5,660

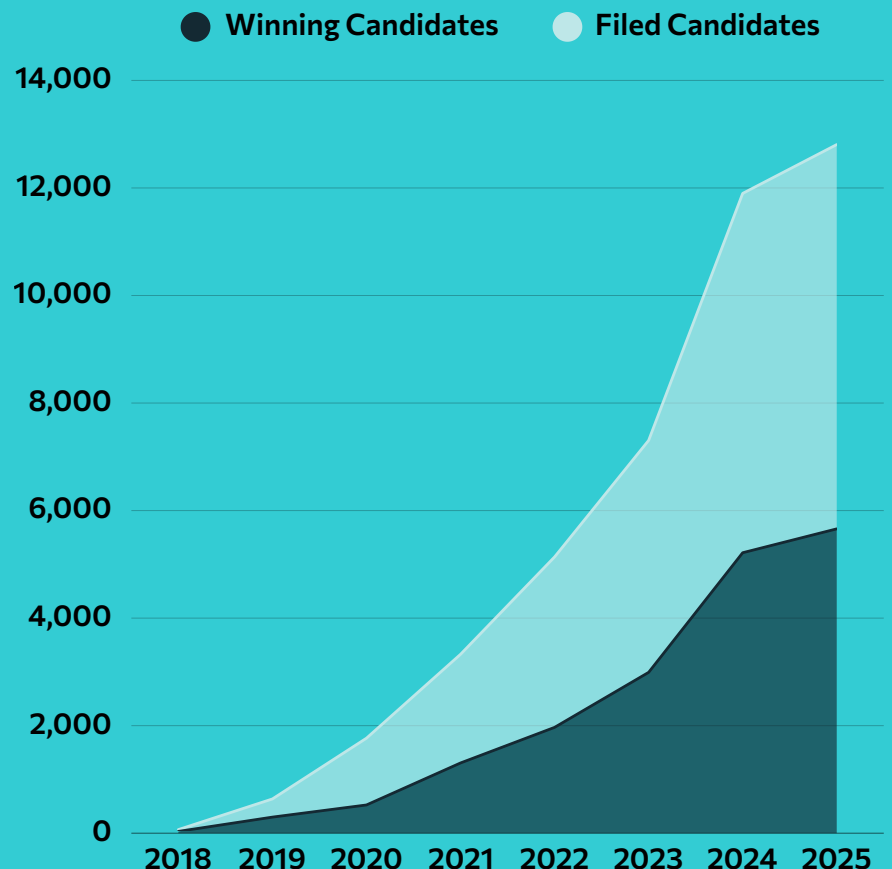
Winning
Candidates

44.19%

Win
Rate

Cumulative Candidate Recruitment Numbers by Year

A track record of success.
12,807 Total Candidates
Recruited Since 2018



Candidate Recruitment: How It Works

➔ Data

We obtain a list of every position on the ballot from BallotReady.

➔ Connecting Prospects

We connect prospects to county parties and partner organizations best positioned to support the candidate based on location, background, and the issues they care about.

➔ Targeting

We spend thousands of hours with local leaders and partners reviewing seats to see if they'll go uncontested.

➔ Filing

We provide clear resources to help prospective candidates navigate filing requirements and get on the ballot.

➔ Outreach

We then text targeted Democrats, inviting them to run and join trainings, webinars, and local meetings.

➔ More Contested Seats

As a result, Democrats file to run in otherwise uncontested races.



Candidate Recruitment: 2025 Impact

In 2025, we had our best annual win rate yet, **recruiting 908 candidates with 444 winning their elections** — a **48.9% win rate**.

Beyond the downballot wins, our programs helped support statewide and special election wins in places like **Pennsylvania** and **Georgia**.

Example Win Rates in 2025 by State



CT: 70.8% won
Out of 65 recruited candidates.



IA: 57.1% won
Out of 35 recruited candidates.



OH: 52.9% won
Out of 225 recruited candidates.



Grants Program: Why We Invest in Local Parties

Local Democratic groups – county parties and committees – are the only year-round organizing presence in most communities outside blue strongholds.

Decades of divestment and a lack of leadership development have left organizations in shambles.

We're rebuilding local Democratic organizing from the ground up and netting votes for Democrats up the ballot.

Our long-term goal is to expand grassroots organizing to every county nationwide, including deep red communities.

Here's how it works:



Monthly actions

Like voter registration, recruitment, fundraising, and community service.



Quarterly Grants

\$600 per quarter, upon successful completion of monthly goals.



Dedicated Organizer

Having a point person helps — we send teams to support local groups before key elections.



Free Texting

We've sent 15 million messages on behalf of local parties, generating 216,898 total volunteer leads.

Grants Program: 2025 Local Party Impact



\$503K

Grants awarded to local Democratic groups

We funded local organizing efforts, voter outreach, and candidate development in rural and non-urban areas.



2.4M

Hyper-local texts sent

Our grantees engaged in over 650 texting campaigns, empowering them to advertise events, find volunteers, and recruit even more candidates.



198K

Rural voter in-person conversations

Grantee counties also spoke to more than 200,000 voters by phone.



7.8K

New Rural Voters Registered

We provided grantee counties with the tools and training to turn neighbors into Democratic voters

Democrats Work

Contest Every Race is investing heavily in **'Democrats Work'** projects nationwide. We've made it a core requirement in our Grants Program, ensuring **our 390 local Democratic teams run Democratic-branded, service-oriented actions** in their communities as part of their regular monthly actions.

Teams have organized food collections, distributed school supplies, and led neighborhood cleanups — **often earning positive local press along the way.**

Local food drive huge success

On Saturday, there was a huge outpouring of community support for the Alcona County Food Pantry. Over a thousand items were collected during a food drive held at the Harrisville Farmers Market, organized by the Alcona County Democratic Party.

"We are absolutely overwhelmed" says Barb Potter, who runs the pantry with founding member Shelly Dunn at the Harrisville United Methodist Church. "This is our largest donation, ever, from a food drive, and is actually the first time someone has done a food drive like this

in our 25-years. The timing could not have been better and it was pulled together so quickly."

The Alcona Dems decided to step in and organize when they heard about increased use of the pantry. Last month, more than 150 families were serviced, one of the largest distributions in the pantry's history.

"With almost 15% of Alcona already food insecure, and numbers rising, we wanted to see what we could do to help our neighbors in need" said Margy Kutzera, Treasurer of the Alcona Dems.

"We are so proud of how our entire community came together to help. When seniors, families and kids go hungry, it affects all of us here in Alcona."

In addition to the main pantry, there is a 24-hour emergency "Little Pantry" located in the Church parking lot at 217 N. State Street in Harrisville, which has also been running low. The Alcona County Food Pantry welcomes both food and fund donations and can be reached at 989-724-6268 for more information on how to contribute.

Putnam County R-1 Schools's post



Putnam County R-1 Schools

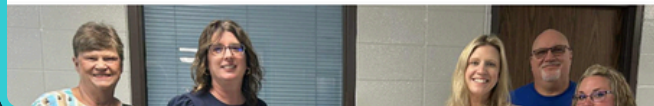
Yesterday at 2:27 PM · 🌐

📍💙 Back-to-School season is one of the many times our generous community shines! The Putnam County Democratic Committee recently stopped by with a large monetary donation and a bundle of school supplies to help ensure our students have everything they need to succeed.

Elementary Principal Mrs. Angie O'Reilly and At-Risk Coordinator Mrs. Lindsey Hague welcomed committee members as they dropped off their thoughtful contributions.

These donations directly support our Comprehensive School Improvement Plan (CSIP) by helping remove barriers to learning and ensuring all students are equipped for success—academically, socially, and emotionally.

A heartfelt thank you to the Putnam County Democratic Committee and to all who give so generously to support our kids year-round. You make a difference every single day. 💙 #PutnamProud #StudentSuccess #CommunityStrong





Grants Program: Off-year organizing reaps upballot rewards

Example: Spalding County, GA | Population: 69,946

+2.25% Dem Shift in 2024 vs. 2020

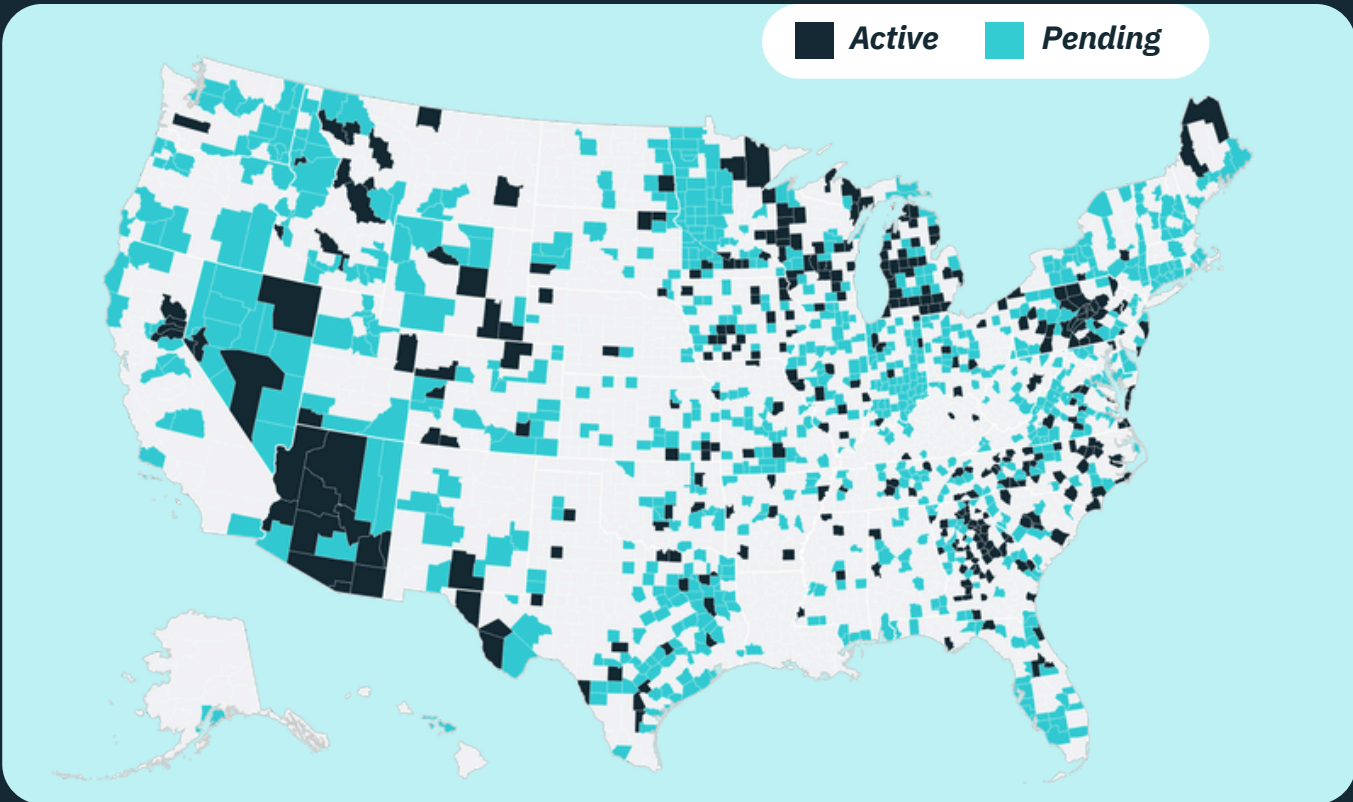
With support from the Contest Every Race Grants Program, [Spalding County Democrats](#) expanded their visibility, grew their membership, and energized their local organizing in 2024.

Growing the Grants Program: Record-breaking Applications

In 2025, we received over 1,200 applications to this program, including at least one from every state.

We accepted 390. With your help, we can add even more.

Map of 2025-2026 Grants Program Applications



Grants Program: County Parties in Their Own Words

In many cases, our support drove additional impact for local parties beyond changing votes. **We gave them the tools to boost their fundraising and take their organizing to the next level.**

“The week that the special election was announced, we went out and canvassed more than 1,000 doors.

The following Tuesday was when the Republicans found their candidate.

Because of the resources from Contest Every Race, we had an entire weekend of canvassing before the Republicans found a candidate.”

**- Athens-Clarke County (GA)
Democratic Committee**



“**Contest Every Race has given us a roadmap: recruiting, outreach, Democrats Work.** Those things really kind of gave us an idea of what we wanted to do and how to do it.

The texting campaigns have been amazing. **Texting 60,000 people would normally cost us \$1,200, but Contest Every Race has a program that does it for us.** That’s incredible, because \$1,200 is a quarter of our budget.”

- South Mountain (AZ) Democrats



Ready to Run: Building momentum

In September 2025, we held our first-ever Ready to Run virtual rally, hosting over **600 candidate-curious people**.

With a network of national & local partners co-hosting and speakers, including current & former elected officials like **Lt. Gov. (WI) Mandela Barnes** and **Arizona Secretary of State Adrian Fontes**, we saw new energy around running for local offices.

We've already held our first Ready to Run of 2026. **Governor JB Pritzker spoke to over 800 people**, and we saw a substantial positive shift in enthusiasm for running.

Adrian Fontes

Secretary of State, Arizona



"The world isn't going to change itself. The positivity that you have in your heart and in your soul that you want to share with the world, it's not going to share itself. You've got to push it out there. You've got to be the one to make that move."

Mandela Barnes

Former Lt. Gov., Wisconsin

"If you're in a race that seems difficult, if you're in a race that seems impossible, I want you to understand that anything is possible with the right message, anything can happen if you do the hard work and you take the time to connect with people."



Bringing New Attention to Rural Democratic Infrastructure

In April 2025, Politico covered our \$12 million pledge to invest in rural organizing through 2028 — underscoring the urgent need for year-round local infrastructure in places national groups have too often written off.

POLITICO

Dem group plans \$12M investment in rural areas, with an eye toward 2028

The investment comes as Democrats for years have struggled in rural swaths of the country.



- “The investment by Contest Every Race in rural areas marks an expansion of the group’s grants program [that] has seen a surge in donor interest in the second Trump administration. The group’s grant program, which has given to local parties in 29 states since 2021, is now expanding nationwide in what it casts as the ‘largest long-term, volunteer-powered organizing initiative aligned with the Democratic Party.’”
- “The group has applications for money from 1,200 local parties across all 50 states — nearly three times the number of local parties the group worked with in the run up to 2024.”

What's Next: Democrats Work



Relieving Medical Debt Across the U.S.

Democrats Work is our 2026 program **mobilizing Democratic county parties across 40 states to fundraise for and cancel medical debt in their communities** — putting local Democrats on record as delivering tangible relief while Republicans have voted to increase health care costs.

The strategy is local-first: county parties raise money, purchase and forgive debt in their own backyards, and earn local press, building the kind of community trust that translates to votes in November. **Medical debt relief polls above 70% in key states, making it one of the strongest contrast issues Democrats can run on this cycle.**

Item	Cost
Medical debt purchase	\$100,000
Staff	\$150,000
Research / Post-Survey	\$50,000
Texting + Outreach	\$30,000
Radio Advertising (Potential)	\$734,000
Total Program Investment	\$1,064,000

What's Next: The Investment



Scaling Our Programs

Contest Every Race is scaling four programs — **downballot candidate recruitment, grants program, recruiting 500,000 women, and Democrats Work** — to build lasting Democratic infrastructure ahead of the midterms and beyond.

Here's where our funding stands.

Program	Budget
Candidate Recruitment	\$1,000,000
Core Grants Program	\$2,500,000
Democrats Work	\$1,064,000
Total Investment	\$4,564,000

Your investment funds local organizing infrastructure that compounds over time.

More candidates, more contested races, more Democratic wins, cycle after cycle.