

DEMOCRACY FOR AMERICA

2017 PROSPECTUS

**DEMOCRACY
FOR AMERICA**

DemocracyForAmerica.com

Paid for by Democracy for America and not authorized by any candidate.

THIS YEAR IS UNLIKE ANY OTHER

These are not normal times and the foundation of Democracy is at risk. Trump and the Republicans in Congress are attempting to enact a corrupt, corporate, anti-worker agenda that scapegoats immigrants, people of color, and women.

We will stop them. We will defeat them on the issues and replace them at the polls.

We will fight back relentlessly against every racist attack on working families.

We fight for people, not Wall Street.

We fight for an America that delivers on the promises of economic populism and the equity of racial justice.

Our strategy is clear: Take action. Get skills. Win elections.

We're meeting this challenge by:

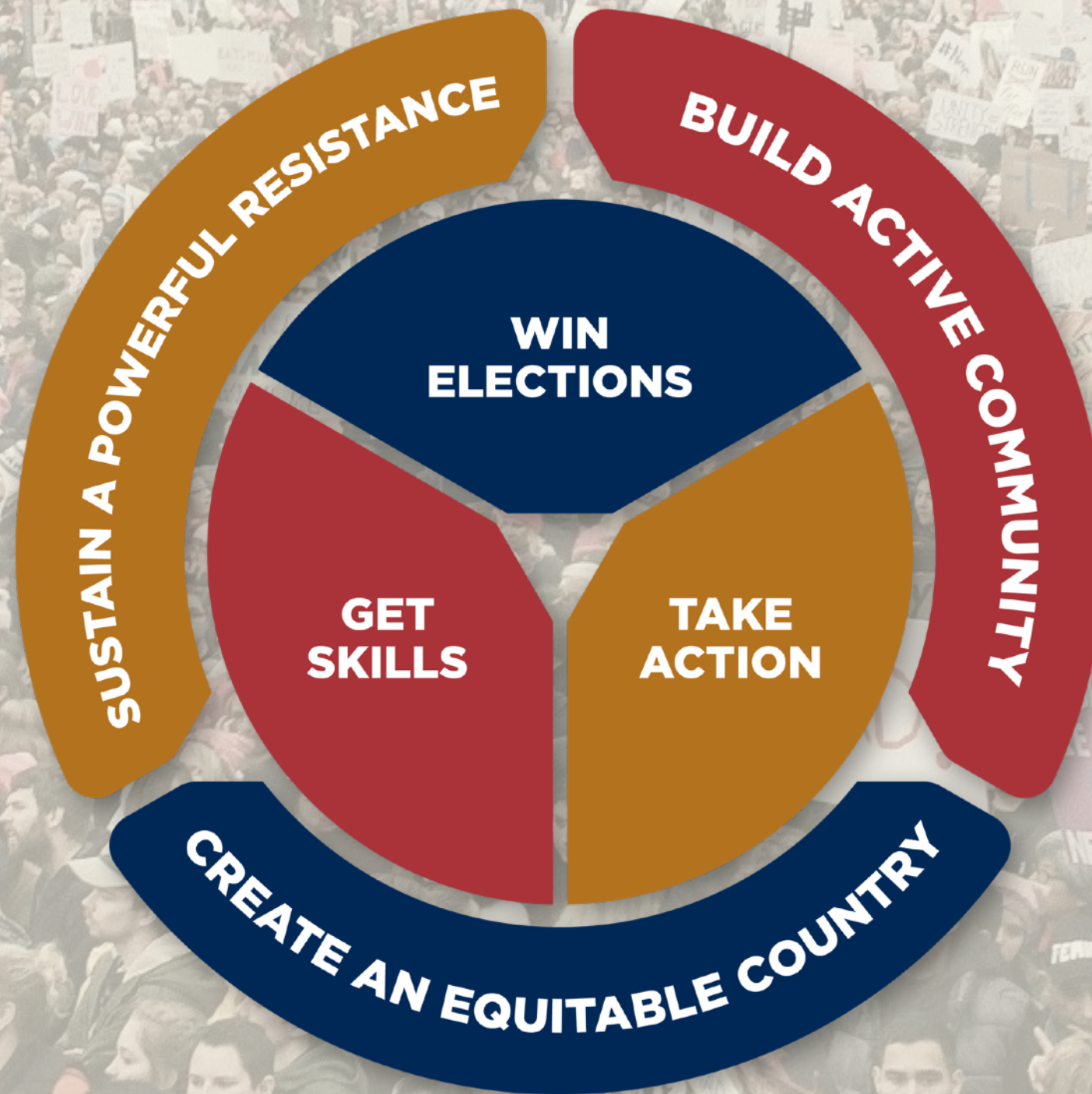
- ★ Recruiting and training progressive candidates at all levels of office across the country.
- ★ Empowering an active and effective resistance.
- ★ Building progressive power nationwide to deliver victories on Election Day.
- ★ Relentlessly opposing Trump and the Republican agenda at every turn.



The DFA Team

OUR MISSION:

SUPPORT AND ELECT THE LEADERS OF THE RESISTANCE NATIONWIDE



SUSTAINING THE RESISTANCE:

**WE'RE NOT JUST BUILDING THE RESISTANCE FOR TODAY'S FIGHT;
WE'RE BUILDING FOR THE LONG TERM.**

“The key to sustaining the resistance is in organizing an active community both locally and nationwide, empowering members with training and tools, and building an inside-outside strategy that represents the voices of the resistance in Congress to build a lasting community able to withstand the trials and tribulations of losses and celebrate successes nationwide.”

***Charles Chamberlain,
Executive Director***



With millions of Americans taking action across the country, we've created multiple entry points to the DFA Community, with different levels of commitment to allow everyone to contribute at the level they can, when they can. There's something for everyone who wants to have a role in growing and sustaining our community and the resistance into the future.

**Within the first two months of the Trump Administration,
DFA members and coalition organizations organized more
than 3000 in-person actions across the country.**



SUSTAINING THE RESISTANCE:

MONTHLY IN-PERSON EVENTS

DFA MEMBERS ARE AN ACTIVE COMMUNITY ENGAGED IN THE MONTHLY EVENTS BELOW



LOCAL DFA GROUPS

In cities all across the country, local DFA community groups have been organized and active for over 12 years. Groups like Northside DFA in Chicago and DC for Democracy in our nation's capital meet monthly to organize campaigns on local issues, hear from local candidates, make endorsements, plan canvasses and take other actions on issues both local and national.

Educational and entertaining, these monthly calls with experts and special guests like Senator Elizabeth Warren, Rep. Pramila Jayapal, Michael Moore, and Rep. Keith Ellison, share in-depth information and drive immediate action on current issues like fighting Trump's Supreme Court nomination or advocating for Medicare for All.

DFA LIVE CALLS

DFA LIVE ELECTION DEBRIEF
WITH ROBERT REICH, KEITH ELLISON, AND PRAMILA JAYAPAL
THURSDAY, NOV. 10
8PM ET / 5PM PT
[SIGN UP NOW!](#)



MOVIE NIGHT PARTIES

These fun events build community among progressives locally while learning about critical issues, like voting rights, Sanctuary Cities, or the Movement for Black Lives. Participants take a first simple action on the issue immediately and leave with a collective next step to move forward together.



RESISTANCE LINKUPS

Members get together each month to learn a Do-It-Yourself skill to resist and defeat Republicans and stop the Trump agenda. Whether it's learning how to organize a big rally, how to attract press to your next petition delivery, or something else, members learn how to create an action plan specific to their community to resist Trump locally, elevate progressive policies and candidates and provide resources for their local campaigns to be successful.

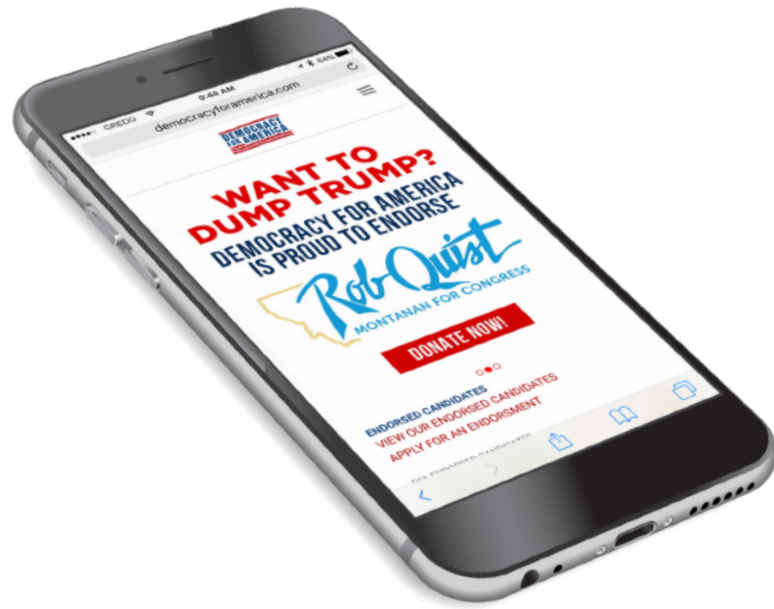
For over a decade, DFA's Night School online training has taught deep-dive organizing on a specialized skill or campaign tactic like voter targeting, media messaging, or fundraising.

ONLINE TRAININGS

DFA NIGHT SCHOOL
WITH LATEEFA SIMON
THURSDAY, MARCH 9
8PM ET / 5PM PT
[RSVP NOW!](#)

SUSTAINING THE RESISTANCE:

ONLINE TO OFFLINE ENGAGEMENT



Often standing up and taking action requires rapid response. From Congressional town halls and emergency rallies to petition deliveries and national marches, DFA members step up when needed to deliver results taking online activism offline in their communities.

- ★ More than 600,000 people signed our petition against the nomination of Betsy DeVos and hundreds of DFA members signed up across the country to deliver those signatures to their U.S. Senators.
- ★ Over 100,000 members of the resistance turned out to townhalls across the country to voice their concerns, opposition, and fears to their members of congress.
- ★ DFA members made over 12,340 phone calls to congress against cabinet appointments, the repeal of healthcare, and the Gorsuch nomination.

Our pressure is working. We will keep it up. We will continue to show up at congressional offices and town halls to make it clear that we are fighting back.



6 DFA members in IL deliver petitions opposing the nomination of Betsy DeVos.



Marching in St. Louis at Netroots Nation because Black Lives Matter



DC for Democracy members joining in the March for Women's Lives in Washington

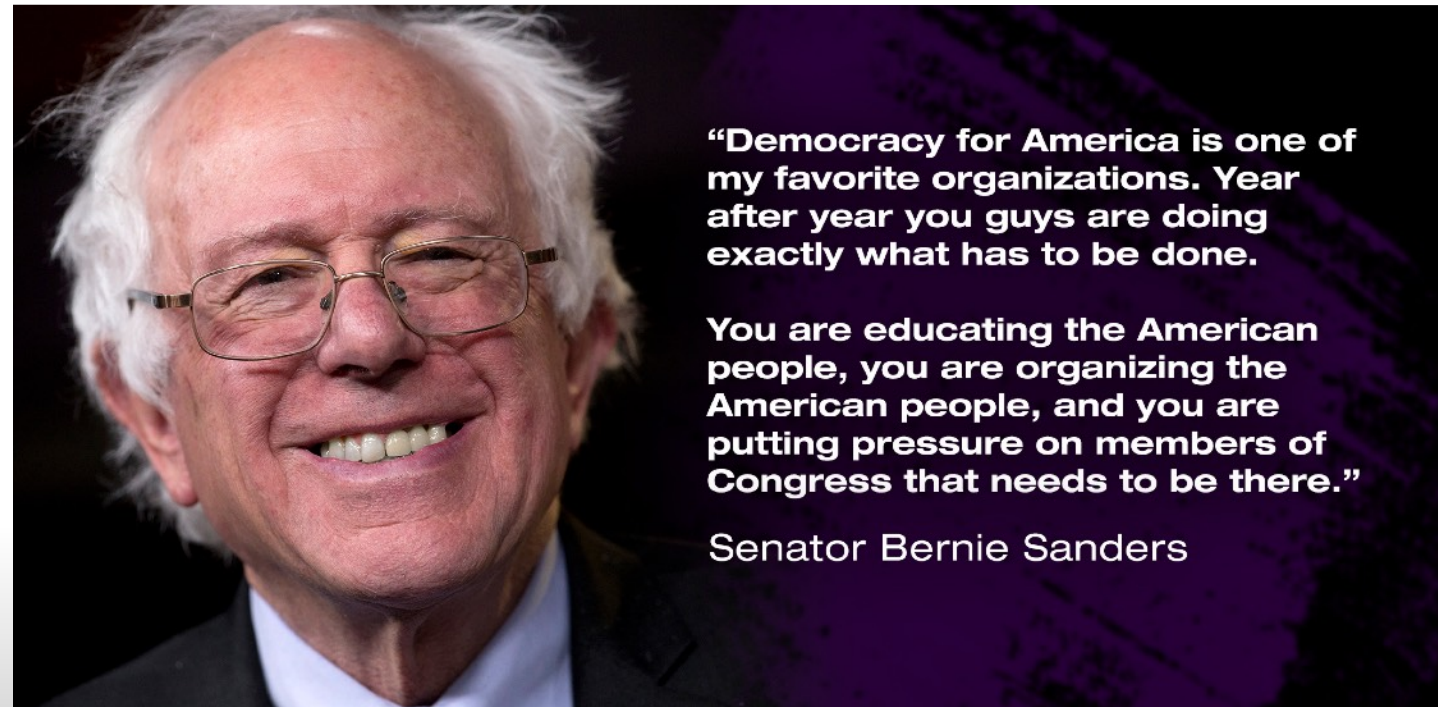
SUSTAINING THE RESISTANCE:

WORKING WITH ELECTED OFFICIALS

INSIDE-OUTSIDE ORGANIZING

After years of building relationships with key progressive members of Congress, DFA has an important role in giving voice to the resistance, collaborating on message, and communicating on strategy in regular meetings with critical Senators, Reps., and staff.

Our executive director meets bi-weekly with members of Congress and their senior staff in Washington DC. When leaders in the Senate looked ready to cave around cabinet appointments, we made sure they heard the voices of the resistance and urged them to listen and stand strong in opposition to Trump and his billionaire bigots.



“Democracy for America is one of my favorite organizations. Year after year you guys are doing exactly what has to be done.

You are educating the American people, you are organizing the American people, and you are putting pressure on members of Congress that needs to be there.”

Senator Bernie Sanders

DEEP COLLABORATIONS WITH ALLIED PARTNERS



DFA’s role in working with like-minded partners continues to be a critical part of our organizing strategy. New groups like Knock Every Door and MPactUS organizing nationwide and small groups like SW Florida Resistance Coalition and the NY-based Small Group of Concerned Citizens are already active partners.

Whether it’s partnering with CREDO Action, Daily Kos, or the Progressive Change Campaign Committee in online action or the Working Families Party, Color of Change, or MoveOn on in-person campaigning, we’re working harder than ever to combine strengths and increase impact in the fight against Trump and the Republican agenda.

BUILDING PROGRESSIVE POWER NATIONWIDE



Our job is to recruit, train, and elect progressives. Everywhere.

The key to building progressive power is electing progressive leaders at all levels of office in all 50 states.

We believe in making deep investments in progressive campaigns from the beginning by **recruiting candidates** that reflect the lived experiences, needs, values, and goals of the diverse communities they'll represent. We're building a reflective democracy through endorsements and candidate support where all the best and brightest have the ability to lead, run, and win -- not just the same typical D.C. anointed wealthy, white, or privileged.

We **train campaigns** in the hard work of organizing a grassroots team that makes the difference between a winning and losing campaign no matter the size of the race by connecting with voters at their door, on the phone, and in the community.

We **help progressive leaders win** people powered campaigns where the candidates, campaign staff, and volunteers connect with voters personally through direct voter contact, not exclusively through impersonal consultant driven TV ads.

There's never been a more critical time to invest in a 50 State Strategy. Since our 2004 founding, we've raised and contributed more than \$45 million and made more than 21.9 million volunteer voter contact calls to successfully elect 916 progressive candidates nationwide. Our strategy works. We win everywhere, because we'll fight anywhere.

BUILDING PROGRESSIVE POWER NATIONWIDE

TAKING ON REPUBLICANS

With the surge of activism in response to the Trump Republican agenda, there's never been a better time to take on Republicans – even in dark red districts.

Whether it's special elections this year, like supporting Jon Ossoff in Georgia or Rob Quist in Montana; or the general election fights in 2018, like defeating Darrell Issa in California or Chris Collins in upstate NY, DFA members are already organizing to flip the 24 seats we'll need to take back the House majority in 2018.

We thrive in tough fights. We'll take on critical races to defeat Republicans like Dean Heller in Nevada and Jeff Flake in Arizona. We'll work to defend progressive champions and endorsed Senators Tammy Baldwin and Sherrod Brown (both in states Trump won) as well as Elizabeth Warren and Bernie Sanders (both high profile targets from Republicans) before Trump was even inaugurated.



"I want to just say a big thanks and am so honored to have the support of Democracy for America.

I know you have focused on the U.S. Senate race here in Nevada and I will tell you that because of your focus and your help we are going to win this state and you're going to pull me over the finish line."

*Sen. Catherine Cortez-Masto
Nevada*



BUILDING PROGRESSIVE POWER NATIONWIDE

TAKING ON DEMOCRATS

Democracy for America is not the Democratic Party. We don't support every Democrat. We support progressive Democrats that fight for economic populism and racial justice.

We expect Democrats to act like Democrats. Caving on our values and playing footsie with Trump and the Republicans while they try to dismantle Obamacare, destroy Medicare and Medicaid, or defund Planned Parenthood is unacceptable. It's both bad policy and bad politics. Running as a Republican-lite corporate Democrat doesn't win elections; it's a losing strategy that makes voters confused about what we stand for and depresses Democratic turn out.

In most cases, our strategy means we'll stay out of races and not defend bad Democrats. In targeted districts, especially at the local level or in safe Democratic seats, we'll support primaries and progressive champions that will hold the feet of bad incumbent Democrats to the fire.



'DFA has endorsed progressive Democrat Jimmy Gomez in his campaign to defeat corporate Democrat Robert Lee Ahn in the June election for California's 34th district

BUILDING PROGRESSIVE POWER NATIONWIDE

TRANSFORMING 50 CITIES IN 5 YEARS

Cities and local governments are often the last bastion of protection for our most vulnerable community members. Sanctuary Cities provide protection from overreach by the federal government. City Councils and District Attorneys can decide to hold out-of-control police departments accountable or they can sweep brutality and abuses under the rug.

We're focused on electing progressive leaders to these local offices that will stand up for civil and equal rights. We support champions who will fight for our values and deliver progressive populist economic reforms and racial justice for their community.

Our winning candidates in 2016 transformed the Seattle City Council, passing the first \$15 minimum wage bill and setting up critical accountability of the Seattle Police Department. In Chicago, we saved 7 progressive leaders from being routed by corporate Democrats and sent Rahm Emanuel to a historical run-off, effectively stopping his anti-school agenda from doing more damage to black and brown communities.

In early February of this year, DFA announced an expanded initiative to invest \$500,000 in progressive municipal candidates across the country, transforming America's cities into bastions of resistance against the Trump regime.

We believe in the need to build a reflective democracy where our governing institutions reflect the lived experiences, needs, values, and goals of the people they represent. It means a political process where all the best and brightest have the ability to run, win, and lead - not just the wealthy, white, or privileged.



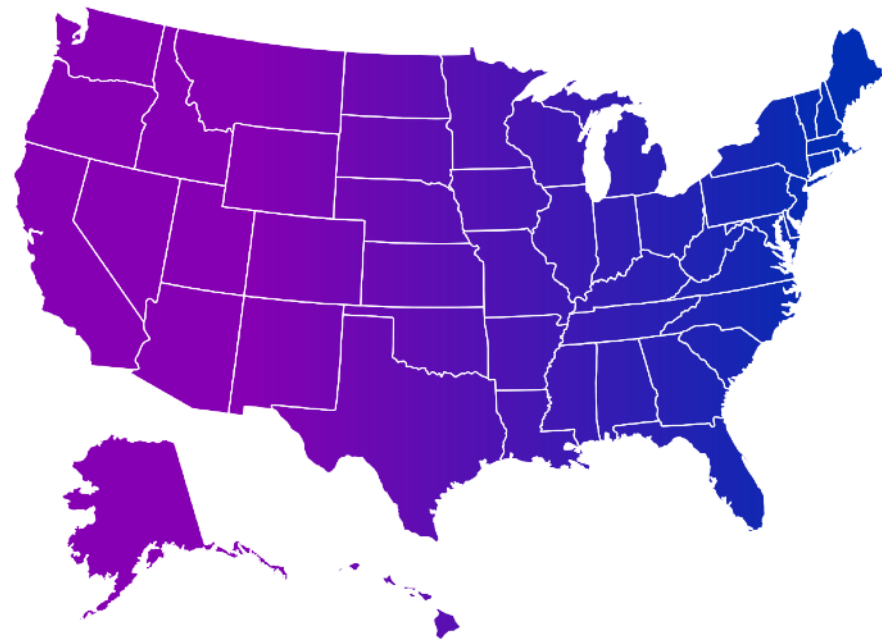
BUILDING PROGRESSIVE POWER NATIONWIDE

PURPLE TO BLUE PROJECT

We're working to flip state legislative races and Governorships from Republican to Democratic control. We have the three fold goal of stopping the worst of Republican policies at the state level right now, while building a farm team of progressive Democrats that are ready for higher office and making sure Democrats control as many legislatures as possible before they are responsible for redistricting in 2021.

After 2016, the Democratic Party controls only 30 state legislative bodies. Republicans control more than double because, between 2008 and 2015, Democrats lost 913 state legislative seats, 11 governorships and 32 state legislative chambers. The stakes for taking action to rebuild our state legislatures and governorships has never been so high.

We have been working on state legislatures since our founding. In 2013, we launched our multi-year, multi-million dollar Purple to Blue campaign to double down on our long-term 50 state strategy.



There are 37 Governorships up for election in 2017 and 2018. 14 of these Gubernatorial races are in states Democrats won in 2016. This year's elections for Governor in New Jersey and Virginia have already begun. That's why we're already on the ground and working hard to win.

**DEMOCRACY FOR AMERICA
IS PROUD TO ENDORSE**



Justin Fairfax
**FOR LT. GOVERNOR
VIRGINIA**

RELENTLESS OPPOSITION TO TRUMP

**Republicans thought they could pass Trumpcare easily.
They were wrong.**

The Resistance didn't stand back and say; Let's just take on the fights we can win. The Resistance stood up and said; We will fight you and your anti-worker racist agenda every step of the way. We made calls. Some members of Congress received as many as 300 calls against Trumpcare for every 1 in support. We marched in the streets. We crowded town halls. We delivered petitions including over 400,000 signatures and demanded meetings with staff at congressional offices.

First, the extremist Freedom Caucus was not able to convince the rest of the Republican caucus to vote for a complete repeal because they couldn't find any support for it at home. They only saw resistance and they were more scared of reelection than they were of Donald Trump. At the same time, Democrats in the House stood united in opposition, not giving Republicans a single vote or any bipartisan cover for their plan to destroy Obamacare.

We were relentless and it worked.

Republicans missed deadline after deadline they set to bring the bill to the floor for a vote, because it didn't have the support to win. Finally, it took weeks of backroom deals and piles of corporate money for Trumpcare to barely pass the House. And now, passing TrumpCare in the Senate is no longer a sure thing, with Republican Senators immediately declaring the House bill DOA.

This is the model for fighting back in the era of Trump: constant relentless resistance to the Trump agenda. We won't stop everything, but the more we speak up, the more we take action, the more we'll win.

Our work forces Democrats in Congress to have a spine and stand up for what's right. Our work scares Republicans forcing them to choose keeping their job over the party.

We stop the Trump agenda and send Republicans packing, because when DFA members work together and fight back, we're unstoppable.



“The Republicans and the House had voted 60+ times to repeal Obamacare. Donald Trump said at least a bazillion times during the campaign, ‘On day one’, that he would repeal Obamacare. Day one came and went and that didn't happen. And the reason it didn't happen was because of all of us who spoke up. That tells me that there is power in democracy but we just have to be organized and use it. And that's why for me, DFA is so important. The fact that we all get together here, we hold hands, and we say we are in this fight all the way and we're going to do what it takes to rescue our democracy.”

Sen. Elizabeth Warren - DFA Live, April 2017



RELENTLESS OPPOSITION TO TRUMP

PEOPLE-POWERED RESISTANCE



Our members and staff at March for Women's Lives in DC and across the country:

What does that fight look like? Most of all, it means **SHOWING UP** and making our voices heard in Washington and around the country — showing Democrats in Washington that we expect them to stand strong and fight hard, showing Republicans that their constituents are fired up in opposition, and gathering our communities to collectively stand strong when our neighbors and friends are attacked because of their gender, skin color or religion.



We protested atrocities in our communities.



DFA, MoveOn and coalition partners turned out hundreds of thousands of our members at Congressional townhalls across the country in February and April.



DFA members helped drive Senator Merkley's filibuster in opposition to Gorsuch's appointment to the Supreme Court.

HEADLINES GENERATED IN 2017

Roll Call

DFA Endorses Democrats in Kansas,
Montana Uphill Races
3/29/17

TORONTO STAR

Coast-to-coast protest wave challenges
Donald Trump — and Democrats
1/31/17

Vox

"There will be a massive revolt": the left demands
Senate Ds fight Trump on Supreme Court
1/31/17

The Washington Times

Joe Manchin targeted by progressives for
removal from Democratic leadership
3/2/17

The Washington Post

Congressional Democrats have
declared war on Donald Trump
1/31/17

The Washington Post

Democracy for America will back
Ben Jealous
5/5/17

The Washington Post

A Republican won in Kansas. But
here's why the GOP is not celebrating
4/3/17

THE NATION.

From Austin to Missoula, This Is What the
Fight Against Trumpism Looks Like
4/28/17

POLITICO

DNC forum roars over GOP silencing of
Elizabeth Warren
2/11/17

The Atlantic

How Progressives Are Forcing
Senate Democrats Into Action
2/1/17

 **Common Dreams**
Breaking News & Views for the Progressive Community

Senators Told Their Jobs At Risk After
Confirming Wall Street Banker for Treasury
2/14/17

THE SACRAMENTO BEE

Liberal group will put money in city races
to fight Trump's policies in DC
2/21/17

DFA BY THE NUMBERS



+1 MILLION
MEMBERS STRONG

MONEY RAISED:

\$45,282,717

IN SUPPORT OF PROGRESSIVE CANDIDATES



\$9,473,868

DIRECTLY TO PROGRESSIVE CANDIDATES

917

PROGRESSIVES

ELECTED TO OFFICE IN

ALL 50 STATES

GRASSROOTS ACTION:

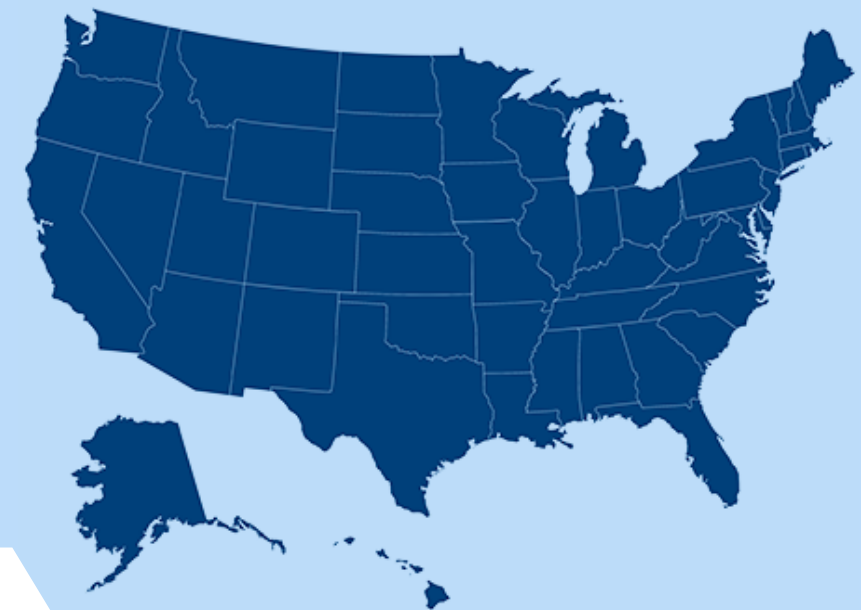
21,907,501



PHONECALLS MADE

..... ON BEHALF OF

**PROGRESSIVE
CANDIDATES**



MORE THAN

157,000

GRASSROOTS
ACTIVISTS TRAINED

**50
STATES**

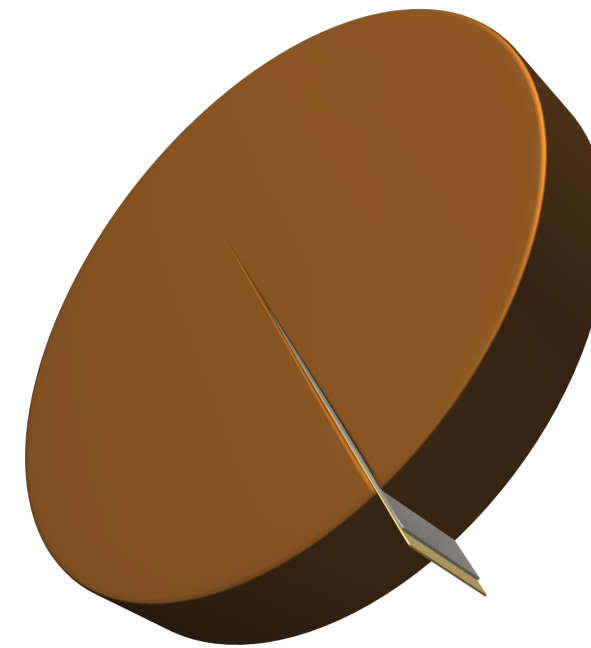


FINANCIAL INFO

Democracy for America is a federal multi-candidate PAC registered at the Federal Election Commission with two parts, a Federal account for federal races and a Non-Federal account (sometimes commonly known as a "527") for state and local races.

The rules for the Federal account are governed by the FEC. The rules for the Non-Federal account are governed by the IRS (and, in some cases, state election law).

We are allowed to accept individual contributions of up to \$5000 per year to the Federal account. We are allowed to accept individual contributions of unlimited amounts to the Non-Federal account. Contributions to the Non-Federal account do not count against a contributor's personal biennial Federal contribution limits.



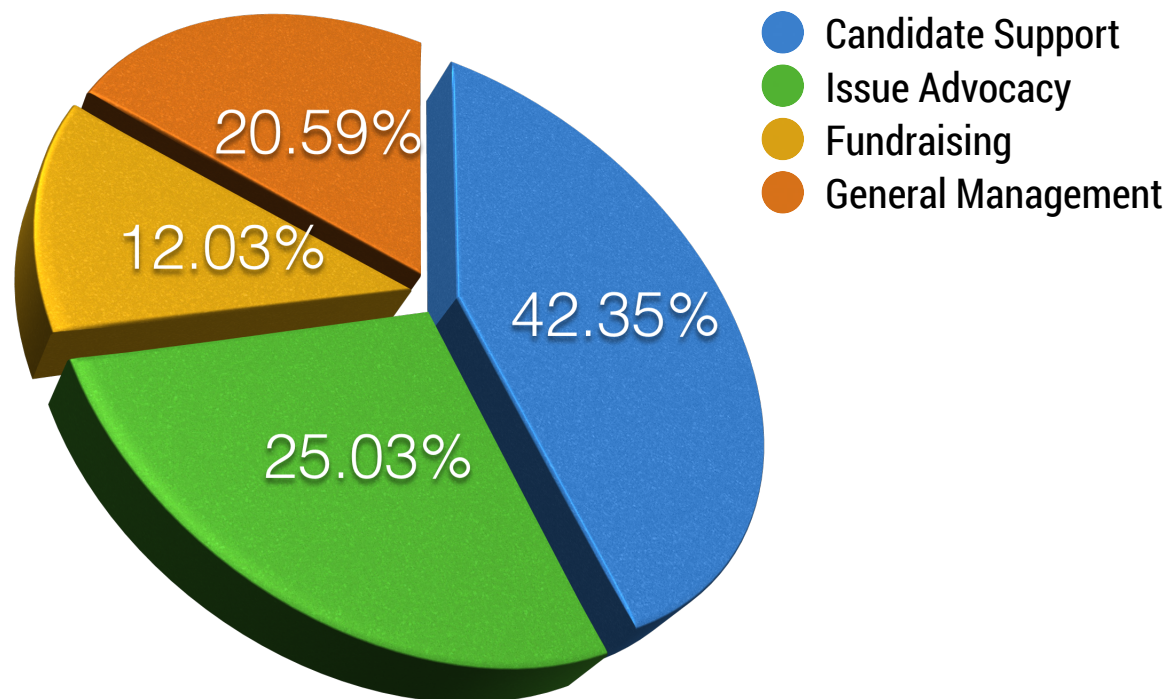
DONATIONS

- \$100 or Less
- \$101 - \$500
- \$501 +

99.2% of contributions to DFA come in amounts of \$100 or less.

We are fueled by our members and do not accept gifts from corporations. Your ongoing support is now more important than ever.

HOW WE SPEND MONEY



INCOME TRAJECTORY

