

2021 PROSPECTUS



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WELCOME!



Dear DFA Member,

I'm so excited to be sharing our 2021 Prospectus with you and to be charting our course ahead at such a critical time for the progressive movement.

As we reconcile with the aftermath of the Trump administration and what that means for our country, it is clear that our work does not stop and we need you more than ever.

We are not taking a breath; we are not taking a victory lap.

There is no such thing as an off-year for DFA. We fight everywhere; we win everywhere.

And I do mean we, YOU included. Because our work is simply not possible without your support – whether you're a one-time contributor, a monthly DFA Defender, or an activist on-the-ground. YOU will determine our trajectory as a nation in the coming year, and for years to come because YOU move the movement.

DFA recently celebrated its 17th birthday, and I'm pleased to report that with each passing year, we grow as an organization. We build momentum. We take on the extreme agenda of the right-wing in full force. We continue to fight, and we'll continue to

move America forward. You, along with the generosity of one million DFA members, make all of our work possible.

I hope that you'll join us again in solidarity and support this year and in the years ahead.

Yvette

OUR NORTH STAR IS A BETTER AMERICA

WE INVEST EARLY

Democracy for America (DFA) believes that making early, deep investments in progressive campaigns will get us to our North Star.

We work with candidates, their teams and partner organizations from beginning to end to build and execute successful campaigns. From recruiting candidates who reflect the lived experiences and values of the diverse communities they'll represent, to casting a wide net in fundraising, to helping with getting out the vote, DFA is committed to their process and their success.



OUR SUPERPOWER? PEOPLE.

We help progressive leaders win with people-powered campaigns. We train them in the art and science of grassroots organizing: Candidates, campaign staff and volunteers connect with voters at their door, on the phone, digitally, and throughout the community.

Through direct voter contact, not only do we get base Democrats out to vote, we expand the electorate to include the New American Majority and voters who the party doesn't often engage or invest in. With that broad multi-racial, multi-generational coalition, we win elections. Then comes real change for real people.

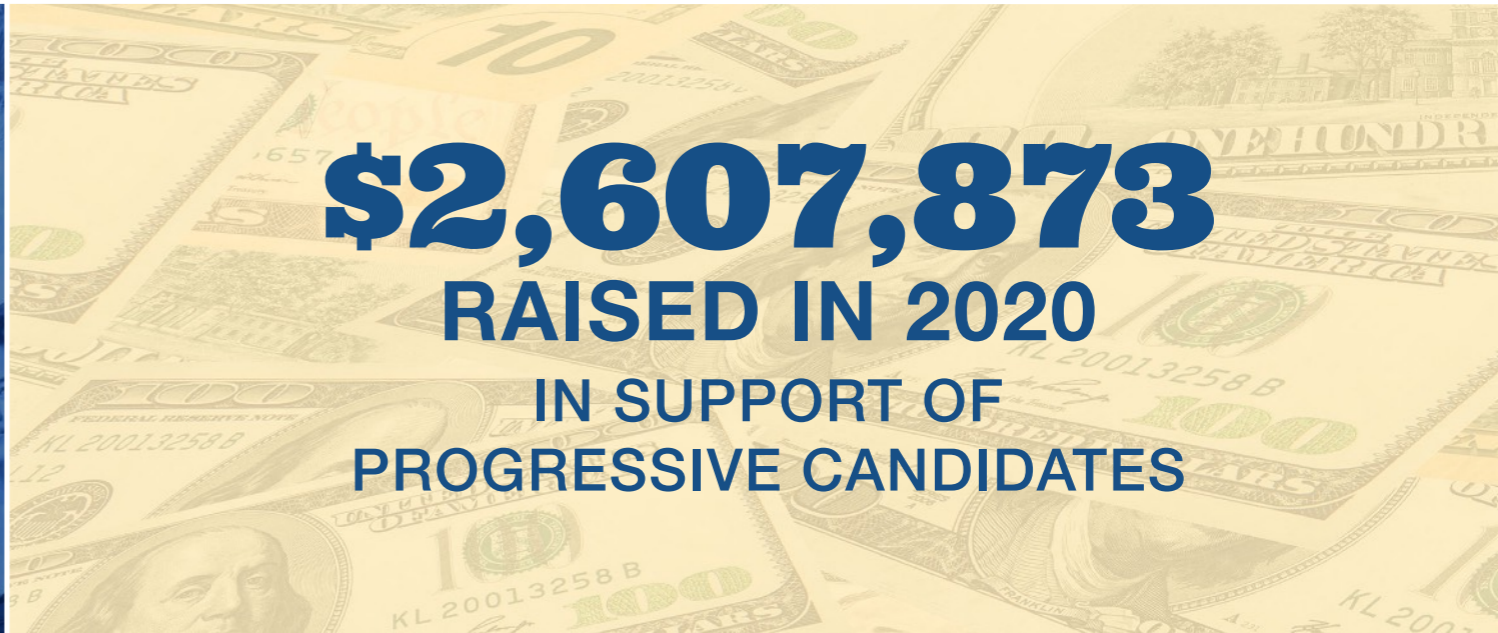
Since our 2004 founding, we've raised and contributed more than \$70 million and made more than 25.4 million volunteer voter contact calls to successfully elect 1,091 progressive candidates nationwide.

We have always been the tip of the spear in the movement. We move first, we make bold moves and we put people first. We take risks that others are not willing to take. We speak truth to power and hold the powerful accountable. We don't compromise our values and we don't apologize for stepping on entitled toes.

DFA'S IMPACT - OUR WORK



+1 MILLION
MEMBERS
STRONG



\$2,607,873
RAISED IN 2020
IN SUPPORT OF
PROGRESSIVE CANDIDATES



1091
PROGRESSIVES
ELECTED TO OFFICE IN
ALL 50 STATES



OVER 7.5 MILLION
VOTER CONTACTS
FOR NOVEMBER 2020
GENERAL
ELECTION



OVER
3,100,000
VOTER CONTACTS
FOR GEORGIA'S
2020 SENATE RUNOFF
ELECTIONS



MORE THAN
157,500
GRASSROOTS
ACTIVISTS TRAINED

THE 2020 ELECTION - WHAT WE'VE LEARNED



What we learned in the wake of the Trump administration is that white supremacy is alive and well, and that it will not easily relinquish its deep-rooted power and institutional hold on this country. Despite this, a record number of Americans braved voter suppression, a deadly pandemic, and misinformation to turn out and choose democracy over authoritarianism in the 2020 election.

Our wins in Georgia this past Election are proof that we get what we organize for – not just by advocating for candidates, but also by fighting gerrymandering and anti-democratic attempts to suppress the vote. **Our long-term, strategic investment in red-to-blue states like Georgia shows us time and time again that when we fight everywhere, we can win everywhere.**



The insurrection we witnessed on our Capitol on January 6th will live in infamy in the annals of history. Not just American history, but world history. American Democracy has been a beacon of hope around the world. Not only because of the shared outrage spurred by the attack on our Capitol but also because of the political activation that underscores the importance of vigilance.

Democracy is not a given, and it must be defended at all costs. In the wake of Trump's impeachment for inciting an insurrection and his acquittal at trial, we learned that leadership by, for, and of the people truly matters.

Representation matters. Courage matters. Putting people first matters. And last but not least, voting matters.

That is why our work at DFA matters so much, now more than ever. We work hard every day to ensure a people-powered Democracy for all of us. We listen to our members, we listen to candidates and we listen to the cries of the people who want change. We fight every day for justice, equity, healthcare, income equality, and others issues critical to creating a better America for all.

PROGRESSIVE CANDIDATES WIN

SPOTLIGHT: ENDORSED CANDIDATES WHO WON IN 2020



Selene Alvarenga
Judge, 460th District, TX



Yassamin Ansari
Phoenix City Council,
District 7



Jessica Benham
PA State Representative



Jamaal Bowman
U.S. House, NY-16



Terry Brown
NC State House, District 92



Cori Bush
U.S. House, MO-01



Amanda Cappelletti
PA State Senate, District 17



Yadira Caraveo
CO State House, District 31



Julie Cieniawski
Scottsdale AZ School Board,
District 48



Domonique Clemons
Genesee MI County
Commissioners



Shane Darby
Wilmington, DE City Council



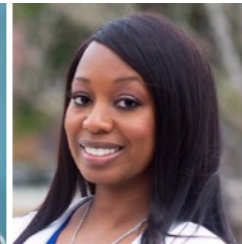
Lisa Escárcega
CO State
Board of Education



Brian Farkas
NC State Representative



Kim Foxx
Cook County IL State's Attorney



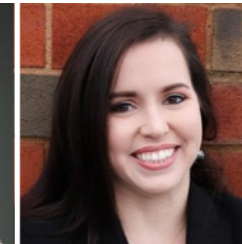
Nicole Hendrickson
County Board of Commissioners,
GA



Mondaire Jones
U.S. House, NY-17



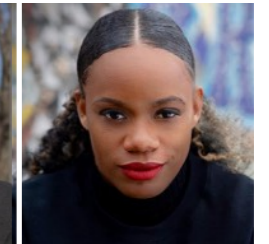
Tishaura Jones
Treasurer, St. Louis MO



Emily Kinkead
PA State House, District 20



Larry Lambert
DE State House, District 7



Summer Lee
PA State House, District 34



Mike Levin
U.S. House, CA-49



Marvin Lim
GA State House, District 99



Edward Markey
U.S. Senate, MA



Charmaine McGuffey
Sheriff, Hamilton County OH



Jeff Merkley
U.S. Senate, OR



Eric Morrison
DE State House, District 27



Kyle Mullica
CO State House, District 34



Devin Murphy
Pinole, CA City Council



Joe Neguse
U.S. House, CO-02



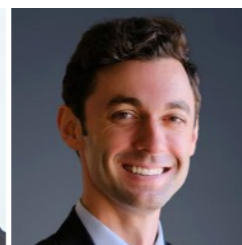
Marie Newman
U.S. House, IL-03



Alexandria Ocasio-Cortez
U.S. House, NY-14



Ilhan Omar
U.S. House, MN-05



Jon Ossoff
U.S. Senate, Georgia



Katie Porter
U.S. House, CA-45



Ayanna Pressley
U.S. House, MA-07



Ranjeev Puri
MI State House, District 21



Melissa Sargent
WI State Senate, District 16



Eli Savit
Washtenaw County, MI
Prosecutor



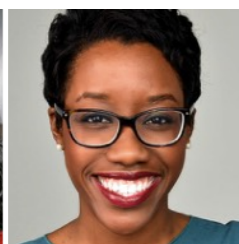
Kristina Shelton
WI State Assembly
District 90



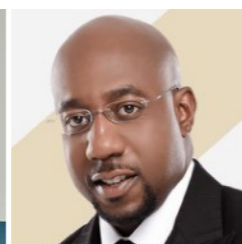
TyJuan Thirdgill
Delhi Township, MI Trustee



Rashida Tlaib
U.S. House, MI-13



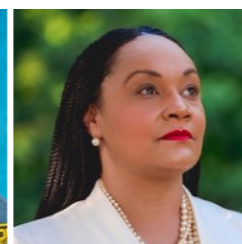
Lauren Underwood
U.S. House, IL-14



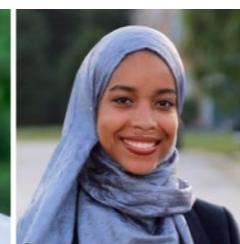
Raphael Warnock
U.S. Senate, Georgia



John Williams
Athens-Clarke, GA
County Sheriff



Nikema Williams
U.S. House, GA-05



Madinah Wilson-Anton
Delaware State House,
District 26



Monique Worrell
Orange-Osceola, FL
County State Attorney



Andrew Zarrow
Portland, ME City Council
District 4

DFA LOOKING AHEAD

DFA AREAS OF FOCUS



WIN EVERYWHERE

We recruit and train progressive candidates to run for office and win at every level of government, in general elections and in contested primaries against corporate Democrats.



EMPOWER AND GROW OUR MEMBERSHIP

DFA is a member-driven organization focused on helping our members take meaningful, progressive political action on the local and national level. Our online and offline training programs give our members the tools they need to become stronger, more skilled activists.



FIGHT EVERYWHERE

Through our issue campaigning nationally and locally, we put pressure on politicians and the media to put our country's income inequality crisis at the center of the political debate, hear grassroots activists' calls for populist progressive reforms, and robustly respond to

KEY RACES WE ARE WATCHING



Maya Wiley
Mayor, New York City



Nina Turner
U.S. House, Ohio 11



Jennifer Carroll Foy
Governor, Virginia



Tishaura Jones
Mayor, St. Louis Missouri
WINNER!



Karen Carter Peterson
U.S. House, Louisiana 2



Yassamin Ansari
Phoenix City Council,
District 7 - **WINNER!**



Jay Jones
Attorney General, Virginia



McKayla Wilkes
U.S. House, Maryland 5
(2022)



Malcolm Kenyatta
U.S. Senate, Pennsylvania
(2022)



Raphael Warnock
U.S. Senate, Georgia
(2022)

By supporting this incredible group of candidates, and those who will join them later this year, we are maintaining our commitment to “Fight Everywhere, Win Everywhere”, building the bench and growing progressive strength across the country, up and down the ticket.

PROGRESSIVES CAN WIN ANYWHERE IF WE FIGHT EVERYWHERE

THE 50 STATE STRATEGY IS ALIVE AND WELL AT DFA

We support progressives up and down the ballot in all 50 states. The next two cycles will be critical to ensure we are on track as a nation and we will remain on the frontlines of candidate recruitment and engagement.

No race is too small or too big, too red or too blue for DFA members to make an impact and deliver the win.

THIS IS HOW WE WIN

We Work Directly with Campaigns: DFA is one of the largest coordinated PACs in the country. Every dollar given to us is stretched further because we work directly and in coordination with the campaigns we endorse.

We Mobilize the Base: Fighting for multi-racial inclusive populist issues is not just popular with the majority of Americans, it motivates Democrats to show up and vote on Election Day.

We Expand the Electorate: It's critical that progressive Democrats fight for every vote. Our path to victory is in prioritizing the engagement and mobilization of the over 90 million registered voters that haven't voted or vote infrequently. We train campaign staff in voter targeting, identification, and mobilization that gets people of color and progressive white voters to the polls.

DFA's *Protect America's Vote* will continue well into the 2022 and 2024 elections. DFA will continue this strategic program as we emerge from the toxic Trump regime and work in partnership to defeat voter suppression. Access to the ballot is imperative to move the nation forward and we are committed to fighting for accessibility for as many as possible. We will continue to follow the four pillars below as this plan moves forward.

We Register Voters: Voter Registration is critical to the democratic process. We partner with other organizations, amplifying and activating members in voter registration actions

We Engage and Educate Voters:

- Informing voters about their vote-by-mail process, walking them through the process of voting remotely, encouraging them to engage with neighbors, friends, and co-workers virtually
- Reinforcing the importance of voting in this election.

GOTV: Ensuring step-by-step and state-by-state, that voters have requested and/or received their ballots, completed the ballots, and returned them.

Voter Protection: Advocacy campaigns in our 13 states and in districts where we have endorsed candidates. Ensuring that every vote is fairly counted. These may entail petitions or call programs if we have major offenders.

PURPLE TO BLUE PROJECT

DFA was founded on the principles of the 50 State Strategy and a vision of recruiting, training, and winning races at all levels of office. In 2013, we doubled-down on our state-level candidate focus and launched our multi-year, multi-million dollar Purple to Blue campaign.

With a targeted focus to flip state legislative races and Governorships from Republican to Democratic control nationwide, we have the three-fold goal of stopping terrible Republican policies incubated at the state level before they spread nationally, while building a farm team of progressive Democrats that are ready for higher office and making sure Democrats control as many legislatures as possible.

This campaign has never been more important than right now.

In 2019, after several cycles of supporting progressive candidates for the Virginia legislature, we flipped both the Virginia Senate and the House of Delegates. We now have Purple to Blue campaigns in Pennsylvania, North Carolina, and Arizona, and starting this year, we plan to ramp up P2B campaigns in Texas, Mississippi, and Georgia.



SUSTAINING THE RESISTANCE



Join us and become a DFA Defender today by making a monthly contribution towards our fight for a better America!

Benefits of being a DFA Defender include:

- ★ A FREE Elections Matter bumper sticker, a quarterly newsletter with the inside scoop on progressive hot topics, our political strategists' predictions and more.



- ★ Exclusive discounts on merchandise including the books we read for the DFA book club.
- ★ Invite-only living room chats with DFA CEO and ABC News Contributor Yvette Simpson and our media and political strategy team.

DURING COVID AND BEYOND

- ★ Most tools and engagement have moved online where we are creating a community that is engaging at the local, state, and national levels
- ★ We will have quarterly zoom briefings
- ★ Conduct text engagement as the elections heat up and major issues need to be addressed that impact working people nationwide.

GRASSROOTS POWER BUILDING

In 2021 DFA is making a significant investment in rebuilding its grassroots organizing work. DFA's rich history of being one of the first progressive organizations to work in states that have trended Republican will get a boost from our increased efforts in local organizing. By reconnecting with and rebuilding existing organizations, and planting new organizations in key states, we are hoping to deliver some strategic wins in 2021 as we build towards a nationwide voter mobilization campaign in 2022.

TOP 2020 HEADLINES



DFA CEO, YVETTE SIMPSON, ON THE ROAD AHEAD FOR PRESIDENT-ELECT BIDEN

"Unity is great, but freedom is better... Yes, we want to have compromise. Yes, we want bipartisanship. But... I want the kind of unity that leads to change for people who have waited for it."



BERNIE SANDERS BUILDS MOMENTUM WITH PROGRESSIVE GROUPS AHEAD OF IOWA CAUCUS

"Bernie Sanders and Elizabeth Warren, you both are progressive champions and our movement needs to see you working together to defeat your corporate Democratic opponents – not attack each other," the group tweeted. "Progressives will win in 2020, but only if we don't let the corporate wing or Trump divide us."



SENATE DIVERSITY ALSO ON THE LINE IN GEORGIA RUNOFF ELECTION WITH HARRIS SET TO LEAVE

For Yvette Simpson, the CEO of Democracy for America and the first woman of color to lead the progressive organization, it is "somewhat heartbreaking and frustrating" that the Senate may soon be down to two Black members... DFA endorsed Warnock early in his race, aligning themselves with former Georgia gubernatorial candidate and Fair Fight founder Stacey Abrams and the Democratic Senatorial Campaign Committee. Simpson said the organization would launch a text messaging program Friday to try and boost Warnock and Georgia Democrat Jon Ossoff, who is competing in a separate Senate runoff against Republican Sen. David Perdue.

TESTIMONIALS



“In these critical times, it’s up to each one of us to take action in every way we can.

That’s why I’m a *DFA* member and why I’m all in on the fight to Defeat Trump and elect powerful progressives nationwide.”

Actor & Activist Mark Ruffalo



“I want to sincerely thank all *DFA* members for supporting me since the beginning. From my first run for Congress in 2018 to my confirmation as United States Secretary of the Interior, you have always been there for me.”

Sec. of the Interior, Deb Haaland



“The families of Michigan’s 13th district and I are building a people-powered movement to retake our government from wealthy corporate bullies who control the Republicans. I’m so grateful to have the support of *Democracy for America*, a truly grassroots organization that knows that our big progressive ideas can come to life when we organize our communities and empower residents to become activists for their futures. We are knocking tens of thousands of doors across this district because we know that working people are hungry for courageous representatives who will take on the entrenched powers to get meaningful change, and we’re proud to have *DFA* by our side.”

Rep. Rashida Tlaib



“*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 the members of Congress that needs to be there.”

Senator Bernie Sanders



“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.”

Senator Elizabeth Warren



“*Democracy for America* is one of the leading organizations empowering people to take an active role in government, and their legacy of electing progressive candidates is unmatched. *DFA* knows that our party, our country, and the 7th District are at a crossroads, and that we need bold, activist leaders to fight for those that have been left behind by their government for too long. I am humbled to have earned the support of *Democracy for America*”

Rep. Ayanna Pressley



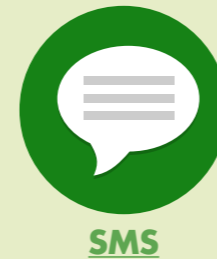
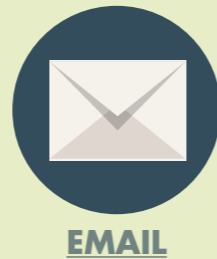
“I am proud to be endorsed by *Democracy for America*. I came to Congress to work hard for the American people and to progress our shared values. I have fought hard to hold big bank CEO’s accountable through my questioning in committee, standing up to corporate special interests by voting for H.R. 1 and continuing to speak out in favor of justice.”

Rep. Katie Porter

ENGAGE WITH US



SUBSCRIBE TO OUR ACTION ALERTS



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