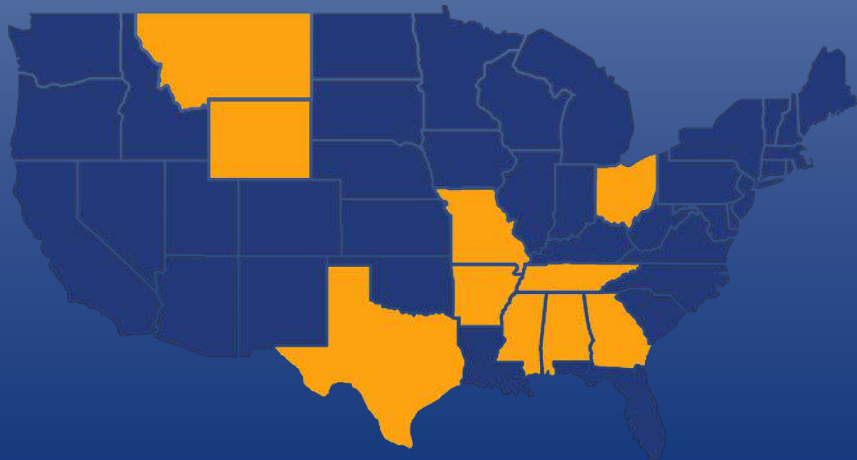


DEFENDING OPEN PRIMARIES

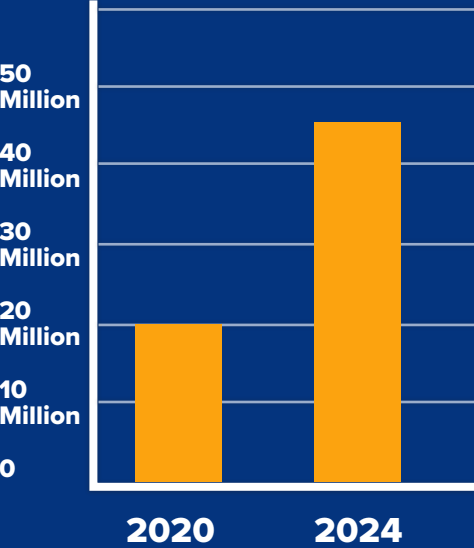
“Conservative Republicans have convinced many in the political mainstream that “crossover voting” is meddling that undermines democracy. The broad voting rights community is mostly silent, and some even agree with the far right that voters should stay in their lanes. So while a growing tsunami of Trump aligned Republicans are clamoring for more restrictive primary election rules that would seriously impact voter mobility, they are doing so in an environment of little opposition.”

– John Opdycke, President, Open Primaries

Welcome to the Frontlines of the Fight for the Future of Democracy



POTENTIAL NUMBER OF VOTERS EXCLUDED FROM PRIMARIES IN 2024

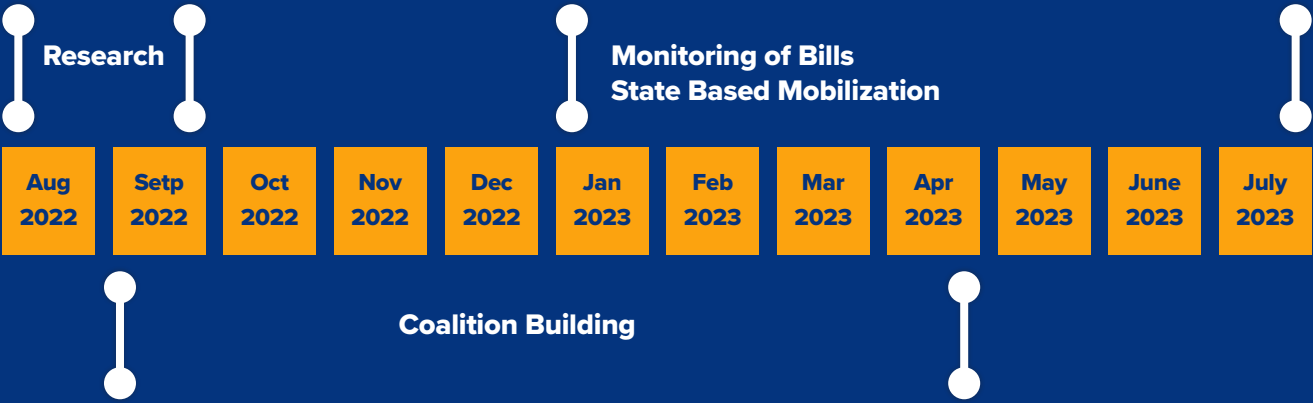


Former President Trump and legislators loyal to him are moving to impose partisan voter registration and closed primaries in 10 states in time for the 2024 presidential contests. Efforts are underway in Alabama, Arkansas, Georgia, Ohio, Mississippi, Missouri, Montana,

Tennessee, Texas, and Wyoming - and other states may follow. Not only is the exclusion of millions of voters at stake, but the scale of these efforts could overshadow our reform agenda and seize the national narrative on primary reform.

TIMELINE

SEPT. 2022 - JUNE 2023



KEY PHASES

RESEARCH AND ANALYSIS

Research and analysis to fully understand the history, culture, and “selling points” of the existing open systems in each of the 10 target states.

BUILD STATE COALITIONS

Conduct outreach to political, business, civic, civil rights, academic and journalistic leaders within our target states to construct strong bipartisan coalitions opposed to enacting closed partisan primaries.

MONITOR LEGISLATION

Monitor legislation and mobilize direct resources and coalition resources to oppose and defeat the bills in committee or on the floor.

LAUNCH PRESSURE CAMPAIGNS

We will launch sophisticated campaigns to mobilize tens of thousands of voters to speak to their legislators about their desire to maintain an open system.

BUDGET

Open Primaries staff and infrastructure	\$300,000
Campaign Manager (September '22-June '23)	\$85,000
Deputy Campaign Manager (September '22-June'23)	\$75,000
Digital outreach and voter mobilization	\$500,000
State specific lobbyists	\$240,000
Public relations, media partner, & communications	\$100,000
Materials and research	\$40,000
Campaign interns	\$5,600
Contingency Fund	\$100,000
Total	\$1,445,600

JOIN THE FIGHT

Open Primaries will lead this work. And we will inspire others to lead. We don't just want to defeat these bills. We want to prevent them from being introduced again in 2024. And we want to build strong, diverse coalitions that can take the lead in not simply defending the status quo, but advancing improvements down the road that give voters more choice and power.