

Last week was an exciting week at the Democratic National Committee!

Many of you joined us in Washington for our annual DNC Winter Meeting and heard about our plans for victory in 2014 and beyond. It was a great opportunity to come together as Democrats, and I was so proud to share our progress and path forward with all of you.

Listening to President Obama talk about the legacy of our party reminded me of just how much we have achieved together, but also reinforced how we can build on our successes. I know that with your help we can do it because we have the tools, the policies and the people to fight for the causes we care about and to bring our candidates across the finish line.

One thing that was clear at last week's meeting was that the DNC is moving full steam ahead.

You heard about our investments in data and technology that will enable us to continue running, and winning, smart data driven campaigns at all levels of government. Through Project Ivy we will bring the tools of the Obama campaign to races and state parties of all sizes so they can run data driven operations. President Bill Clinton launched our new Voter Expansion Project which will build on our commitment to protect the right to vote, to being the leader in expanding the vote. With your help, we will continue to not only hold Republicans accountable but also defend the Democratic brand through our new Factivists program. Out in the states, we've trained nearly 1,000 staffers and volunteer, and we are just getting started because we know that our state parties are the base of our infrastructure and our commitment to them has never been stronger. Republicans will continue to tout new programs that they hope will put a band-aid over their weaknesses but we will use our programs and tools to amplify our strengths, empower our grassroots, and ensure Democrats up and down the ballots have the tools and resources they need to win.

All of the programs we laid out have something very important in common – they are rooted in our core values as Democrats: inclusion, expanding opportunity, and empowerment. We know that it's only with your help that we are able to continue fighting for these values and we are so grateful for all that you do.

I've attached a packet with summaries and highlights from our meeting for you to review and share with your networks. I hope you all enjoyed our meeting as much as I did and I look forward to continue fighting alongside you this year, in 2016 and beyond.

Thanks!

DNC Chair, Rep. Debbie Wasserman Schultz

P.S. I'm sure you were as thrilled as I was to hear President Obama speak at our meeting -- enjoy this clip of the President discussing the DNC's programs and path to victory.

<http://www.youtube.com/watch?v=gRBUpFVaos&feature=youtu.be> .



VOTER EXPANSION PROJECT FACT SHEET

The DNC's Voter Expansion Project is moving beyond simply protecting the right to vote, to being the leader in expanding the vote by building and maintaining a new permanent infrastructure for the Democratic Party and its candidates.

The Voter Expansion Project's mission is clear: ensure that every eligible voter can register, that every registered voter can vote, and that every vote is accurately counted. This notion of getting more people involved in the process is one of the most fundamental values that we share as Democrats. It's not just about strengthening our Party. It's about strengthening our democracy.

The Voter Expansion Project builds upon over a decade of experience of mobilizing voters, volunteers and advocates in securing and expanding the franchise and will place all of the DNC's efforts under one roof. The DNC will professionalize and institutionalize a permanent, in-house operation that will remain in place from cycle to cycle, and that can be used by Democratic candidates across the country and up and down the ballot.

No party organization has more institutional knowledge and experience in voter protection than the DNC. And only the DNC has the existing infrastructure in the states and team of experts across the country that can be tapped. But perhaps most important, the DNC will take an innovative approach to voting rights that no longer is content to just defend against Republican efforts to make it more difficult to vote. With the implementation of a permanent program at the DNC, the organization will be committed to playing both offense and defense on behalf of all Americans.

WHAT THE VOTER EXPANSION PROJECT DOES:

The Voter Expansion Project both: (1) expands the vote creating more access and more voters; and (2) protects the vote by breaking down barriers, demystifying the process and making sure every vote counts.

We achieve these goals through:

1. Voter Education – training campaign staff, volunteers and voters of the rules and regulations in order to demystify the voting experience
2. Election Administration – working closely with election administrators to ensure they have the training and resources to conduct a fair election
3. Legislation – advocate for laws that improve the voting experience and increase participation

4. Litigation - fighting laws that make registering to vote and casting a ballot more difficult to decrease participation

The Voter Expansion Project will provide 5 key services to our in-state programs:

1. Network of Voter Advocates
2. Hub of Information & Best Practices
3. Tools & Reports
4. Consulting & Advice
5. Voter Bill of Rights

EXPANDING THE VOTE BENEFITS DEMOCRACY & DEMOCRATS

It has been a central value of the Democratic Party that we support greater voter participation – regardless of party. We’ve never solved a problem with less democracy.

The Republican Party has adopted a cynical national strategy to decrease participation in pursuit of its own partisan interests. It is the conventional wisdom within Republican circles that their Party’s path to victory is lower turnout - higher turnout, they predict, means a Democratic victory.

BACKGROUND ON THE DNC’S VOTER EXPANSION PROJECT:

The Voter Expansion Project represents the next generational leap in advocating on behalf of greater participation. For a political generation, presidential campaigns would build robust voter protection programs to assist voters at polling locations. With each successive cycle, these programs became more advanced and proactive – but too often they remained tied to specific campaigns and too localized.

With Voter Expansion Project, the DNC will be the leading advocate and the central point of contact for our state parties, candidates and volunteers relating increasing voter participation. The DNC will combine the existing infrastructure within the Party, through the Voting Rights Institute, and from the most recent campaigns, through the building of in-state programs, and will provide the tools, resources, personnel and know-how to create a sustainable and professional platform to improve the voting process for all Americans.

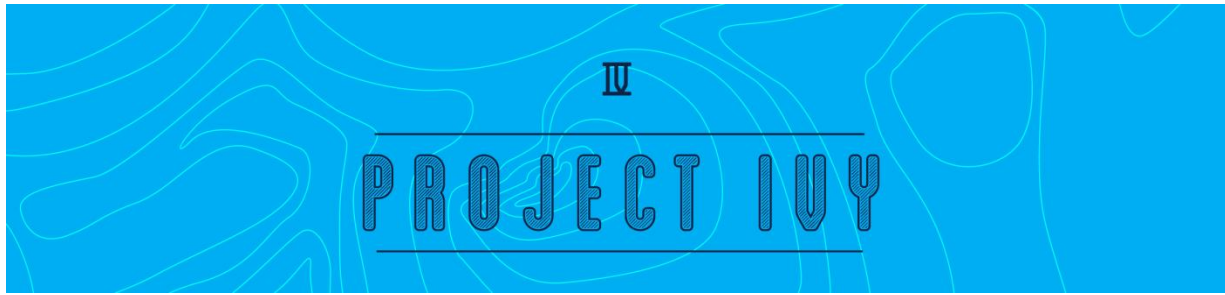
The Voter Expansion Project is a combination of the party’s field, GOTV, political and legal infrastructures. At its core, it is an organizing function (organizing volunteers to persuade and training election administrators and poll workers) and a legal function (interpreting laws and regulations, applying law and precedent to the specific facts, advocating on behalf of a particular position, and advising campaign staff and leadership).

The in-state program integrates with the state party and major statewide campaigns to identify and resolve obstacles affecting voters. In-state programs will vary based upon the specifics of state laws and the nature of the applicable statewide campaign, but each will:

- Establish procedures to ensure we are registering voters, educating voters on new laws, expanding opportunities to vote before Election Day, and using modeling & targets to improve the strategy.
- Contact local election administrators early and often to ensure their interpretation and implementation of law and regulations are both fair and transparent.
- Recruit, train, and deploy a volunteer attorney structure to act as poll workers or poll observers.
- Track regulations, legislation and litigation that could have a significant impact on voter access or the overall election.

In-State programs in target states will be staffed with a voter protection director and a deputy and additional staff will be brought on as the program expands.

While every state will be supported in building a voter protection program, we will make greater investments in priority states where the need and the political environment will guide our investments and direction.



PROJECT IVY FACT SHEET

The DNC's Project Ivy is the home of data and technology innovation for the Democratic Party and Democratic campaigns.

Project Ivy is the initiative at the heart of data and technology innovation for the Democratic Party. Its mission is simple: to empower state parties, campaigns, organizers and voters to engage in elections at all levels by giving them access to the best tools from the 2012 Obama Campaign, while investing in the tools of the future. The Democratic Party's core values of inclusion, opportunity and empowerment drive our Party's policies and are reflected in our technology.

We're calling it Project Ivy because Ivy Street is our home here in Washington, D.C. Ivy is also evergreen, resilient, gets stronger year after year and is tough enough to tear down walls. We're also paying respect to our history - Project Ivy is the fourth (IV) iteration of the Democratic Party's investment in digital and technology, leading to a clear advantage that's helped break barriers and elect Democrats up and down the ballot.

WHAT PROJECT IVY DOES:

There are four tools and strategies at the core of Project Ivy:

- The voter file and data warehouse;
- Analytics infrastructure;
- Field and marketing tools; and
- Training and fostering a culture that cultivates further technological innovations.

The collective goal of these is simple – to take what we've learned and the tools built for the 2012 Obama Campaign and scale them so every Democratic campaign up and down the ballot can deliver our winning message to more voters, more effectively.

The DNC will invest millions of dollars in Project Ivy in 2014, and has dozens of full time staff dedicated to building, testing and implementing cutting edge technology to benefit campaigns across the country.

BACKGROUND ON THE DNC'S TECHNOLOGY PROGRAM:

The Obama campaign's technological investments and innovations of 2008 and 2012 set the gold standard for modern, data-driven campaigns.

Those advancements didn't happen in a vacuum and they didn't disappear in November 2012. They happened on top of the work the DNC has done for a decade, investing in our data and technology. They happened because the technology we invested in, built and integrated into our campaign practices reflect our core Democratic values – that we are better with more inclusion, more participation, and more voices heard.

That's exactly what both Obama campaigns did. And those successes were the DNC's successes. All of the Obama campaign's 2012 tools, data and raw analytics information were developed in conjunction with the DNC.

DEMOCRATIC PARTY VS REPUBLICAN PARTY TECHNOLOGY

Republicans have a history of claiming technological advances that just don't materialize. In 2011, RNC Chairman Priebus told the Washington Times that the RNC's technology was "going to take the country by storm" and before the 2012 election he said, "With the GOP Social Victory Center, the RNC is on the cutting edge of campaign technology."

Are they finally getting their act together? Maybe, but it's unlikely.

We know technological advances don't happen overnight or even in a year. Democrats have been building, updating and refining our data and tech infrastructure for a decade – even under the best circumstances it's doubtful they'll be able to catch up any time soon.

And even if they were to create comparable technology to ours - that technology is nearly useless unless there is a culture that values inclusion, expanding participation and the ability to use technology to apply those values to all levels of campaigns. Right now Republicans simply lack the technology & the culture to get the job done.



FACTIVISTS FACT SHEET

The DNC has a long history of effectively holding Republicans accountable. Factivists, the new expanded rapid response operation, will also defend the Democratic brand, and engage our grassroots supporters to do so.

If there's one thing the DNC knows how to do, it is define Republicans and hold them accountable. Whether it's the role the DNC played in helping to define Mitt Romney in 2010-11, how we helped brand the GOP as the "party of no" in 2011 and held them accountable for the government shutdown in 2013, or the work we've done in recent weeks to help define Chris Christie, our rapid response operation is swift, surgical and effective.

While the DNC never wants to give up its offensive edge and focus, being on the attack is not enough. The DNC is – and will remain -- the premier organization in the country tasked with defending and promoting the Democratic brand. Therefore, when any Democratic leader is under assault, that is an assault on the entire brand, and that is unacceptable.

ACTION PLAN

The DNC will rebrand and expand its current rapid response operation as "Factivists." Modeled after the highly effective Obama campaign "Truth Team," Democratic Factivists will continue to hold Republican leaders (including potential 2016 candidates) accountable for their words and actions, while also pushing back on attacks against the White House and other Democratic leaders.

Most importantly, *Factivists will engage our grassroots supporters* in this effort with an aggressive digital and social media presence. The research and communications teams will push material out through traditional means (press releases, talking points for surrogates, etc), but also with shareable material online at a centralized web-based hub for information, online videos, twitter and facebook.

SUPPORTING OUR STATE PARTIES



A strong infrastructure of state parties is critical to the success of Democrats across the country. The DNC's commitment to state parties is based in the belief that elections are won at the grassroots level through strong, local, organizations.

The DNC will continue to work closely with state parties to implement each of our core programs. They will be the vehicles for much of our work – and success – in 2014 and beyond.

The DNC supports our state parties in two main ways – direct investment and training.

1. Training

A year ago the DNC made the decision to increase investment in the Association of State Democratic Chairs, a separate entity that governs the state parties. This increased investment was partnered with a goal of creating a nationwide training program. A year later, these trainings have already benefitted hundreds of staff with more to come in 2014 and beyond.

This isn't just a training program that brings people to DC once a year for a few days. It includes weekly webinars, access to a library of best practices, regional trainings to link state parties with one another, and data and technology trainings that ensure all staff on the ground has the know-how to use the tools we provide.

2. Investment

For the last decade, dating back to the 50-State Strategy instituted by Howard Dean, the DNC has used a model of sustained, predictable investment to build our state party system. Since that time, the DNC has continued to invest to make sure our parties are stable.

There's no question this long-term investment has paid off, as state parties have been able to use these resources to hire top-notch communications staff, political staff, data and technology staff, and others.

What sets us apart

As with many other things, the RNC is playing catch-up. While they are trying to grab headlines with a shock-and-awe approach to outreach, the reality is that they are starting from scratch in most states and in most communities. It will take more than a sudden infusion of cash to build the relationships that our grassroots army has.

While Republicans develop programs and gadgets designed to put a band-aid over their

weaknesses, our programs and tools will amplify our strengths, empower our grassroots, and include the best ideas our party has to offer.

President Bill Clinton on the Voter Expansion Project



Voter Expansion: <http://youtu.be/CXAa0CYg-Cs>

Project Ivy



Project Ivy: <http://youtu.be/5B3f4zRCenU>

Sign Up to be a Factivist Today!



Factivists: <http://youtu.be/Q1MvBuLpBkw>

Investing in State Parties



ASDC: <http://youtu.be/DDHpJ5wAaWc>

DNC Meeting Press Coverage:

[Obama Revs Up Dems As Election Year Encroaches](#)

AP//

[Obama Vows Aggressive Campaign for Party's Congressional Candidates](#)

New York Times// Michael Shear

[Obama whacks GOP in campaign kickoff](#)

MSNBC// Benjy Sarlin

[Obama Motivates Dems, Blasts GOP at DNC Event](#)

Washington Informer// James Wright

[Biden: Dems should 'run on what we believe'](#)

The Hill// Justin Sink

[Biden Rallies Democrats: 'There Is No Republican Party'](#)

TIME// Zeke J. Miller

[Biden to Democrats: Don't apologize](#)

USA Today// David Jackson

[DNC launches voter expansion push with a hand from Bill Clinton](#)

Washington Post// Sean Sullivan

[Democrats to expand 'election protection' effort](#)

USA Today/ Martha Moore

[Clinton helps launch push against voter 'restrictions'](#)

CNN// Paul Steinhauser

[Democrats Plan Massive Voting Rights Effort for 2014 and Beyond](#)

BET// Joyce Jones

[Democrats Try to Build on Technology Lead](#)

Wall Street Journal/ Patrick O'Connor

[DNC ups tech push ahead of midterms](#)

CNN/ Dana Davidsen

[Project Ivy: Democrats Taking Obama Technology Down Ballot](#)

Time/ Zeke Miller