

# Project Zero

## *How We Win the 2026 Midterms*

Project Zero is simple in concept: zero Republican wins in competitive 2026 races. Not a fantasy — a strategy. Here's why it's more achievable than it sounds, and what it requires.

### The Landscape

As of early 2026, the political environment has shifted dramatically:

- Trump's approval rating has dropped to 38% — historically low for an early-term president.
- Democrats lead the generic congressional ballot by 6 points.
- The economy — tariffs, inflation, government job losses — is now hurting Trump voters.
- The Iran war has introduced an unpredictable variable that historically cuts against the incumbent party when it drags on.
- Suburban women — the critical swing demographic — are mobilizing at rates last seen in 2018.

### The Math

Democrats need to flip 7 seats to win the House majority in 2026. There are currently 35+ Republican incumbents in districts Biden carried or came within 5 points of carrying in 2024. A 6-point generic ballot advantage would theoretically flip 20+ seats. The question is execution, not arithmetic.

### The Target Seats

Every election cycle, Cook Political Report and Sabato's Crystal Ball identify the most competitive races. As of 2026, the key pickup targets include districts in:

- New York — suburban districts that flipped in 2022 and remain competitive
- California — coastal districts with shifting demographics
- Pennsylvania — Philadelphia suburbs and Lehigh Valley
- Michigan — Grand Rapids area and suburban Detroit
- Arizona — competitive statewide and at the district level
- Texas — TX-23 (Rep. Tony Gonzales) is a prime pickup opportunity
- Colorado — several swing districts that have trended Democratic
- Nevada — both congressional and Senate races in play

# The Strategy

## Phase 1 (Now — Summer 2026): Build the Infrastructure

- Recruit and train candidates in all competitive districts.
- Build volunteer lists and field organizations.
- Register voters — especially young voters and infrequent voters.
- Raise early money to fund field operations.

## Phase 2 (Summer 2026): Define the Race

- Connect local Republican incumbents to the national agenda.
- Document every vote that hurt the district.
- Define before opponents define you.
- Earned media strategy: town halls, op-eds, constituent stories.

## Phase 3 (September-November 2026): Turn Out the Vote

- Early vote chase — identify supporters and get them voting early.
- Phone banks, text banks, door-to-door canvassing.
- Election Day operations in every target precinct.
- Poll watchers in every competitive district.

## What You Can Do Right Now

- Identify your closest competitive district — even if you don't live there.
- Find the Democratic candidate or challenger — they may not be named yet.
- Donate to the DCCC's Red to Blue program (targets the most competitive seats).
- Sign up as a volunteer — campaigns need people 18 months out.
- Register everyone you know to vote.

***2018 was possible because people started organizing in 2017. 2026 starts now.***