



Florida Forward Party

2024
PROSPECTUS

It's Time for Change

With another pivotal election year upon us, the opportunity to create something new and powerful in our politics has never been greater. And the need to do so has never been more critical.

1. A Dangerous Division

Political differences in our nation are nothing new, but the social media age has made it easier than ever for politicians to rile up the partisan crowds and play them against each other. Worse yet, our zero-sum political system makes it all too profitable for parties to do just that, pushing us into an unending tug-of-war where no one can really win, and nothing is getting done.



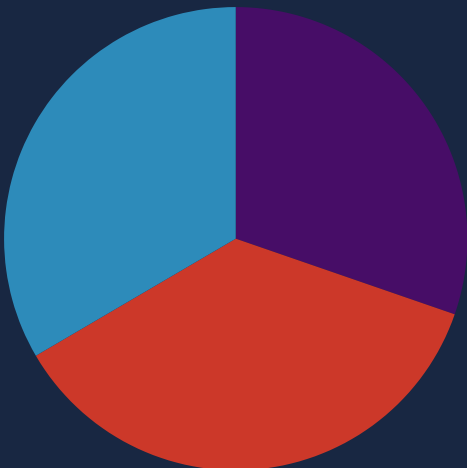
2. A Need for Options

Nationally, demand for a third major party is at an all-time high, with a record 63% of Americans saying one is needed in a 2023 Gallup Poll. Yet on the state and local level, the need for voter choice is even greater. Year to year, **70% of elections** go uncontested. That lack of competition means a lack of accountability for incumbents, and leads to the bloat and corruption of single-party dominance. The people deserve better.



3. A Growing Independent Energy

Here in Florida, over **4.7 million voters**, about 30% of our total, are currently registered to vote either unaffiliated, or with a minor party. And that's in a Closed Primary state! Across the nation, political independents now outnumber both Democrats and Republicans, and continue to grow. Uniting these voices is the key, but it's not so simple - these are the people most tired of rigid, rah-rah ideology, those sick of being told how to think and what to believe.

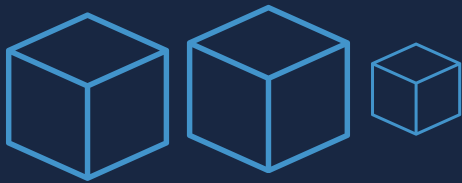


**What we need now isn't just a new political party.
It's a new *kind* of party altogether.**

Why Forward?

Who are we? We're a politically diverse group of problem solvers working together to fix a broken system

A Different Kind of Party



Most third-party efforts are top-down, built around a niche philosophy or a single central candidate. Rather than think outside the box, they offer a new box, which rarely makes for more than a 'statement' campaign.



Forward is built bottom-up - we evaluate endorsees based on values, and allow our leaders to bring their unique voices, and those of their constituents, to the table. By doing so, we embrace an independent ethos that can reach a **huge** - and growing - voting population.

- **63%** of Americans say a third major party is needed (*Gallup, Oct. '23*)
- **40%** of U.S. voters identify as independent - the largest bloc by far (*Gallup, Nov. '23*)

What makes a Forward Leader?

Dignity - Our candidates approach discourse with grace and tolerance.

Humility - We understand that problems are complicated, and that there is always more to learn.

Transparency - We demand clarity on how leaders approach the issues and what they intend to do.

Responsiveness - We believe that government should serve the people and make them feel heard.

Focus - We aren't interested in performative politics. We want to solve problems and move **forward**.

Our Mission is to build a **viable, credible, and durable** political alternative across the country

Our Vision is to foster a politics that **welcomes** new ideas, **works** toward real solutions, and **empowers** dynamic leadership at every level

Our Targets

8%

At the federal level, this is how much of Congress a party like Forward would have to control, in order to consistently deny either major party a majority. Reaching this milestone would be a colossal step towards ending our current tug-of-war, driving our parties to actually work together, and fostering a politics that *works* for the people. And it's not as far away as it may seem.

50

That's why we're launching the **Florida 50 Initiative**, an effort to recruit and support 50 high-quality candidates throughout the Sunshine State in 2024. They may pursue different offices, from municipal councils all the way up to federal legislature. They may have different letters next to their names. But what they have in common is our Forward Vision, and with their help we can show our state, and our nation, that there is a better way to do politics.

\$100,000

And that's what we're aiming to build up in Q1 of 2024, to support the creation of powerful tools and resources for candidates, effective means of messaging, and a committed staff.

We believe in creating a lean, efficient, and durable organization. We don't need the millions upon millions the major parties spend to repeat their tired refrains. With a strategic mindset, an exemplary suite of candidates, and your help, we can make a difference. We can win.

The change we want to bring our nation starts here and now. Are you in?

Leading the Charge

The Florida Forward Party is governed by an elected Executive Committee. These five bring varied experience and dynamic perspective to our political work. Let's meet them!



Alonzo Garcia (Chair), of Tallahassee, worked previously as a Democratic field organizer, gaining extensive experience in managing volunteers and driving effective campaigns at different levels. In addition to his work with Forward, he also holds a full-time role in the financial services industry.

Chris Jones (Vice Chair), of Jupiter, is a fifth-generation Florida native and US Army veteran. He has worked for over 20 years across numerous industries designing and implementing enterprise business solutions, and brings a focus on infrastructure, systems, and technology to the team.



Ron Granite (Treasurer), of Ft. Lauderdale, is a business professional with over fifteen years of experience in the commercial real estate industry, both in public and private markets. As treasurer, he emphasizes precision and diligence, helping to ensure effective organizational compliance.

Todd Hooper (Secretary), of St. Petersburg, has spent his career in management consulting and private equity. He is currently a Partner with Kearney, a global management consulting firm. Prior to making his home in Florida, Todd was active in the Republican Party in northern California, running for Congress in 2006.



Richard Baldocchi, of Orlando, is a professional engineer working as a Principal and Owner of AVCON, INC., a regional consulting engineering firm. Mr. Baldocchi served as an elected official in the City of Maitland from 1998 to 2004, and brings a strong understanding of local politics to Forward's operations.

And as State Director of the Florida Forward Party, **Nate Smolensky** works closely with the EC to lead operations and execute strategy. With experience in nonprofit management and marketing, he brings a pragmatic and tactical approach to recruiting candidates, refining messaging, and building the Forward movement.



Take the Next Step

Our organization is driven by passionate volunteers, exemplary candidates, and the generous donors who help make our operation possible. Below, you'll find links on our current volunteer opportunities, the processes required to become a candidate, and the portal for interested donors.

We believe in making informed decisions, and the same applies here. If you have any questions at all, about getting involved, about our party, or anything else, we encourage you to [contact us](#) and get the conversation started.



Volunteer



Donate



Run



Contact Us

***The future is what we make of it.
Let's make it great.***