



TO: Interested Parties
FROM: Jess O'Connell, DNC CEO
DATE: November 8, 2017
RE: Democrats Are Back In A Big Way

We won. Over the last nine months, the DNC remained focused on one mission: winning elections up and down the ballot. What was the result? Democrats are back in a big way. Let's take a look:

- The DNC invested \$1.5 million in Virginia to secure wins for Governor-elect Ralph Northam, the first African American Lt. Governor-elect Justin Fairfax, and Attorney General Mark Herring.
- The DNC spent more than \$500,000 in New Jersey to flip the seat from red to blue by electing Phil Murphy as governor, as well as making history by electing Sheila Oliver, the first African American woman to serve as New Jersey's Lt. Governor.
- The Democratic Party and countless grassroots organizations worked together to elect voters up and down the ticket.
- We made history with the VA House of Delegates races. No party had picked up more than seven seats in a single House of Delegates election since 2001 and we have at least doubled that with a current count of 16 flipped delegate seats, including HD-13, where Danica Roem became the first transgender state legislator in Virginia.
- Washington State officially flipped the state Senate from red to blue by electing Manka Dhingra.
- We invested in mayoral and legislative races across the country, flipping five seats from red to blue, and securing wins in Charlotte and St. Petersburg.
- Women led us to victory in Virginia and all across the country.
- Voters showed us that they believe health care is a right and not a privilege for a few. We saw that in Virginia, where voters cited health care as the most important issue by a wide margin, and in Maine, where they overwhelmingly voted for Medicaid expansion.

HOW DID WE DO IT?

We organized. 100% of the money the DNC invested was used toward organizing and mobilizing voters with boots on the ground and data and technology; none was used on TV. The DNC put 40 diverse organizers (25 on or near college campuses) across Virginia and we organized our base, including millennials and the African American, Latino, and AAPI communities. We showed up for countless candidates up and down the ballot — making sure that their place on the ballot didn't determine their level of support. We built a massive program to engage voters outside of Virginia — through the DNC's Out-of-the-Commonwealth (OOCW) program, which was run by DNC staffer Ramsey Reid. Along with our coordinated partners, the work of a small, DNC-led team accounted for over 3,500,000 text messages to voters and volunteers, including over 1,500,000 in the month of November alone. This was in addition to the more than 262,050 door knocks delivered by the DNC-run OOCW program.

Over 100 of our DNC staff were deployed over the last several days and we knocked doors across the state. In total, through the collective effort of the DNC, the campaign, the amazing work and leadership of the Democratic Party of Virginia, and countless progressive partners and allies, we talked to record numbers of voters on the doors and phones — knocking on twice as many doors as in 2013. These efforts delivered wins, not just for Ralph Northam, Justin Fairfax, and Mark Herring, but for Democrats in the House of Delegates:

HD2: Jennifer Carroll Foy
HD67: Karrie Delaney
HD31: Elizabeth Guzman
HD12: Chris Hurst
HD13: Danica Roem
HD42: Kathy Tran
HD72: Schuyler Van Valkenburg
HD51: Hala Ayala

HD21: Kelly Fowler
HD81: Kimberly Anne Tucker
HD10: Wendy Gooditis
HD32: David Reid
HD40: Donte Tanner
HD50: Lee Carter
HD62: Dawn Adams
HD85: Cheryl Turpin



But we weren't just in Virginia. The DNC made significant organizing investments in New Jersey, Washington State, New York, Florida, New Mexico, North Carolina, New Hampshire, and other places across the country. This wasn't just one good night — Democrats have already started winning. The wins from last night were on top of the eight state legislative seats across the country that Democrats had already flipped this year — seven of which were in districts Donald Trump won in 2016. No longer will the DNC just organize one race every four years. We are removing “off year” from our lexicon, building lasting infrastructure, and demonstrating 365 days-a-year that Every ZIP Code Counts.

We modernized. For the first time in a VERY long time, the DNC used new tools and data to organize and get our voters to the polls. I'll be honest, a lot of the credit goes to our CTO Raffi Krikorian. He's never worked in politics, and that's a good thing. We needed some fresh eyes and perspective to update our data, technology, and tools to become the party of the future. Raffi and our Chief Mobilization Officer, Caitlin Mitchell, tested new and innovative tools. Here is just a small sampling:

VIRGINIA:

- Ginny/Grove AI is a Facebook chat bot hosted by the Democratic Party Facebook page. The bot was built by Grove AI + Vishal Disawar. Our Ginny bot drove thousands of conversations with volunteers interested in getting involved our Virginia digital and ground OOCW organizing program. When prompted, Ginny began a conversation on Facebook messages, asking prospective volunteers to make calls using a virtual dialer, send texts, or donate.
- GroundGame is an opinionated technology platform for campaigns to organize their voters, volunteers, and donors. GroundGame was used in partnership with the Virginia Coordinated Campaign to drive millions of voter and volunteer contacts via 1-to-1 SMS in Virginia.
- Qriously is a polling tool that we deployed in Virginia. It leverages the existing ad tech infrastructure that connects advertisers and smartphone apps to buy and sell ad banners in real time. By integrating with these exchanges, Qriously has access to 1.2B+ devices across 100+ countries in 50,000+ apps. These apps include game apps such as Solitaire, as well as fitness, weather, news, music, and many other types of apps, ensuring we can reach a wide cross-section of society.
- Voter Circle is a peer-to-peer messaging platform that we deployed through our OOCW program in Virginia. Users were prompted to upload their email address books and Voter Circle, then matched against the voter file that the DNC provided to ensure that users only contacted their Democratic connections. The volunteer could slightly customize the message and hit send.

NEW JERSEY:

- Resistbot is an SMS bot the Phil Murphy campaign distributed through their Facebook and Twitter accounts. When users opted-in, it prompted them to outline their plan to vote, including their polling location. After prompting the user to input their address, the program automatically integrated their polling location into the SMS conversation so users did not have to click a link to search where they needed to vote.

We were united. If there's one thing to take away from Election Day, it's that almost all of the progressive ecosystem was united around our values and worked in partnership to elect Ralph Northam, Phil Murphy, Manka Dhingra, and Democrats up and down the ballot in races all across the country. This ranges from groups like Planned Parenthood to newer organizations like Indivisible, and there was an unprecedented partnership between the DNC and our sister committees of the DGA, DAGA, and DLCC. To put a finer point on it, there were well over 30 progressive groups working in Virginia to get Democrats elected. Some of these partners include:

BlackPAC, PFAW, Everytown, CASA, Sierra Club, Giffords PAC, For Our Future, Military Families Mobilize, LiUNA, LCV, Flippable, Mobilize America, VEA, Let America Vote, IAFF, NARAL, NEA, Swing Left, New Virginia Majority, IBEW, NextGen, AFT, Planned Parenthood, Carpenters, Run For Something, SEIU, CWA, VA AFL-CIO, Painters, Working America, UA, Working Families, UAW, UFCW, AFSCME and Progress VA.

Now, that is what unity looks like. So while Steve Bannon tries to primary Republicans in 2018, the Democratic National Committee will be Winning with Partners in 2018 — working with state parties and progressive allies — to elect Democrats across America and ensuring Every ZIP Code Counts. Working together we accomplish great things, and both our party and country are better because of the work we do together.

That's how we won yesterday. That's how we will win in 2018.