



WE'RE RUNNING TO LOSE,
STRATEGICALLY.

WITH A ONE-TWO PUNCH

AND YOUR HELP

LOSE? WTF!?

Yep. Lose.

More than 70% of the races on our ballots go uncontested. Many state legislative and congressional races are so gerrymandered that the outcome of the election is determined before a single ballot is cast. We're going to run anyway.

WHY RUN WHEN YOU KNOW YOU'LL LOSE?

Because we can...

- **Reach voters** no one ever talks to...with a fresh anti-establishment message.
- **Win gubernatorial and senate races** with our candidates' grassroots work. (Hello door knocking!)
- **Deploy a nimble messaging strategy across the state.** Running hyper-targeted, lower cost digital ad buys in unwinnable districts will reveal real-time messaging data that everyone can use.
- **Innovate the Democratic playbook.** When you can't win, you can try anything: Stunts, viral memes, new media eye catchers, and old school tactics included.

WE KNOW IT CAN WORK. BECAUSE WE TRIED IT.

**KATE
BARR
CANTWIN
NCSENATE37**

Our founder, Kate Barr ran as "Kate Barr Can't Win" in 2024. She lost.

But she also:

- **Outperformed** NC Senate candidates by 1279 votes.
- **Increased voter turnout** to 76.6%.
- **Added blue votes** (+556) to her super red district.
- **Captured international attention.**

1

INNOVATE DEMOCRATIC MESSAGING

We're building a **first-of-its-kind AI engine** that can predict message performance without spending on tests or focus groups.

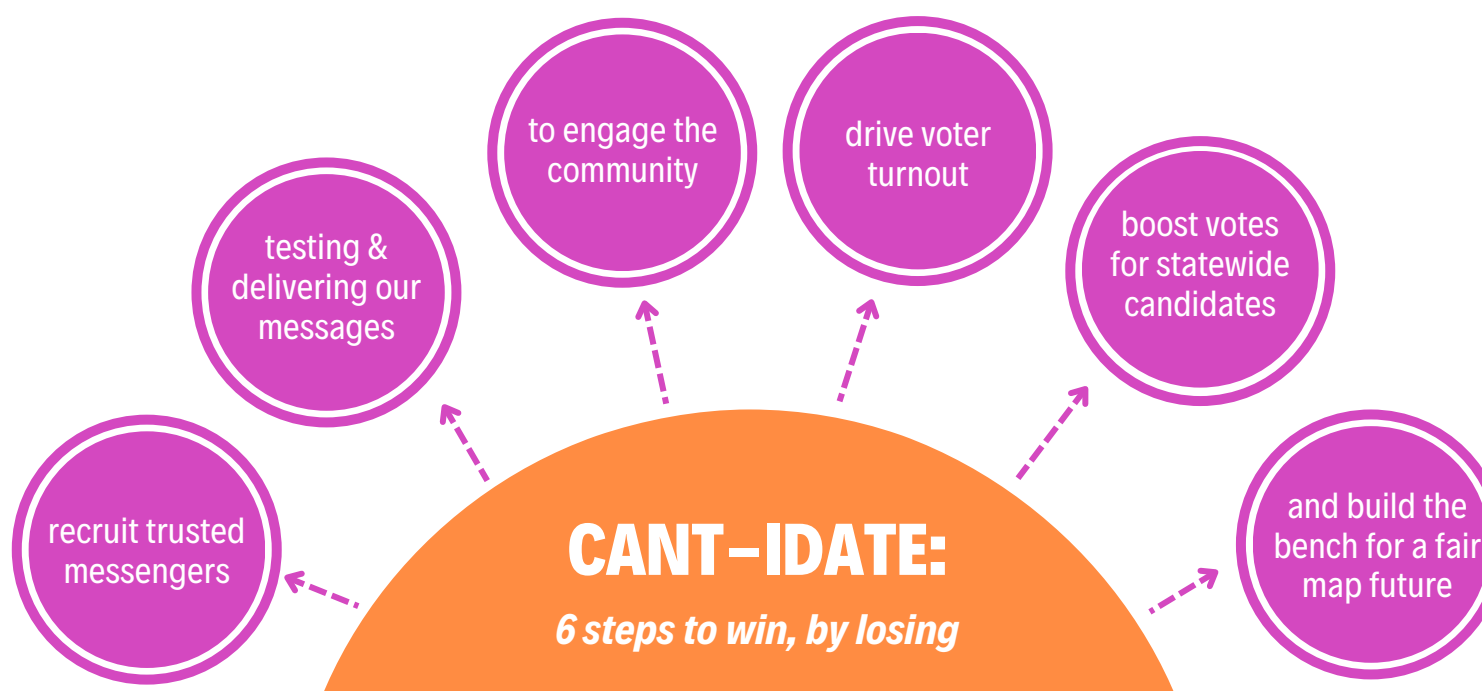
Tune the engine to think like a target group of voters. We'll use traditional demographic characteristics, but also includes psychosocial characteristics like perceived class, sense of belonging, and more.

Generate a wide range of creative messages and run them through the engine. Our engine predicts each message's performance and suggests improvements. This low cost and low risk method will prove that innovative, creative, hyper-targeted Democratic messaging works.

2

RUN CANT-IDATES STRATEGICALLY

Choose unwinnable districts that overlap or neighbor winnable seats. Our cant-idates **drive marginal votes that put winners over the top.**



WHAT WE NEED

\$3M to recruit, train, and run cant-idates in 2025

- **AI engine development:** Early investment to fine-tune the engine.
- **Candidate Support Fund:** Grants to remove barriers to running.
- **Loser Training Academy:** Scalable training program for cant-idates.
- **Digital & Media Blitz:** Amplify our message with digital ads & paid media.

WHAT YOU GET

Founding donor in the disruptive fight for democracy

- You back a **political movement** with real disruptive potential.
- You help **shift the political landscape**, making elections competitive again.
- You **attach your name to a viral, culture-driving initiative** that resonates beyond politics.
- You **re-make Democratic messaging** for the future.



THE CANT-IDATE MODEL

MECHANICS & KPIS

THE ASK

ONE DISTRICT: \$150K

- Cant-ideate training & support
- District-level digital messaging
- Fair map community event

LEVEL UPS

- Multi-state message testing (\$30K/additional state)
- Streaming ad buys (\$1M+)
- Broadcast ad buys (\$1M+)

Early investment matters. \$1 today is worth about \$100 one year from now. The more time we have to create, test, and refine our messages, the more effective they will be.

Primary cost drivers

- **Staff.** The Fund will require 6-7 full time staff members. One of our core values is to hire quality people and pay them well.
- **Number of states.** Each additional state requires new message development, new path advocacy, and another 1-2 FTE.
- **Media market.** Costs vary based on market size, ad saturation, and level of targeting.
- **TV.** TV is expensive. And it's impact is hard to measure. This is best used for GOTV efforts close to election day...once we have our message perfected.

ONE STATE: \$6M

- 10+ Cant-ideate training & support
- State-level digital messaging
- 10+ district-level digital messaging
- Advocate for fair maps
- Fair map community events

HQ ACTIVITIES

- Message development
- Message testing
- State-level digital ad-buys
- Cant-ideate recruitment
- Training
- Data analysis
- Fair map path advocacy

CANT-IDATE ACTIVITIES

- Canvass
- Community outreach
- Social media
- District-level ad-buys using HQ funnel data

WHERE WE'LL BE IN JAN 2026

- Fully built, tested, and refined platform ready to roll
- 10+ Cant-idates recruited
- Kick off Cant-ideate training
- Ready to expand to additional states
- Information sharing system established



OUR ASK

\$6M TO LIGHT UP NC IN 2025

- **The time is now.** Redistricting happens in 2030.
- **Recruit terrific candidates** in partnership with the NCDP & LEADNC
- **Copy and paste Kate's success.** Teach candidates to do what Kate did.
- **Scale up to states.** Use what works in districts to scale up to the state level.
- **Branch out.** Take what we've learned to all gerrymandered states before 2030.

2025-2026:

- Launch messaging in as many states as possible.
- Recruit and support Cant-idates in NC.

2027-2028:

- Grow from NC learnings.
- Deploy full program in growing number of gerrymandered states.

2029-2030:

- Deploy full program in all gerrymandered states.
- Exponential electoral impact.