

# PROJECT 42

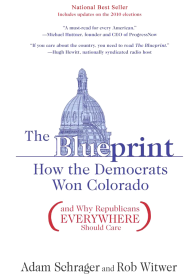
## Project 42 Overview

The past few decades have not been kind to center-right advocates in Washington. The Governor’s mansion has been held by liberals since the 80’s, public policies are moving to the left, and our business climate is declining. The status quo is not working, and the future of Washington state is in the balance.

At the same time the Left has created the Progress Alliance of Washington, an effective organization run by a few people who fund affiliated groups to carry out their larger mission. If we want to combat this and shift policies center-right, we must change our approach.

## Project 42 Approach

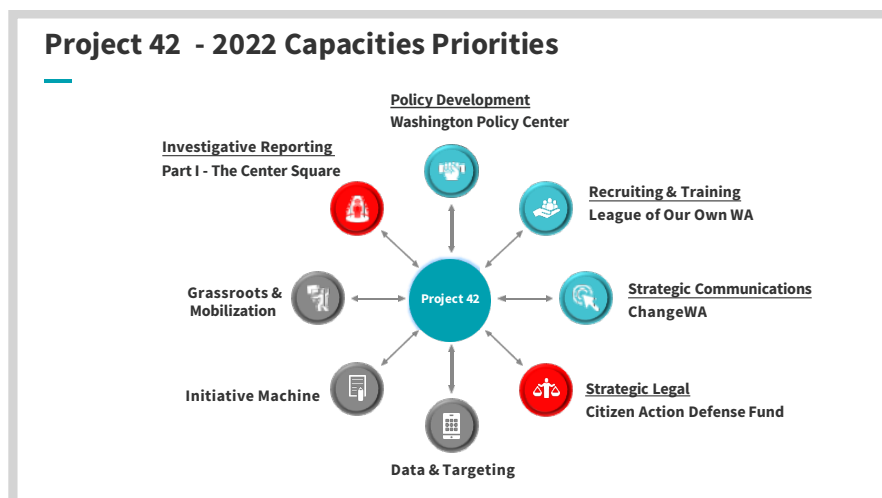
Project 42 - a 501c4 non-profit organization, has been created to build a durable infrastructure to change the course of Washington state. This infrastructure is being built for long-term success mirroring an approach from the Colorado “Blueprint.” This approach also turned the tide in states such as Wisconsin where it is credited with the emergence of Governor Scott Walker and developing support to advance his policy agenda. The key components of this approach are:



- ✓ **Identify core capacities** that need to be built or financed that will change the status quo over time. Some capacities like Policy Development, led by Washington Policy Center are already strong and will not require Project 42 funding, only coordination.
- ✓ **Identify, vet and invest in the most effective organizations** to build capacities
- ✓ **Run those organizations like businesses** – creating goals and metrics to measure outcomes
- ✓ Project 42 will **act as a clearinghouse for donors**. Donors will fund Project 42 and those dollars will fund those vital capacities. With Project 42 oversight, long-term investments stay on course and deliver outcomes. This approach will maximize donor dollars, eliminate overlap, and develop centers of excellence within each organization.
- ✓ **Most importantly, the work of this durable infrastructure will never stop.** Project 42 will continue to build for the long-term.

## 2022 Priorities

In 2021 we targeted three capacities for investment: Recruiting and Training, Strategic Communications and Investigative Journalism/Media.



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In 2022 we will be doubling down on Recruiting and Training and building out effective Investigative Journalism, Data/Targeting and Advocacy engines. Three of the organizations prioritized for the work are:



League of Our Own Washington, a program to recruit and train women to run for office - hit it out of the park in its first year. Developed after Major League Baseball's recruiting and training model, League has already recruited over 50 volunteer scouts and coaches to help these conservative women run for office (prospects), 24 who were on the 2021 general election ballot across the state with 17 winning their race. Four of them even defeated incumbents! Dozens more prospects are planning to run for legislative, county, and local office in 2022, 2023 and beyond.

[www.leagueofourownwa.org](http://www.leagueofourownwa.org)



Change Washington is a strategic communications organization. It has amassed a list of 35,000 individuals who took action to stop Seattle Councilmember Lisa Herbold's crazy proposal to do away with misdemeanor crimes in the city. Former Seattle Police Chief Carmen Best has worked with Change Washington to shine a spotlight on the lack of police planning and the need for continued investment in public safety. Their work and messaging over the last year was instrumental in educating Seattleites on public safety, policing and homelessness which drove the conversation last fall. Look for this model of educating citizens and providing messaging and action alerts to be expanded statewide in 2022. [www.changewashington.org](http://www.changewashington.org)



Our new capacity investment priority is the Investigative Journalism Engine. It's time that conservatives get our side of the story told. As a first step, we have engaged The Franklin News Foundation and their The Center Square to develop a robust statewide operation to ensure that stories in the news tell the taxpayers point of view in an AP-style reporting. They now have a full-time editor and reporters working in our state with their work already being picked up by state and national outlets. There are other pieces of the engine such as a research group that will be added to build out this capacity in 2022. [www.franklinnews.org](http://www.franklinnews.org)

When this proven model is fully implemented, Project 42, its capacity organizations, and its durable conservative infrastructure will be well positioned to change the direction of Washington State.

This infrastructure cannot be built without help from champions like yourself. We ask you to be a part of this critical effort to change the course of our state. Your investment will enable the center-right forces in Washington to be on offense and the Project 42 approach provides accountability for donors that has not previously existed. We welcome your partnership to build this durable and permanent infrastructure.

For more information please contact Dann Mead Smith at [dann@pfortytwo.com](mailto:dann@pfortytwo.com)/206-612-9330 or Sally Poliak at [info@pfortytwo.com](mailto:info@pfortytwo.com)/206-228-2100. Contributions to non-profit c4 organizations are not deductible but are not limited nor disclosed. We appreciate your interest and hope you will support this needed effort.