

Candidate Orientation: County Democratic Party Overview



ABOUT OUR COUNTY PARTY



- The only organization responsible for electing Democrats to public office in San Diego County
- Volunteer-driven, with two full-time staff members
- All funds for operations come from local donors, not the state/national party
- Governed by the County Democratic Central Committee (most members directly elected by voters in presidential years)



COUNTY ORGANIZED BY AREA



- Central Committee Areas: North, South, East, Central
- Area-level meetings foster local focus, grassroots participation
- Endorsement process is responsive to local issues and input

DEMOCRATIC CLUBS



- More than 30 Democratic clubs chartered with SDCDP
- Members organize by geographic area or other constituency (veterans, LGBT, etc.)
- Clubs hold periodic meetings, discuss issues, host guest speakers, raise support and awareness for Democratic candidates
- Clubs may endorse Democrats independently of the Party



GRASSROOTS ORGANIZING TEAM



- GO Team volunteers promote all the Party's endorsed candidates in the precinct(s) they cover
- In 2014, 100,000+ Democratic slate doorhangers distributed neighbor-to-neighbor
- SDCDP trains, equips, deploys all GO Team volunteers
- GOTV activities communicated / coordinated with campaigns



SDCDP ENDORSEMENT PROCESS



- County Party sends endorsement questionnaire to registered Democrats who file for local/nonpartisan offices
- Most endorsements first considered and recommended (with a 60% vote) at Area-level Central Committee meetings
- Full Central Committee endorses with a 60% vote; Area recommendations are voted on as a consent agenda+
- Candidates may purchase member list

CDP ENDORSEMENT PROCESS



- For Congress / State Legislature: Democrats request endorsement from State Party and pay fee
- Pre-Endorsement Conferences held Jan. 30-31; local delegates / club reps. may vote
- State Convention held Feb. 26-26, 2016; ratification of endorsements (or endorsing caucuses as necessary)
- Calif. Secretary of State has a March 16 deadline to include Party endorsements in official sample ballot

BENEFITS OF ENDORSEMENT



- Promotion on website / in e-mail blasts
- GO Team doorhangers and canvassing
- Volunteer recruiting and referrals
- Coordinated office / slate mail opportunities
- Member communications (if applicable)
- Support and technical assistance from Party staff and volunteers
- Election protection+support
- Enhanced voter data from DNC (with VoteBuilder subscription)

CANDIDATES' RESPONSIBILITIES



- Campaign organization and hiring
 - Manager, fundraiser, consultant, treasurer, vendors, etc.
- Fundraising
- Literature and messaging
- Voter contact
- Endorsements
- Legal compliance and reporting