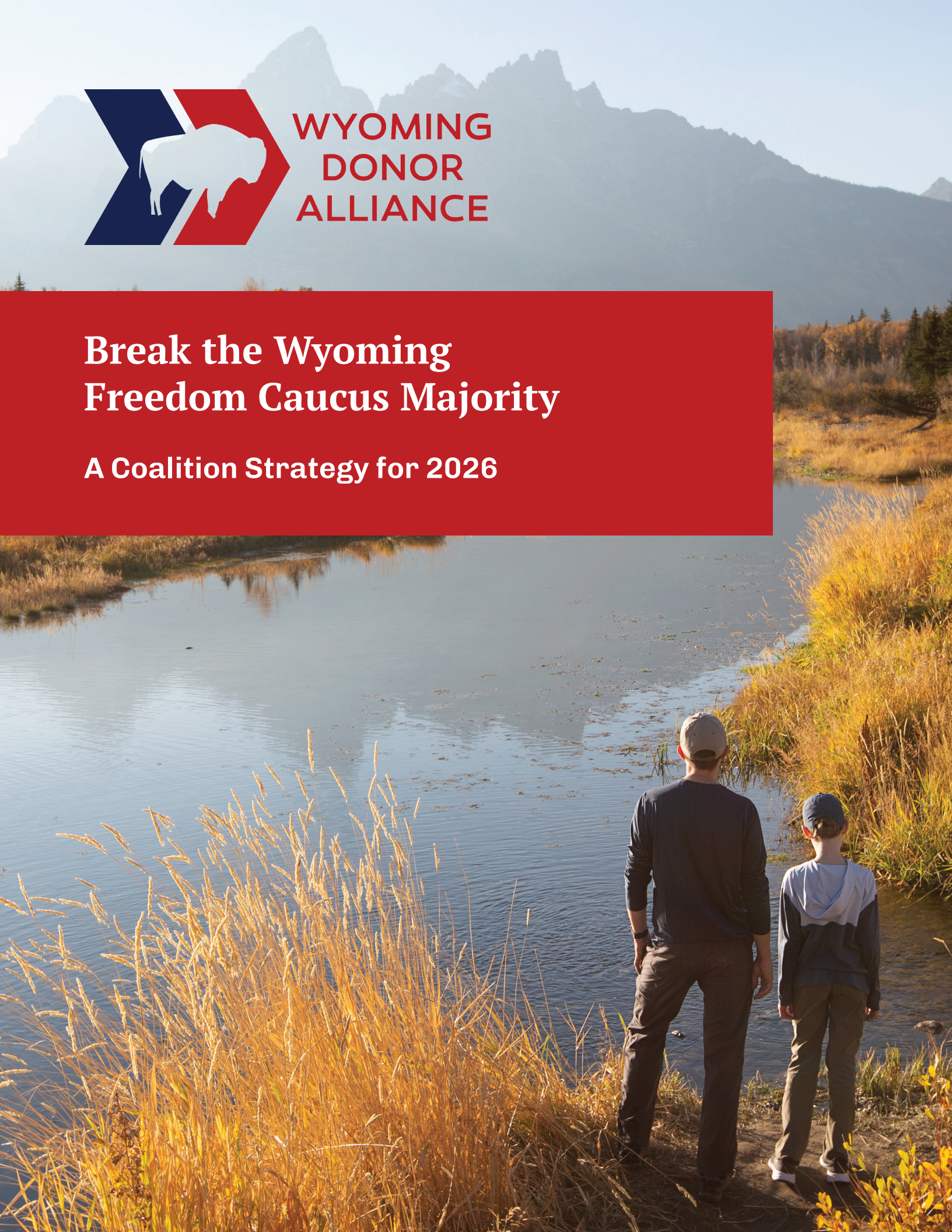




**WYOMING  
DONOR  
ALLIANCE**

# **Break the Wyoming Freedom Caucus Majority**

**A Coalition Strategy for 2026**



# Executive Summary

In 2024, a small faction of far-right legislators assumed control of the Wyoming House of Representatives. Despite receiving votes from just 9% of eligible voters statewide, Freedom Caucus members claimed a “mandate from the people” and moved aggressively to impose an extreme agenda—regardless of the cost to our communities.

In their first session, Freedom Caucus legislators advanced policies that harm Wyomingites today and threaten Wyoming’s future. They championed efforts to transfer or dispose of all federal public lands outside Yellowstone; unconstitutionally underfunded public education, forcing the Wyoming Supreme Court to intervene; enacted severe budget cuts that pushed communities toward dangerous reductions in essential services; and eroded maternal and rural health care to the point that OB-GYNs are leaving Wyoming and rural clinics are closing their doors.

In the budget session that just ended, they proposed cuts to both spending and revenue that would ensure that Wyoming’s high out-migration of young families, skilled workers and future leaders continues at nearly double the national average. Meanwhile, their efforts to undermine local control of our schools and our communities were proven to be tainted by the corruption of large donors passing out checks on the floor of the House of Representatives.

This raises fundamental questions: Can Wyoming survive the Freedom Caucus as we struggle to diversify our economy and invest in our future? Is this the legacy we want to leave for the next generation?

For the majority of Wyomingites, we know the answer is a clear NO. But defeating the Freedom Caucus at the polls will take all of us working together to make that happen. That is why the Wyoming Donor Alliance is investing in a coalition strategy necessary to engage voters, educate them on which candidates share their values, and get them to the polls.

Victory requires flipping seven House seats held by the Freedom Caucus, and defending vulnerable districts from insurgent challenges. With many races decided by just a handful of votes, strategic investments can decisively change outcomes. Through targeted voter engagement, clear messaging about the real-world consequences of Freedom Caucus policies, and a robust independent expenditure effort, we can deliver the one-two punch required to win back these seats, and win back Wyoming!

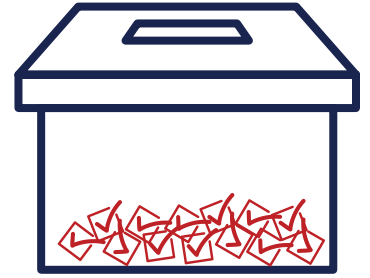
What follows is that plan. A plan that offers a credible blueprint to stop the Freedom Caucus in Wyoming and prevent the export of these extreme policies nationwide.

2026 is Wyoming’s opportunity to end this failed experiment in America.

# 2024: Big Money Enters Small-Town Politics

In 2024, reasonable candidates for the Wyoming House of Representatives lost in the Primary due to:

- Low voter turnout and reasonable Republican voters staying home
- A national culture war narrative employed by the Freedom Caucus that replaced common sense conservatism
- Digital, mail and text attack ads funded by a wave of out-of-state money that that mostly went unanswered
- Lack of coordinated response from sensible voices



**10 Freedom Caucus or FC-aligned candidates won simply because they ran unopposed.**



## Despite These Factors...

### Freedom Caucus win margins were slim

- More than 20 House races were decided by 250 votes or less...half of those by fewer than 100 votes
- Kevin Campbell in Natrona County HD62 - 6 votes
- Marlene Brady in Sweetwater County HD60 - 46 votes
- Steve Johnson in Laramie County HD8 - 48 votes

### WDA partners found ways to win:

- Deployed a winning narrative on healthcare that supported Republican Gary Crum's win over a Freedom Caucus opponent in an open seat
- Exposed Freedom Caucus incumbent Sarah Penn's voting record leading to Democrat Ivan Posey's win
- Championed reputations and common sense actions: amplified incumbent Democrat Trey Sherwood's support for education leading to a win over FC opponent

# What We Need to Do to Win in 2026:



## **Implement a Multi-Organization Coalition Strategy, the Only One of Its Kind in Wyoming**

Coordinate strategies across nearly 20 organizations of different types & mission focuses



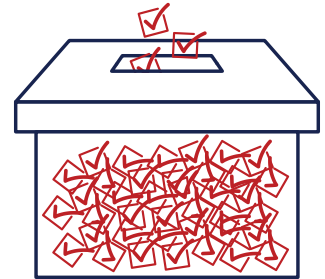
## **Recruit Competitive Candidates Who Can Win in Targeted Districts**

Partner groups are recruiting candidates in three key counties - Natrona, Laramie, Sweetwater



## **Grow the Coalition's Voter Base & Fill the Ballot Box**

Partners are executing organizing efforts focused on priority counties



## **Hold the Freedom Caucus Legislators Accountable by Educating Voters**

Deploy an unprecedented accountability campaign through digital, mail and text advertising



## **Turn Out the Right (Not the Far-Right) Voter**

Give targeted voters a reason to vote, and the knowledge to vote their values

## **To Take Back the Wyoming House of Representatives We Must:**

**Flip 7 Seats Held by Freedom Caucus (FC) or FC-Aligned Members**

**Defend Democratic & Traditional Conservative Ground**

# How We Work



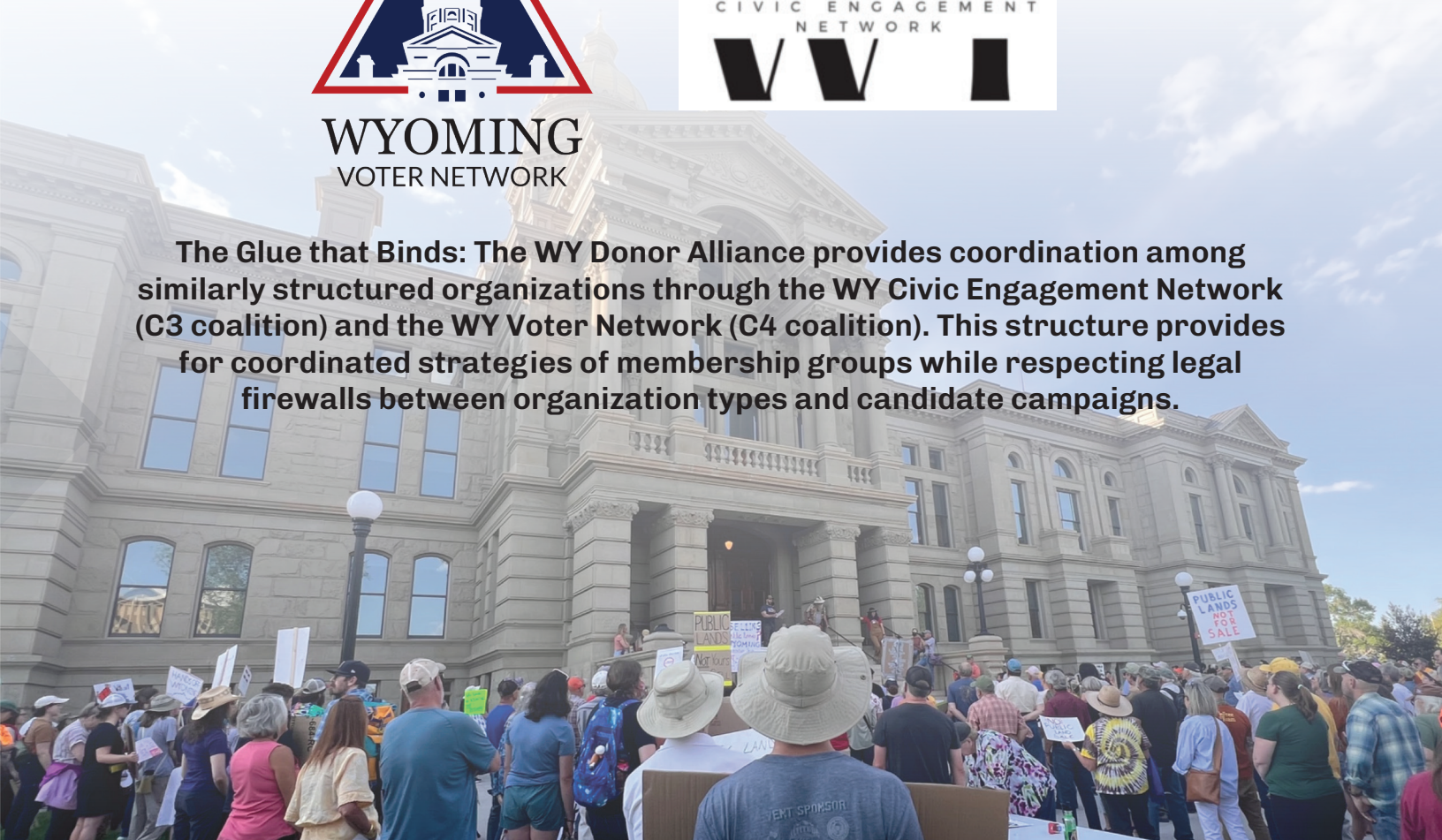
The Wyoming Donor Alliance pools donor funds to targeted organizations that work to recruit and train candidates, engage and educate voters, hold legislators accountable and deliver wins at the polls. These include:

- Charitable 501(c)(3) organizations that engage in nonpartisan activities that educate voters. Contributions are tax deductible and gifts of stock can provide capital gains relief
- “Social welfare” 501(c)(4) organizations that can engage in partisan, political activity (endorsing candidates, holding them accountable for votes, etc.) Contributions are not tax deductible but gifts of stock can provide capital gains relief

**There is no better advocate for a candidate than an organization to which you belong that shares your values.**



**The Glue that Binds: The WY Donor Alliance provides coordination among similarly structured organizations through the WY Civic Engagement Network (C3 coalition) and the WY Voter Network (C4 coalition). This structure provides for coordinated strategies of membership groups while respecting legal firewalls between organization types and candidate campaigns.**



# 2026 Coalition

WDA, WVN & WyCEN have identified a coalition with demonstrated impact and the capacity required to execute a targeted strategy in 2026.



- Supported Republican Gary Crum's win over Freedom Caucus opponent, Democrat Ivan Posey's win over FC incumbent Sarah Penn, and Democrat incumbent Trey Sherwood over FC opponent
- BWAR candidates won 15 out of 20 school board races over Moms for Liberty candidates
- 250+ BWAR volunteers sent 8,000 handwritten postcards in 2025 to GOP voters in vulnerable FC incumbent districts, adding to their base of members



- Recruited over 6 strong labor candidates for 2026 House elections
- Organized 150+ union members in a week to a capitol rally against effort to strip UI benefits. Miners, teachers, railroaders & more filled House gallery.
- Made FC members "break rank" on their own priority bill—reportedly the ONLY vote that broke the FC block in 2025
- AFL-CIO & WEA co-hosted rallies in target districts for which union members joined forces with teachers



- Helped secure "bombshell" ruling—WY court ruled state was unconstitutionally underfunding public schools
- Overwhelmed FC "funding recalibration" with calls, emails, & rooms full of upset parents
- FC incumbents Jeanette Ward & Sarah Penn repeated WEA narrative and lost reelection
- WEA & BWAR's joint messaging frequents FC's emails, newsletters, & op-eds

## *Additional Wyoming Voter Network Partners*

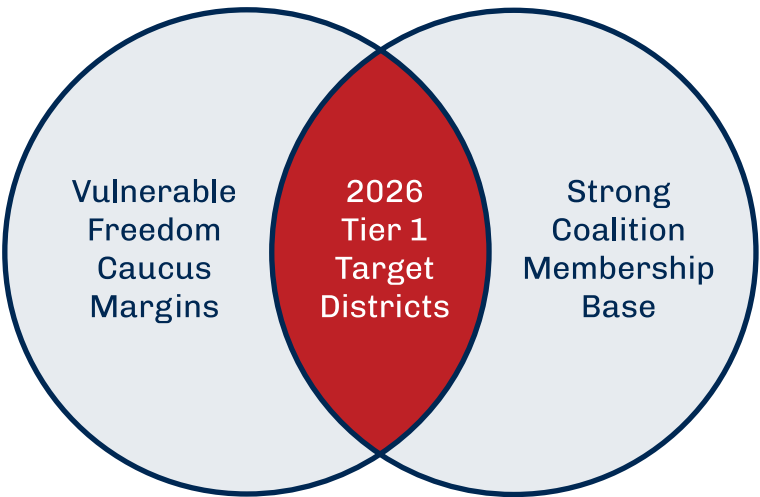


*BWAR & WEA fill education funding recalibration meeting with concerned Wyomingites*

# A Strong Foundation

Member data from nearly 20 partner organizations determined counties and races where the coalition had the strongest foundation of existing voter reach.

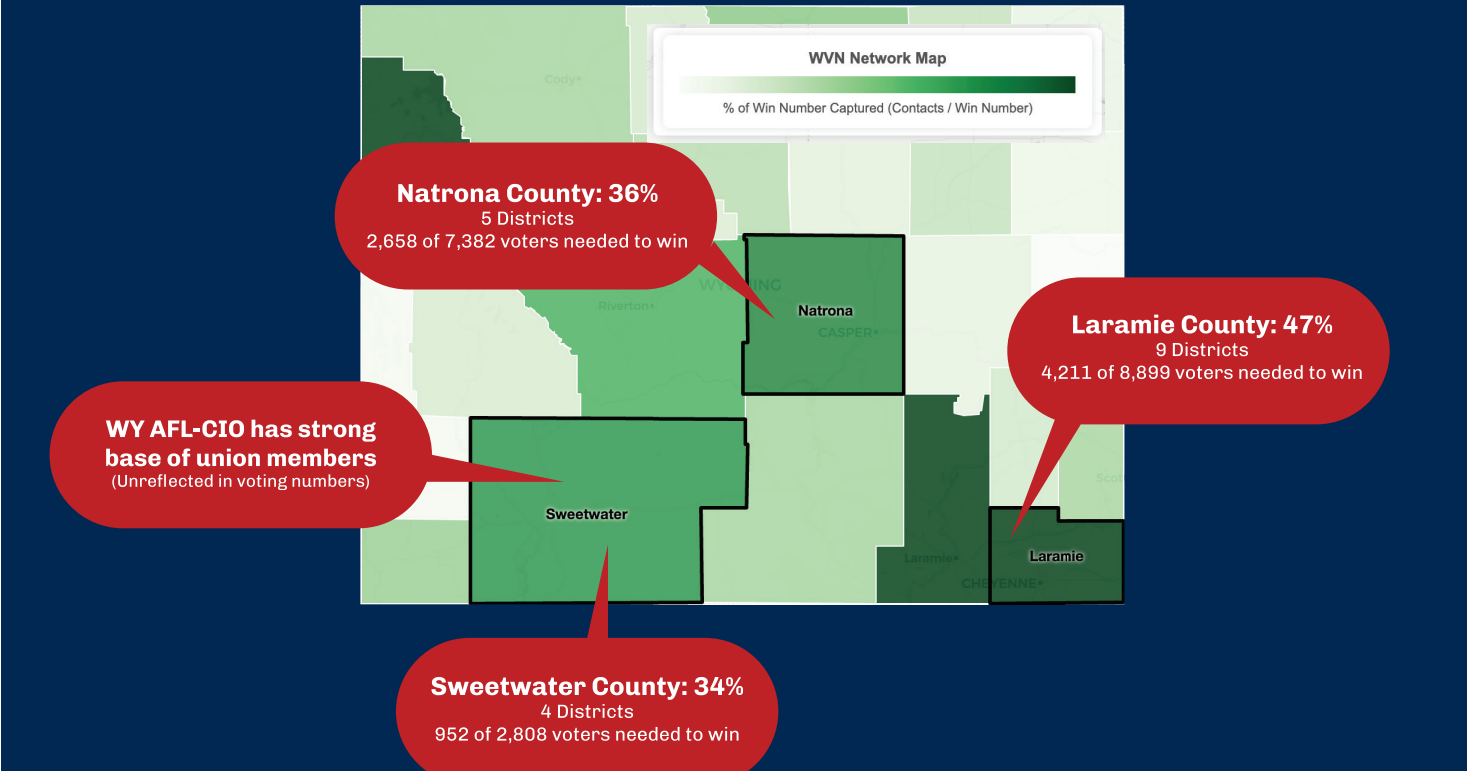
## The Sweet Spot



By analyzing 2024 vote margins and the combined voter map, Laramie, Natrona and Sweetwater Counties were identified as our Tier 1 targets. While there are plenty of other Freedom Caucus legislators that we would like to hold accountable, this disciplined approach focuses our resources on a narrow geographic area that contains 18 flip opportunity districts.

***Investing in 3 Counties = 18 Opportunities to Defeat the Freedom Caucus***

## Existing Voter Reach & 2026 Projected Win Numbers



# Roadmap to Taking Back the Wyoming House of Representatives

Targeted - Focused - Disciplined

**Hold All FC Legislators  
Accountable**

**Turning Out the Right  
(Not the *Far-Right*) Voters**

**January 1 - March 15  
Pre-Session & Session**

## Educate Communities & Voters on Legislative Session Impacts (501c3 Compliant)

- WY AFL-CIO launches Checkgate messaging campaign
- WEA launches video and digital ads on underfunding education
- BW Grassroots Legislative Report delivers robust vote & policy analysis
- WyCEN's weekly narrative all-partner calls coordinate messaging efforts
- *Impact: Organizations generate leads to grow membership, strengthen activism, and inform voters*
- *Impact: Common songbook emphasizes coalition's narrative & destabilizes FC messaging*

## Year-Long Grassroots Membership Engagement

- Membership map guides member growth and engagement efforts
- Partners sing from common songbook with narrative workshops
- *Impact: organization members are prepared to engage in the legislative session*

## Grassroots Membership Engagement (cont'd)

- WyCEN's new tool for partners generated 3,131 actions from 476 advocates in first 3 weeks of session
- WY AFL-CIO organizes labor rally "Carhartts @ the Capitol"
- *Impact: New member leads are generated from multiple channels*
- *Impact: Engaged members and advocates are strong voter organizers*

**WY AFL-CIO rallies union members to Capitol to  
oppose cuts to unemployment insurance (2025)**



## Hold All FC Legislators Accountable

## Turning Out the Right (Not the Far-Right) Voters

March 15 - May 10  
Post-Session

### Hold Legislators Accountable for Their Decisions Post- Legislative Session (501c4+ compliant)

- Messaging narrows to voters within the 12-18 target house districts
- Digital ad campaigns generate GOP voters from target districts
- Ex: BWAR's Who is the Freedom Caucus page generated 350 GOP anti-FC voter leads its first week. Within a week organizers called 170 leads and had discussions with 68 voters from margin districts
- WVN partners deploy accountability messaging using common songbook
- *Impact: Voters in target districts associate extreme policies & personal impacts with FC Legislator*
- *Impact: Messaging campaigns generate anti-FC voter leads within tier 1 counties*

### Increase # of Voters Registered & Ready to Vote

- WVN will relaunch a successful College Student Fellowship to register young voters & canvas.
- WVN will coordinate partner messaging to:
  - Recapture purged voters
  - Educate November-only voters
  - Strengthen downballot voting
  - Educate voters on impact of party affiliation in primaries
- Coalition-Wide Commit to Vote Campaign
- *Impact: Voters are registered and able to vote in the Republican Primaries*
- *Impact: Voters are informed and can navigate election law changes*

250+ BWAR volunteers send over 8,000 postcards to GOP voters in margin districts (2025)



## May 10 - August 18 Pre-Primaries

### Launch an Unprecedented Independent Expenditure (IE) Campaign

- Counterbalance the massive 2024 far-right IE program and ensure the FC doesn't outspend reasonable candidates in 2026
- Provide “air support” for strong candidates through social media ads, mailers, door hangers, CTV, texts in 3 target counties
- *Impact: FC messaging remains on the defense and reinforces coalition narrative in their own IEs*
- *Impact: Sensible candidates are not drowned out by FC IEs paid for by out-of-state interests*

WVN's Lexi Thompson (left) with volunteer canvasser



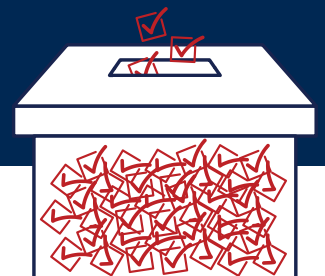
## August 18 Primary Election

## Get Out the Vote

Deploy field organizers, fellows, and volunteers to phone bank, door knock, and ensure strong voter turnout

### General Election (November 3rd)

Defend Democratic incumbents & fill the ballot box!



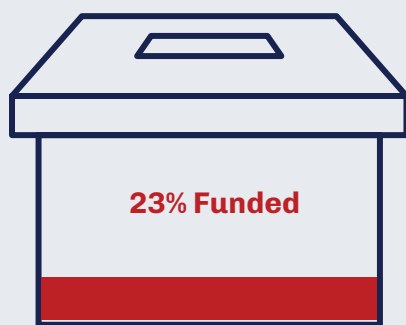
# 2026 Coalition Budget

Thanks to multiple years of investment by donors like you, our infrastructure and operating costs are 87% funded. **New funds will directly support our coalition's program efforts included in this plan.** For these programs to have the highest efficacy, we must raise a total of \$1,579,000 before August. Wyoming's legislature is still the most cost-effective investment across the national political landscape.

## Fill the Ballot Boxes and Break the Freedom Caucus Majority

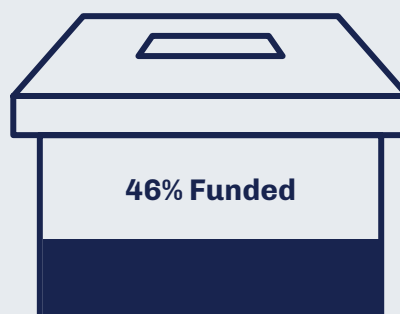
### Funding by Type

#### 501c4 Activities



**Budget: \$1,097,000**

#### 501c3 Activities



**Budget: \$482,000**

### 501c4 Funds Still to Raise: \$839,500

#### Compliant Activities:

- Recruit candidates
- Target specific voters and electoral districts for voter engagement
- Endorse or oppose candidates (cannot coordinate directly with campaigns)

#### Donations

- Donors are not in public record
- Provide capital gains tax relief through stock or property gifts

### 501c3 Funds to Raise: \$262,000

#### Compliant Activities:

- Provide values-based voter education & voting record accountability
- Articulate community impacts from policies
- Conduct nonpartisan Get-Out-the-Vote efforts

#### Donations

- Can be in the public record
- Tax deductible and provide capital gains tax relief through stock or property

**Winning back the Wyoming House of Representatives and preventing the spread of extreme Freedom Caucus policies nationwide is achievable with your generous investment.**



*Give Today*

**For the Wyoming we want  
them to call home.**

Tyler Cessor  
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