

2023

# IMPACT REPORT



# BLUEBONNET DATA

# WHO WE ARE

In 2018, Nathán Goldberg, co-founder of Bluebonnet Data, volunteered his data skills to help Beto O'Rourke's Senate campaign, which at the time did not have any data support. This is how the idea for Bluebonnet Data originated. Campaigns and organizations large and small do not have access to modern data tools and technology, which is where Bluebonnet Data fills the gap. The work our fellows do leads to better-informed data analysis, more data-driven organizing, and modernized campaign technology. With our support, many fellows then transition into full-time progressive or social impact careers, building a diverse and exceptional talent pipeline to staff and support the future of the progressive movement.

## *SINCE 2018*

**1300+**

**FELLOWS  
ORGANIZED**

**700+**

**CAMPAIGNS &  
ORGANIZATIONS  
SERVED**

**~250**

**(ESTIMATED) FORMER  
FELLOWS EMPLOYED IN  
PROGRESSIVE OR SOCIAL  
IMPACT CAREERS**

**\$9,900,000**

**VALUE OF SUPPORT  
PROVIDED TO  
CAMPAIGNS &  
ORGANIZATIONS**



# THE 2023 FELLOWSHIP

This year, we focused on improving the program. We expanded our training into a 12-week series that covered topics like census data, GIS, data engineering, and voter targeting. We doubled the number of Black and Hispanic fellows and increased the number of women and non-binary fellows to 60 percent. Our fellows worked on a wide variety of insightful and impactful projects, including fundraising dashboards, legislation tracking dashboards, voter registration analyses, district analyses, custom software development, custom supporter models, and much more.

**This year, the Bluebonnet Fellowship has matched 126 Bluebonnet fellows who collectively volunteered 12,000 hours to support 29 campaigns and organizations.**



**126 FELLOWS**



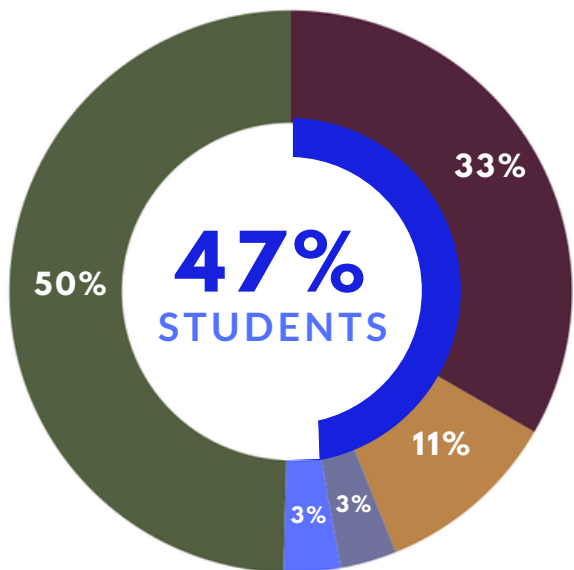
**29 CAMPAIGNS &  
ORGANIZATIONS**



**12,000 HOURS  
VOLUNTEERED**

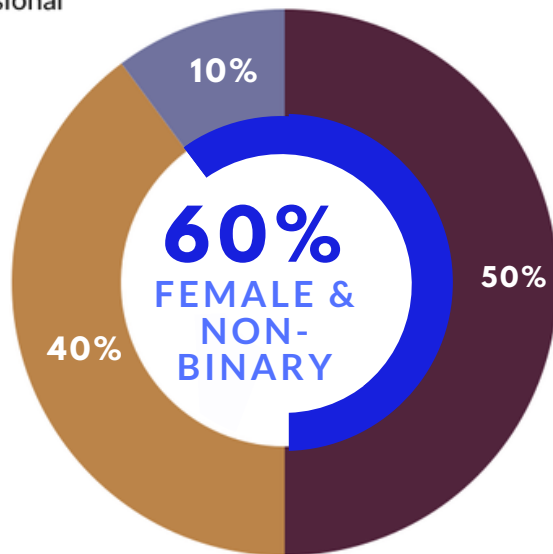
In addition to providing campaigns and organizations with data and technical support, the Bluebonnet Fellowship introduces our fellows to the world of political data and technology and gives them the resources and experience to begin a career transition into this work, allowing them an opportunity to have direct impact while strengthening and diversifying the progressive talent pool.

# 2023 KEY METRICS



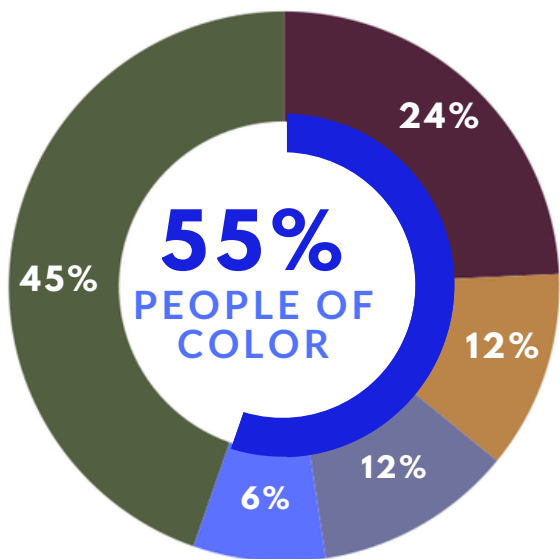
## FELLOW CAREER STAGE

- College student
- Grad student
- High school student
- Retired
- Working professional



## FELLOW GENDER

- Female
- Male
- Non-binary or third gender



## FELLOW RACE / ETHNICITY

- Asian and/or Asian American
- Black and/or African American
- Hispanic or Latino
- Multiple races & other
- White

**LGBTQ+ FELLOWS**

**39%**

**CAMPAIGN AND FELLOW RETURN RATE**

**25%**

# KEY VICTORIES

## Winning in Red Districts

**Challenge:** **Kentucky Democratic Party**, a long-term partner of Bluebonnet Data, engaged us this year to support the re-election campaign of Democrat Andy Beshear for Governor, a congressional re-election, and numerous local elections.

**Solution:** We placed 3 fellow teams with KYDP over the past two years, working on a wide range of projects such as a machine learning donor segmentation and prospecting model with a dashboard visualization and contact tool. These models were used to target new and recurring donors, increasing dollars raised by both the party and supported candidates.

**Result:** Democrat Andy Beshear was re-elected as Governor in a deep-red state. This project helped KYDP raise nearly \$500,000 in contributions, outperforming the Kentucky Republican Party, which raised less than \$175,000.

“

Since 2020, Bluebonnet fellows have been providing support to the Kentucky Democratic Party and our candidates across the state through a variety of projects. With a full slate of major elections in 2022 and 2023, fellows worked with us to defeat far-right Republicans who ran on targeting transgender children and stripping reproductive rights. In addition to Beshear's victory statewide, our work contributed to numerous local wins, including the re-election of Rep. Cherlynn Stevenson, who **won by just 37 votes in 2022** and now serves as Democratic Minority Caucus Chair.

Josh Howerton | Frm. Data Director at Kentucky Democratic Party

”

---

## Major Municipal Wins

**Challenge:** Mecklenburg County Democratic Party needed technical expertise to support pivotal upcoming races in the second-largest county in North Carolina with the best opportunity to flip the state in the 2024 elections.

**Solution:** A 5-person fellow team assisted with every aspect of the Party's organizing including rebuilding their website, developing custom software, and building advanced voter contact analytics. All of these projects are building the needed infrastructure to win in 2024.

**Result:** With our support, the Party flipped an entire Republican municipality, electing an all-Democratic board for the first time ever and increasing turnout by a factor of 60%, outperforming past Democrats by 16%. If the Party replicates these results in 2024, they can single-handedly cut statewide Republican margins in North Carolina by 50%.

---

## A Blue Wave in Virginia

**Challenge:** The Virginia House Democratic Caucus needed data and technical support for their key 2023 elections, with Democrats fighting to prevent a Republican trifecta who promised that, if elected, they would pass an abortion ban in the only state in the South where they are still legal.

**Solution:** We matched the Virginia House Democratic Caucus with an 11-person fellow team. This team worked on several high-impact projects, including a mail-ballot discrimination analysis and a Machine Learning-driven ballot curing system to ensure every vote could be counted.

**Result:** This team's data support helped the Virginia House Democratic Caucus hold on to Democrats' majority in the Senate while flipping the House of Delegates, preventing a Republican trifecta and protecting abortion access in the South.

## Protecting Reproductive Rights

**Challenge:** **Ohio Voice**, the state civic engagement table, needed data and technical support to turn out voters for key elections in August and November.

**Solution:** We matched Ohio Voice with a 5-person fellow team. The team built a user-friendly dashboard to track voter registration and voter contact, broken down by counties and precincts across the state.

**Result:** The Bluebonnet fellow team's work supported Ohio Voice in making over 2.5 million attempts to contact Ohio voters with over 30,000 successful contacts before the August Special Election, contributing to the larger goal of turning out voters to protect abortion access for 12 million Ohio residents in November, when choice advocates won by a 13% margin in an R+8% state.



## FROM OUR COMMUNITY

“

Bluebonnet gave me the opportunity to learn first-hand how data and technology support all departments on a political campaign, and I built data tools that contributed to electoral victories in Michigan, Georgia, and, most recently, Virginia. The experience I gained as a Bluebonnet fellow was instrumental in helping me make a career transition into working full-time in progressive data.

**David White | Fellow**

”

“

I was blown away by how much the program has grown in the last three years. Our Bluebonnet team greatly expanded our team's capacity for data work, bringing thoughtful questions and delivering useful (and beautiful!) final products.

**Ashley Brennan | Data Director at Rural Arizona Action**

”

“

The lack of tech talent is a serious issue facing many progressive organizations... BBD provided a very fulfilling opportunity to help fill this gap, while simultaneously building fellows' data science skills. I look forward to continuing to work with Bluebonnet, and I recommend this experience to anyone who is looking for an opportunity to use their technical skills for good, or those who are interested in breaking into the social impact field.

**Michaela Kocher | Team Lead**

”



# ACKNOWLEDGEMENTS

This year, we've carried forward our core mission while making transformative improvements to our program to have an even greater impact in 2024. Firstly, we want to give a special thank you to the fellows for volunteering their valuable time and skills. The work we do is only possible with them. We are incredibly grateful to all fellows, both returning and first-time fellows. We want to thank our partner campaigns and organizations for collaborating with us. Last but not least, we want to thank our project leads, advisors, board members, and fellow advisors for sharing their wisdom and guidance.

The Bluebonnet Team,  
Neal, Becca, Nathán, Jake, Mare, & MC



**WORK WITH US | VOLUNTEER | STAY UPDATED**

**SUPPORT OUR WORK**

**Invest in the future of the progressive movement's data talent and technology.**

*To learn more or donate by check/transfer, email [info@bluebonnetdata.org](mailto:info@bluebonnetdata.org)*