

CANDIDATE SUPPORT



We're here to provide our endorsed campaigns the tools you need to succeed!

www.sddemocrats.org

CAMPAIGN TRAINING

★ Workshops

Our County Democratic Party organizes an ongoing series of group training sessions for candidates and campaign workers on topics including management, fundraising, communications, field organizing, technology, and more.

★ Online Tools

Launching just in time for our endorsements in the 2016 General Election, the online Campaign Toolbox is a password-protected archive of information, presentations, templates, forms, useful links, and other resources that endorsed campaigns can access around the clock.

★ Technical Assistance

With a full-time staff of two and a core group of dedicated volunteers, we make every effort to provide one-on-one support to endorsed candidates and their teams. From targeting your voter contacts to developing your social media presence, we're here to offer expertise and lend a helping hand.

VOTER OUTREACH

★ VoteBuilder and Data

The County Party offers Democratic campaigns affordable access to VoteBuilder – a comprehensive system for voter data management that facilitates canvassing, phonebanking, volunteer coordination, targeting, and data analysis. Our countywide database of registered voters is updated monthly and includes major enhancements to the standard voter file. We can also provide custom-targeted lists for mailing, phone calls, and precinct walks.

★ Precinct Leader Program

In the precincts where we have Grassroots Organizing Team volunteers, we supply training, coordination, lists, and doorhangers featuring our slate of candidates. Then, in the weeks leading up to each election, GO Team members knock on doors and make phone calls to boost turnout and promote our endorsed candidates to Democrats.

★ Slate Mail

With funding from candidates, individual donors, and other partners, our County Party plans to send personalized slate mail pieces listing our endorsements to more than 300,000 Democratic households in 2016.

OTHER RESOURCES

★ Voter Registration

The County Party maintains a year-round operation to register and educate new voters, helping to increase our countywide Democratic plurality. We can provide resources to help your campaign incorporate voter registration into your field plan and build your electoral base.

★ Additional Support

Other benefits for endorsed campaigns can include:

- Promotion on our website
- Emails to voters with our endorsements
- Countywide get-out-the-vote efforts
- Office space for meetings
- Equipment loans
- Volunteer referrals
- Campaign worker recommendations
- Media contact information
- Vendor lists
- "Election protection" support
- Coordinated campaign opportunities

The San Diego County Democratic Party engages voters and elects Democrats to advance equality, opportunity, sustainability, and prosperity for all.

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