



Strategic Plan • 2026

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Our Organization

About Us: The Kansas Young Democrats is an independent political action committee that focuses on fundraising, advocating, and organizing for young Democrats in the state of Kansas. It is a caucus of the Kansas Democratic Party and a chaptered member of the Young Democrats of America.

Mission: To recruit, train, and organize the next generation of Democratic leaders, organizers, and voters in Kansas.

Vision: A reliable, diverse, and well-trained pipeline that places effective young Democratic leaders, organizers, and advocates into positions of influence across Kansas.

The Importance of 2026

The 2026 election cycle represents a defining inflection point for Kansas, featuring an open Governor's race essential for retaining the veto pen, a U.S. Senate contest, and a dangerous ballot referendum that threatens to dismantle the state's non-partisan judicial selection system. The battle for the state legislature is equally critical, with Kansans for a Democratic House targeting 14 battleground districts to flip the five seats necessary to break the GOP supermajority in Topeka.

However, the path to victory is steeper than ever due to new voter suppression legislation eliminating the three-day grace period for mail ballots, a change that specifically targets college students and transient youth voters. To survive these threats, the Kansas Young Democrats must serve as the essential pipeline, deploying young candidates and organizers to navigate these new barriers, educate young voters, and deliver the winning margins necessary to win big.



PRIMARY OBJECTIVE: Breaking the GOP Supermajority

The GOP currently holds 88 seats, exactly the number required to override Governor Kelly's vetoes. To dismantle this, we must flip at least five seats while successfully defending our current 37. Our strategy focuses on a concentrated "Power Build" within the 14 key battleground districts identified by Kansans for a Democratic House (KDH).

*Our goal is to help KDH recruit and run 3 Young Democratic candidates within those 14 battleground districts. By placing young, energetic leaders in some of the most competitive areas of the state, we inject new energy into the state party and force the GOP to defend seats they have taken for granted.

To ensure our candidates have the resources necessary, KSYD will implement a "First-In, All-In" financial strategy:

- **Early Endorsements**

We will issue endorsements in the early spring of 2026. Early backing from KSYD serves as a seal of approval that signals to statewide donors and the DLCC that these candidates are viable, organized, and have a base of youth support.

- **Double-Maxing**

Under current Kansas campaign finance laws, PACs can contribute up to \$1,000 per election to State House candidates. KSYD commits to "double-maxing" for our priority Young Dem candidates, contributing the full \$1,000 for the primary and an additional \$1,000 for the general election. This early baseline of support ensures our candidates can hit the ground running with professional staff, digital ads, and literature.



*For Young Democratic Candidates who are running in non-battleground districts, financial support will be assessed after the candidate filing deadline and dependent on KYD fundraising objectives being met.

Strategic Objective 1: Empowering Local Chapters Through Financial Support

To transform our local chapters from social clubs into well-versed political organizations, the Kansas Young Democrats will launch a formal Chapter Empowerment Program. By providing direct support to our local organizers, we remove the financial barriers that often stall grassroots momentum and directly fuel our 2026 field operations.

Starting in the Spring 2026 semester, every active, chartered unit of KYD will be eligible to apply for up to \$500 in grants per semester.

These funds are designed to be flexible, allowing local leaders to address the unique needs of their specific campus or community while focusing on:

- **Recruitment and Visibility:**
Provide chapters with branded, professional materials (banners, stickers, flyers, t-shirts, etc.) for tabling at events and fairs to increase visible presence on campuses and in communities.
- **Registration Resources:**
Given the impact of the eliminated three-day mail ball grace period, provide funds for printing voter registration guides, flyers, and posters. Chapters can set up registration hubs in high-traffic areas, supplying resources like stamps, to help young voters register and return mail ballots.
- **Mobilization:**
Offer cheap but critical resources (pizza, snacks, supplies for events like "Donuts and Democrats") to successfully recruit and retain students and young professionals for phone banking, door knocking, and social-organizing events, thereby training the next generation of Democratic volunteers and candidates.



Strategic Objective 1: (cont.)

We are witnessing a massive surge in the presence of Turning Point USA (TPUSA), an organization fueled by virtually unlimited dark money from out-of-state interests. In 2026, their efforts to indoctrinate students and monopolize campus discourse will hit an all-time high as they attempt to protect the GOP supermajority and influence the August 2026 ballot referendum.

These organizations will stop at nothing to see all Democrats, especially young Democrats, fail to get elected or produce real change. We will not let that happen.

Expanding on the previous segment describing the grant program, we aim to focus on three key areas for our chapters:

- Authentic Engagement:**
 We focus on empowering actual students to lead their peers. These grants provide the resources that turn a casual supporter into a dedicated volunteer and lifelong Democratic voter and supporter.
- Reclaim The Quad:**
 TPUSA flies in just about anyone to speak at a university. Our grants allow local Young Dems to maintain a constant, visible, and trusted presence. We will compete for the hearts and minds of students by being the organization that represents Kansas values, not out-of-state and/or nationalized interests.
- Combatting Harassment:**
 Competing organizations, such as TPUSA, often resort to targeted campaigns against students and faculty (see O.U. and Fulnecky).



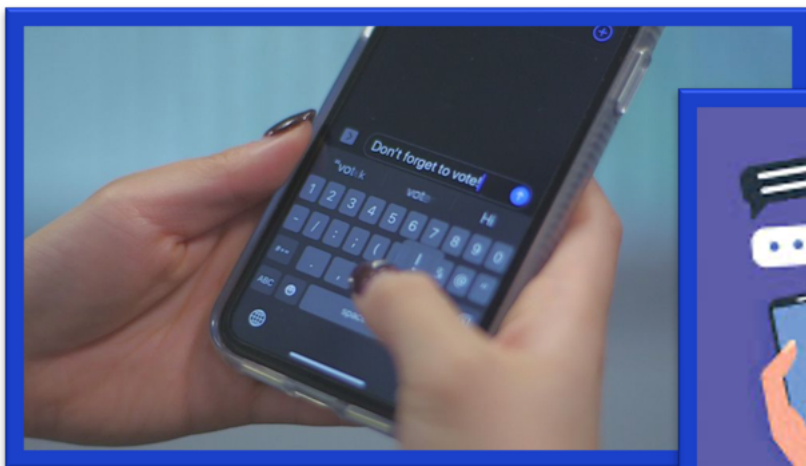
Strategic Objective 2: Organizing w/ a Focus on P2P Mobilization

Launch a state-wide relational organizing program in partnership with **The Voter Network***. By utilizing their proven "**Voter to Voter**" tool, we will empower young Kansans to mobilize their own social circles to get out the vote.

This program will greatly benefit college chapters, where **students frequently move and typically remain registered at their permanent home address, rather than at their current residence.** Peer-to-peer contact means these voters are not missed by phone bankers or campaigns, because resources from our Young Democrats will be ready to help.

Our strategy involves integrating this technology into the daily operations of every local chapter to ensure our outreach is personal + persistent:

- **Chapter-specific Teams:**
Ensure connections with every Voter to Voter Team for each chapter on our roster.
- **The Ambassador Model:**
Each chapter member acts as an "Ambassador," which identifies friends, family members, or classmates in the V2V tool. This allows our ambassadors to track their progress and see in real-time when their contacts have cast their ballots.
- **Social Media:**
Personal texts, social media chats, and more will help drive voter turnout, especially when the messages are coming from trusted friend(s)/peer(s).



***A note from KYD:** We reference Voter to Voter as the tool our members will use; it is a nonpartisan peer-to-peer voter engagement program administered by The Voter Network, a 501(c)(3) nonpartisan nonprofit open to all Kansans. The Voter Network was not involved in developing this strategic plan and has no connection to this incentive structure.

Strategic Objective 2: Incentivize P2P Organizing Through Compensation

To maximize participation and reward our most dedicated organizers, we could offer a **\$500 "Young Dem Mobilizer"** Stipend to the top Young Democrats who successfully turn out the highest number of voters via the Voter-to-Voter tool.

This \$5,000 total investment not only supports our members and provides a competitive incentive for organizing work. This also ensures that our most effective organizers are incentivized to connect with their peers to secure electoral wins.

Criteria for eligibility:

- Member of a Young Democratic Chapter in Kansas
- Metric(s) Used:

Verification through V2V of confirmed low-propensity voter contacts that voted in the 2026 election



Strategic Objective 3: Leadership & Development Program

To ensure the long-term sustainability of the Kansas Democratic Party, we must do more than win individual elections; we must build a bench of young leaders.

This program serves as our initiative to provide Young Democrats in Kansas with the professional polish, networking, and technical skills required to lead Kansas Democrats into the future.

This program is designed to bridge the gap between activism and tangible progress in leadership. We will invest in our members by providing pathways to Democratic organizing:

- **Conference Sponsorships:**

We will fund travel and registration for our most active members to attend Washington Days (Topeka) and National Young Democrats of America (YDA) conferences/conventions. This ensures Kansas organizers learn the most effective strategies and are able to familiarize themselves with leadership/party structures.

- **Internship Program:**

Hands-on experience with: **state-level fundraising, digital strategy, and organizing training.**

- **Pathway to Leadership:**

By investing in students and young professionals early on, we will act as a direct pipeline for the Kansas Democratic Party, labor unions, and non-profits, ensuring that when professional staff roles open up, Young Dems have the relevant experience and are successful in their future roles



INVEST IN THE FUTURE: Support Kansas Young Democrats in 2026

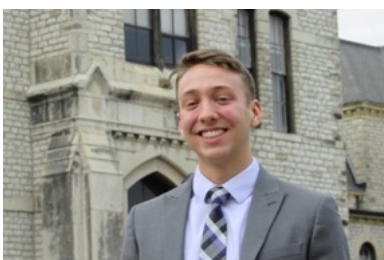
The goals outlined in this plan are ambitious but set us up for long-term success. Building a Democratic majority for Kansas requires financial support to compete with the levels of out-of-state dark money we see flooding into campuses across our state. **Your contribution directly funds the essential programs that will deliver in 2026.**

We are an independent PAC with no set contribution limits. Every dollar you give stays right here in Kansas to empower Young Democrats.

GIFT	YOUR IMPACT
\$1,000	Funds a maximum contribution to a vetted and endorsed Young Democratic candidate, providing the early capital they need to build name recognition and serves as a foundation for their campaign.
\$3,000	Fully funds our back-to-school organizing blitz at all six Kansas public universities, the highest-yield window of the year for recruiting new members, registering voters, and identifying the student organizers who will carry our chapters through the 2026 cycle.
\$5,000	Fully funds our statewide peer-to-peer organizing program, leveraging our network of 700+ Young Democrats to mobilize their friends, classmates, and coworkers. Research consistently shows peer-to-peer contact is the most effective way to turn out young voters (especially the ones traditional canvassing and phone banking can't reach).
\$10,000	Significantly expands our Chapter Empowerment Grants, covering the full operational budget all 15 of our local chapters need to maintain a visible, engaging presence on their campuses and in their communities and allows us to expand our reach and build new chapters in other parts of our state.
\$15,000	Powers KYD's most ambitious candidate investment to date: a "double-max" contribution to every Young Democratic candidate on our 2026 slate. These are the races that will break the Republican supermajority in the Kansas House and launch the next generation of Democratic leaders into Topeka.
\$35,000	Fully funds KYD's 2026 plan, end to end. A gift at this level powers every program in this plan (candidate investments, peer-to-peer organizing, back-to-school recruitment, and chapter grants) and builds the youth organizing infrastructure Kansas Democrats have never had but have always needed. This is the gift that changes the trajectory of the party and our state.

“The path to a bluer Kansas starts with the leaders we train today. The 2026 cycle represents a defining inflection point, and this plan is how we meet the moment. By empowering our local chapters, funding young candidates early, and investing in peer-to-peer organizing, we are ensuring that our Kansas Democratic pipeline is stronger than ever. The roadmap is ready and energy is high; your support is the final piece we need to turn this plan into power.”

— Reed Krewson, President of the Kansas Young Democrats



How To Give:

Mail a Check to: 1906 5th Avenue Leavenworth, KS 66048

Donate Online via ActBlue:

