

Direct Democracy 360:

*Building durable
power, shifting
culture & narrative,
and creating bold
change for
communities*

DEMOCRACY IS FOR THE PEOPLE



SUPPORTING THE WILL OF THE PEOPLE

For over 25 years, BISC has been the only nationwide organization at the helm of using ballot measures as a tool for progressive change - supporting our partners and the leaders behind these people-powered movements - through the entire 360 ballot measure lifecycle.



BISC CREATES DURABLE WINS BY BUILDING STATE-BASED POWER



**WE PROVIDE ASSISTANCE TO BALLOT
MEASURE CAMPAIGNS**



**WE TRAIN BALLOT MEASURE ACTIVISTS
ACROSS THE COUNTRY**



**WE CONVENE + FACILITATE COLLABORATION
AMONG PARTNERS**



**WE DESIGN + PROVIDE GROUNDBREAKING
RESEARCH**



**WE PROTECT THE BALLOT INITIATIVE
PROCESS**



**WE TRACK THE BALLOT MEASURE
LANDSCAPE**



DIRECT DEMOCRACY ACROSS THE COUNTRY



BISC FILLS THE VOID

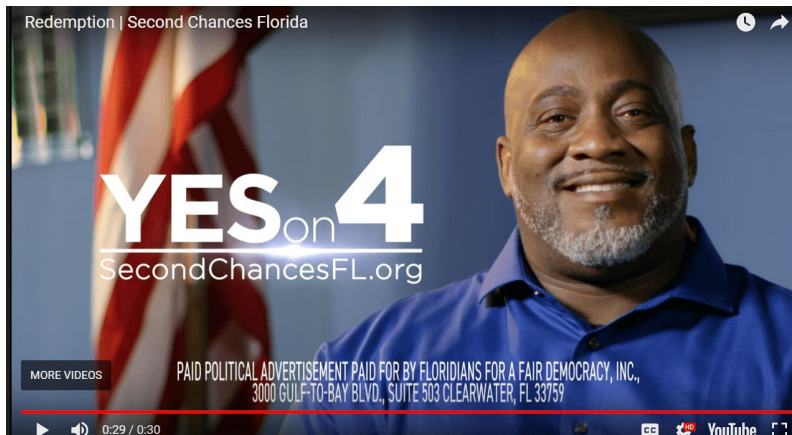


**After devastating losses in 2010
at every level of government,
BISC saw an opportunity
to build & shift power
through ballot measures.**

With our partners we
created a national, proactive
ballot measure strategy that
guided us and moved us
forward for years to come.



FIRST WAVE OF PROACTIVE VICTORIES



2016, 2017 & 2018:

- 4 minimum wage/earned paid sick time victories
- Medicaid expansion
- Multiple wins on redistricting and voting rights and access
- Amendment 4 wins in Florida

A VISION FOR THE FUTURE

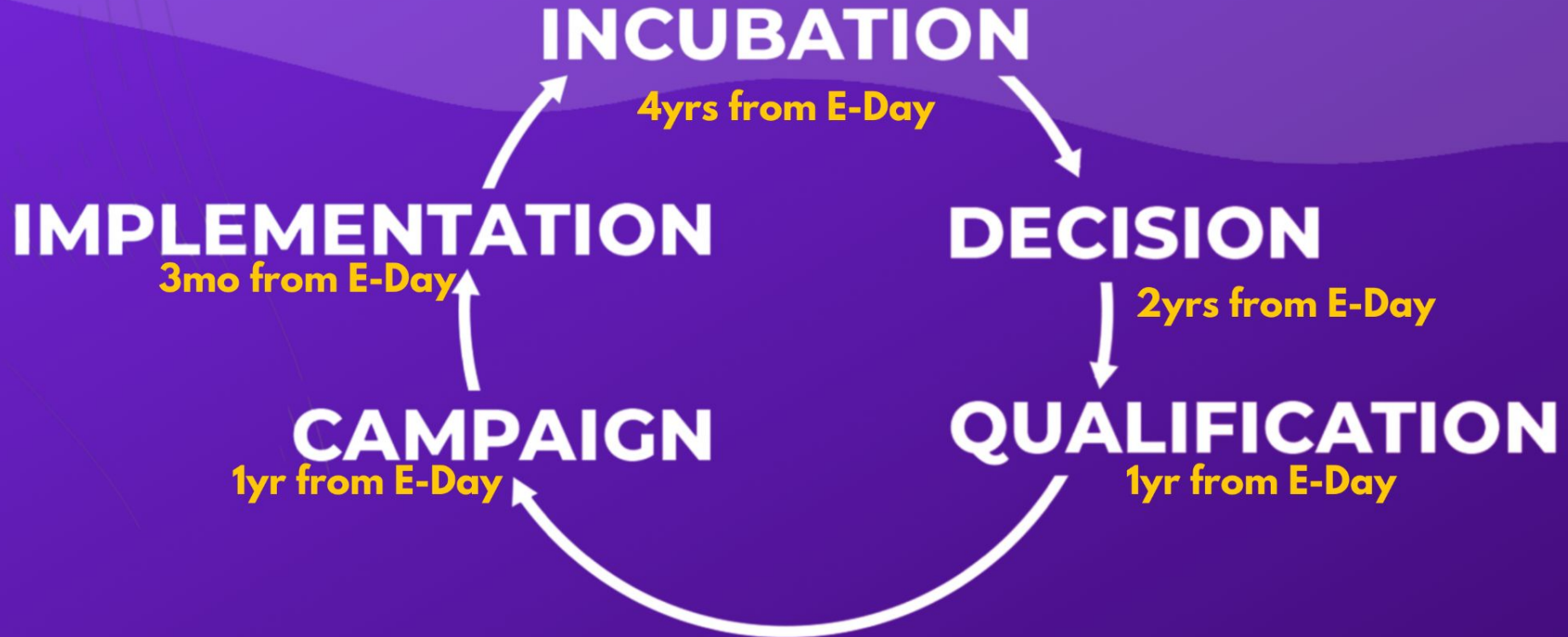


**But we know that success isn't
just defined as
50% +1 of the vote.**

If we're serious about building
a more equitable world, we have to
consider who's driving the change
and whether it will have a
transformational impact on the people
and communities who have been
pushed to the margins for far too long.



360-Ballot Measure Lifecycle



Phases of the 360 Ballot Measure Lifecycle

<u>Incubation Phase</u> (Start 4 yrs Out From Election Day)	<u>Decision Phase</u> (Starts 2 yrs Out From Election Day)	<u>Qualification Phase</u> (Timeline Varies by State)	<u>Campaign Phase</u> (Starts 1 yr Out from Election Day)	<u>Post-Campaign/Implementation Phase</u> (Starts During Campaign Phase)
<p>Exploring Policy & Narrative</p> <p>Community Listening: Events & Issue ID</p> <p>Narrative Development</p> <p>Policy Development</p> <p>Earned Media</p> <p>Base & Infrastructure Building; Leadership Development</p> <p>Coalition Building</p> <p>Legislative, Administrative & Legal Advocacy/Opposition</p>	<p>Go, No Go & How Far?</p> <p><i>Research: Policy, Ballot Language & Message Testing; Viability Poll</i></p> <p>Community Listening: Events & Issue ID</p> <p>Earned Media</p> <p>Base & Infrastructure Building; Leadership Development</p> <p>Coalition Building</p> <p>Legislative, Administrative & Legal Advocacy/Opposition</p>	<p>Testing Your Organizing & Messaging Strategy</p> <p><i>Voter Engagement: Initiative Signature Gathering</i></p> <p><i>Potential Litigation: Language & Certification</i></p> <p>Earned Media</p> <p>Community Listening: Events & Issue ID</p> <p>Base & Infrastructure Building; Leadership Development</p> <p>Coalition Building</p> <p>Legislative, Administrative & Legal Advocacy/Opposition</p>	<p>Refining Your Organizing & Messaging Strategy</p> <p><i>Voter Engagement: Education, Persuasion & GOTV</i></p> <p><i>Message, Ballot/ Candidate Interplay & Ad Testing; Modeling; Tracking Poll(s)</i></p> <p>Earned Media & Paid Communications</p> <p>Community Listening: Events & Issue ID</p> <p>Base & Infrastructure Building; Leadership Development</p> <p>Coalition Building</p> <p>Legislative, Administrative & Legal Advocacy/Opposition</p>	<p>Positioning for Legislative Wins & Collective Learning</p> <p><i>Legislative, Administrative & Legal Advocacy/ Opposition</i></p> <p><i>Potential Litigation: Constitutionality</i></p> <p>Earned Media & Paid Communications</p> <p><i>Research: Post-Election Poll</i></p> <p>Campaign Evaluation</p> <p>Community Listening: Events & Issue ID</p> <p>Base & Infrastructure Building</p> <p>Leadership Development</p> <p>Coalition Building</p>

A group of seven diverse women are shown from the waist up, laughing and hugging each other in a line against a light blue wall. They are dressed in casual attire, including jeans, a hijab, and a striped skirt. The image has a soft, warm color palette. Overlaid on the right side of the image is the text "It's not just if we win, it's how we win .".

**It's not just
if we win,
it's
how we win .**

MEETING THE MOMENT



2020:

- **Minimum wage & paid family leave**
- **Abolition of slavery as punishment for a crime**
- **Payday lending caps**
- **High earners' income tax to benefit education**

MEETING THE MOMENT



2022 & 2023:

→ Reproductive justice trailblazers:

- California
- Kansas*
- Kentucky*
- Michigan
- Montana*
- Vermont
- Ohio (2023)

* = stopped abortion bans/restrictions

2024:

- Minimum wage & paid sick
- Doubled the landscape of states where the people have the power
 - Arizona
 - Colorado
 - Illinois (IVF)
 - Maryland
 - Missouri
 - Montana
 - Nevada

C3
Allowable
Activities

- Develop c3/c4/c5 Infrastructure/coordinating tables
- Develop Shared Database

Direct
Lobbying
(c3 under limit;
c4)

- Issue specific legal research
- Drafting Ballot Initiative
- Qualification fights/defense
- Initiative specific training
- Public opinion polling - Message
- Volunteer Recruitment
- Paid and earned media
- Signature Gathering
- Fundraising
- Voter contact/GOTV

Before
Election
Cycle

Election
Cycle

- Public opinion polling - Issue
- General public education
- Membership - base building
- Skill Training
- Leadership development
- Issue research
- Earned media on Issue
- Coalition building
- Opposition and self-research

General
Advocacy
(c3 outside
direct lobbying
limits)

- Membership - Base building outreach
- Membership education
- Some fundraising
- GOTV - Membership

Thank You!

For more information, please contact:
Chris Melody Fields Figuredo, Executive Director
chris@ballot.org

To keep up with the latest ballot measure news,
check out BISC's Ballot Measure Hub at
ballot.org/ballot-hub and follow [@BallotStrategy](https://twitter.com/BallotStrategy) on social media.