Way to Win is mobilizing resources to strengthen democracy and build lasting power.

ABOUT WAY TO WIN
We are a network of donors, organizers, philanthropic institutions, field experts, and storytellers—all with a commitment to a more sustainable and equitable future. Founded in 2017, Way to Win is a national resource and power network building a multiracial coalition that can both win elections and govern boldly. We aim to tackle the biggest challenges of our time, breaking down silos to work together towards a shared vision of a truly reflective democracy.

OUR MISSION IS TO BUILD LASTING POWER
Democracy works when everyone has a voice. The problem—until recently—is that younger and racially diverse voters have been overlooked, and entire states counted out. Funding for democracy has been cyclical and largely directed at national groups and metropolitan areas with well-established organizing infrastructure, neglecting large pockets of the country where communities are rapidly diversifying.

HOW WE WORK
Way to Win’s strategies stay rooted in data, focusing on states with the demographic potential to shift the political landscape. We see our role as both advisors and a political homebase, helping members to make the most strategic decisions with their giving, as well as providing a community that includes our movement’s best leaders and experts, so we can come together and collaborate around the ideas pushing our movement forward. Our advisors track the flow of money to over 100 groups around the country, directing funds where they are most needed, not just toward the groups that are most well-known. We have deep relationships with the groups we support and a proven track-record of reaching the right communities, at the right time.

JOIN US! TOGETHER WE WILL:
● Invest in a comprehensive, data-driven strategy to build and sustain power over time.
● Move resources with precision and speed, when and where they are needed most.
● Build relationships with leaders doing transformational work around the country.
● Shift more resources to organizations led by people of color and women.
● Streamline giving to create greater impact and efficiency for donors and grantees.

CONTACT
advising@waytowin.us