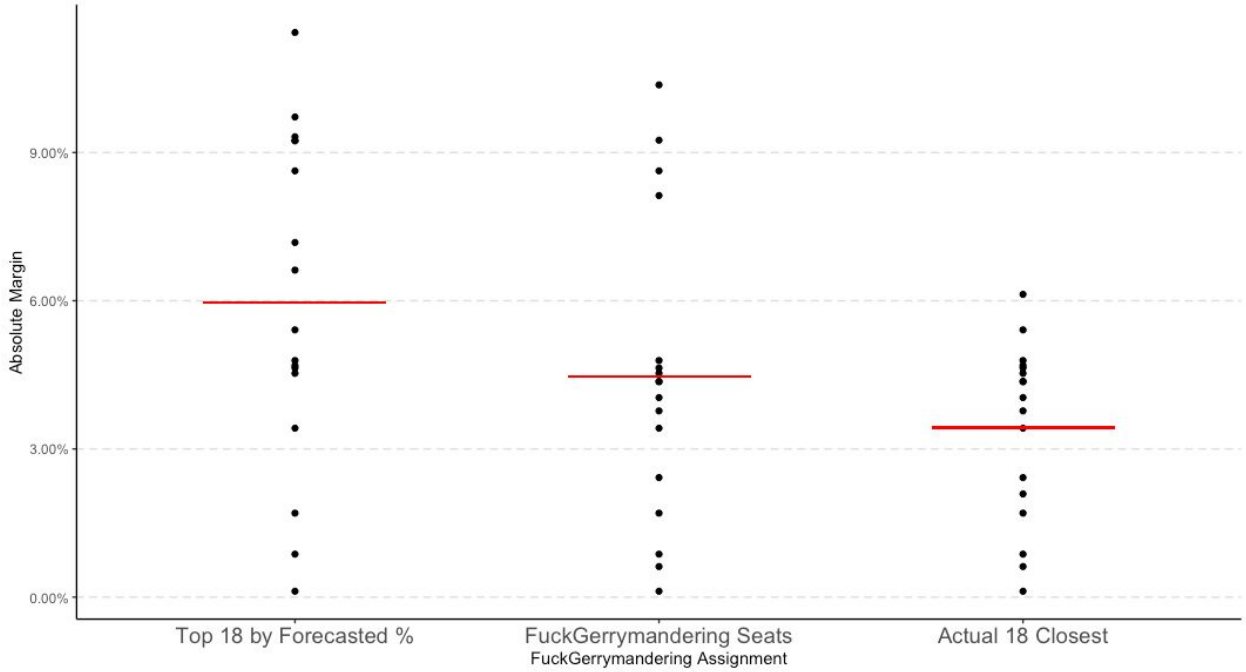
To: Interested Parties
From: Data for Progress
Subject: Data For Progress Achieved Excellent Targeting in the 2019 Fuck Gerrymandering Program

To study a targeting program, the variable of interest is not wins or losses, but closeness of margin to zero, since the goal is to direct money where it has the most chance of influencing the outcome(and accepting some loses in the process). Too high of a win rate suggests that resources are not being optimally allocated to the most competitive seats, and too low of a win rate suggests that either the program is not successful, or that resources are again not being optimally allocated.

To begin analyzing Data for Progress targeting, we examined all races decided by less than 5 points, of which there are 16.[1] Of those closest races, FG targeted 14 of them and won 5, enough to help put the Democratic party in the majority in Virginia. Most importantly, the two races decided by less than a five point margin we did not target (HD-75 and HD-10) were both won by Democrats. **To reiterate: there was no race decided by less than five points where Democrats came up short that was not targeted by the Fuck Gerrymandering program.**

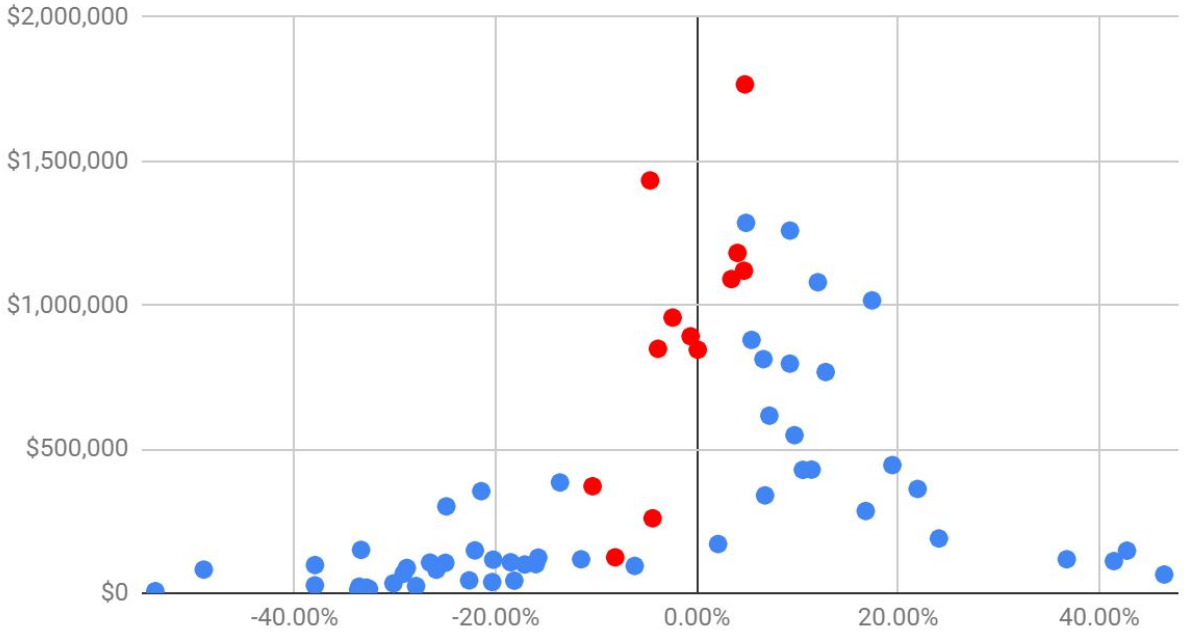
In fact, FG's targeting was much better than could be expected going off of historical results. Data For Progress calculated Trump margin by district, and finds that the 18 closest districts with a predicted margin of 6%. Compared to this, the FG targeted seats had an expected absolute margin of just under 5%, suggesting that this targeting program was optimized to find the closest seats possible. FG targeting outperformed what would be expected based on a program that targeted based on 2016 results.

[1] HD-83, HD-27, SD-07, SD-12, HD-75, HD-84, HD-85, SD-17, HD-100, HD-28, SD-08, HD-81, HD-66, HD-73, HD-40, HD-10.



In addition, we aimed to target based on fundraising as well. We wanted to move small donor money to places where it wasn't going to be swamped by big donor money. The charts below shows that this was achieved, with races targeted clustering close to the 0 line and towards the bottom end of y-axis. FuckGerry races are in red.

House Races



Senate Races