



# DEMOCRATS ABROAD CHINA

**BUILDING BACK BOARD MEETING**



**NOVEMBER 30, 2021**

# AGENDA

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- **Welcome, Attendance, Minutes** **5 minutes**  
.....
- **Board Reports** **10 minutes**  
.....
- **GOTV, Member Verification, Comms** **30 minutes**  
.....
- **Volunteer Forms, Events, Call to Action** **10 minutes**  
.....
- **NEC, Super Volunteers, Motions** **10 minutes**

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**VOTERS DELIVERED US THE HOUSE, SENATE,  
AND WHITE HOUSE.**

REP. JAYAPAL, D-WASH  
CONGRESSIONAL PROGRESSIVE CAUCUS CHAIR

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# TREASURY

## NOVEMBER REPORT

*PERIOD COVERED: OCT. 31 - NOV. 30*

Funds at end of period: RMB 12,246

Revenues: RMB 0

Expenditures: RMB 101.70



# BUY LOCAL

BLACK LIVES MATTER

WOULD YOU JUST SHUT UP, MAN?

再见你好 BIDEN

WE CAN'T WAIT FOR HOPE. WE HAVE TO BE HOPE. —AOC

Truth over lies

## Be the Change

TURN AMERICA BLUE IN 2022  
WITH DEMOCRATS ABROAD

Believe in Science

I'M RIDIN' WITH BIDEN

WOMEN BELONG IN ALL PLACES WHERE DECISIONS ARE BEING MADE.

I'M SPEAKING

I VOTED FROM SHANGHAI 上海

RMB 10/Pin RMB 100 for FULL SET  
now on **WeChat**

< Scan to complete the Payment Form. Delivery Fee not included.



# GIVE TO WIN



## Country Committee Support

Sponsor resources that help Democrats in your region register more voters

(click sponsor to see more)

*Sponsor for \$35.00*

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# BUILD BETTER INFRASTRUCTURE

HAVING A STRONG DIGITAL PRESENCE WILL BE MORE IMPORTANT THAN EVER FOR FINDING AND MOBILIZING VOTERS ABROAD FOR CRITICAL RACES IN 2022. THAT'S WHY DEMOCRATS ABROAD HAS PRIORITIZED REDESIGNING ITS WEBSITE IN THE FIRST QUARTER OF 2022.

AT THE TOP OF THE TO-DO LIST IS MAKING OUR WEBSITE MORE ENGAGING, ACCESSIBLE, AND USER-FRIENDLY - SOMETHING WE KNOW NEEDS TO BE DONE, BUT WHICH COMES WITH A PRICE TAG OF \$30,000.

HELP US IN THIS LONGER-TERM INVESTMENT SO THAT WE CAN BETTER ATTRACT AND SUPPORT OUR ONLINE VISITORS - AND IN TURN CONVERT SITE VISITS INTO ACTIVISM AND VOTES!

PLEASE DONATE [HERE](#)

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# COUNSEL

## NOVEMBER UPDATES

### *DPCA MEETING REPORT*

At the November 13th DPCA meeting, it was decided to engage an external law firm to advise DPCA on structure issues, and FEC compliance and liability issues. The law firm and budget were confirmed. It was also decided to purchase Cyber Insurance coverage in the amount of \$1 million for the period from November 2021 to November 2022, at a cost of \$4,000.

The insurance covers areas including, among other things: network security, business interruption, digital action destruction, cyber crime, and ransomware.

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# BUILDING UP TO 2022:

ALL GDPR  
CERTIFIED BY  
DECEMBER 10

RECRUIT  
CAUCUS,  
COMMITTEE &  
PHONE CHAIRS

FINISH  
MEMBERSHIP  
DATA CLEANUP

SIGN DATA  
PROCESSING  
AGREEMENT

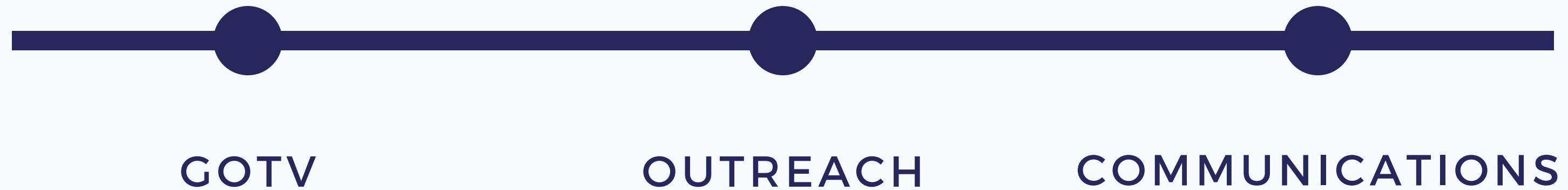
ATTEND  
REGIONAL &  
GLOBAL MTGS &  
TRAININGS

SCHEDULE &  
PLAN AGM 2022

THANK  
DONORS &  
VOLUNTEERS

BYLAWS  
COMMITTEE  
REVIEW

# 3-PRONGED APPROACH



# 2021-22 ROADMAP



**December**

**Week 1**

**Week 2**

**Week 3**

**Week 4**

**GOTV Development**

GOTV Initial Announcements

Deploy FL-20: Social Media & E-blast

Finalize January Comms

FL-20 Call Bank Contest

**Membership Verification**

E-blast 1

E-blast 2

E-blast 1 - Individual Replies

E-blast 2 - Individual Replies

Phone Bank Round 1

**Communications Schedule**

Announcements

December Newsletter

Launch Member Spotlight

Holiday Messaging x 2

Update Wiki Pages

Finalize January 2022 Schedule

# Laurel Schwartz

GOTV Coordinator





**Vote from Abroad.org**  
Absentee ballots for Americans

# OUR GOTV METHODS

**EMAIL BLASTS:** EMAILS WITH INFORMATION TO OUR MEMBERS ON WHEN AND HOW TO VOTE IN THE PRIMARIES AND MIDTERM ELECTIONS.

**TEXT BLASTS:** DIRECT TEXT MESSAGE TO OUR MEMBERS. ONE WAY, WITHOUT POSSIBILITY TO INTERACT.

**POSTMAIL:** MATERIALS MAILED TO MEMBERS HOME. USEFUL IN REACHING MEMBERS WHO ARE NOT EMAILABLE OR CALLABLE.



# METHODS CONTINUED

**PHONEBANKING:** A CLASSIC, EFFECTIVE, YET HIGH-COST METHOD. REQUIRES MANY VOLUNTEER HOURS.

**MEMBER ENGAGEMENT:** DIGITAL AND IN-PERSON EVENTS TO GENERATE CONTACT AND ENTHUSIASM WITH MEMBERS - INFORMATION ON HOW TO VOTE SHOULD ALWAYS BE PRESENT.

**EXTERNAL OUTREACH:** THE MAJORITY OF AMERICANS LIVING ABROAD ARE NOT IN OUR DATABASE - WE NEED TO REACH OUT TO STUDY ABROAD STUDENTS, THE MILITARY, THE BUSINESS COMMUNITY AND OUR COMMUNITIES.



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# MIDTERMS

## GOTV

### *December Development*

- Initial Announcements
  - Wiki Updates
  - Social Media Posts FL-20
  - Send targeted E-mails
  - Phone Bank Contest
  - Content & Graphics set
  - Comms Plan for January
-



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# MIDTERMS

## **GOTV**

*January Launch*

- DACN Official Launch
  - Send Postcards/Mailers
  - Send targeted E-mails
  - Promote on social media
  - Outreach Team Launch
  - Fundraise!!!
-

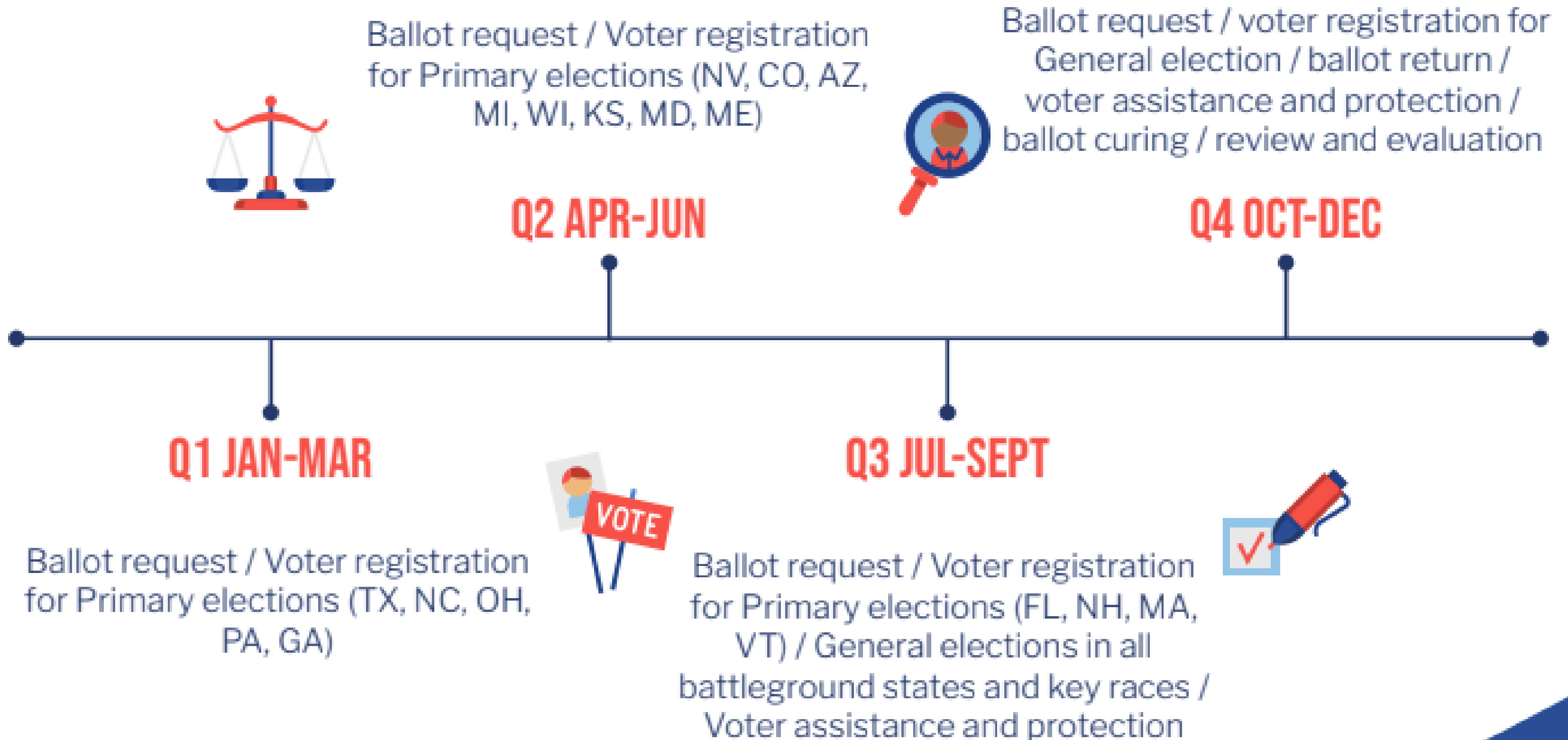
## **BY JANUARY 15**

- Print and mail voting information letter to DA members in your country who vote in NC or TX but are not reachable by text, email, or phone (Letter provided by Global GOTV)

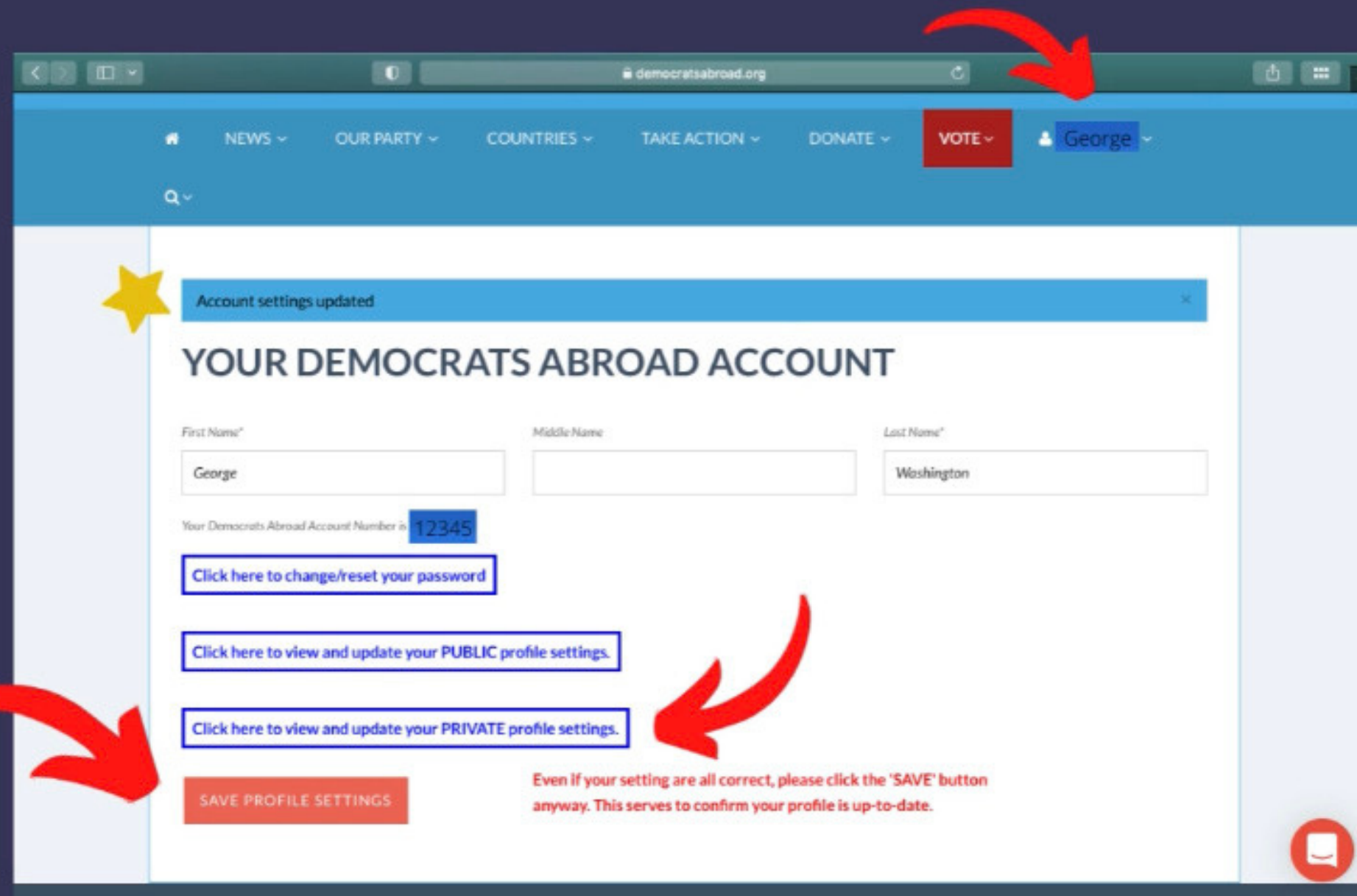
## **BY JANUARY 31**

- Plan local phonebanking event for TX and NC campaigns
- Plan local voter registration drive
- Direct members and volunteers to global training programs (phonebanking, voter registration)
- If unfilled, fill Phonebanking Coordinator positions
- Identify university and international school contacts in your host country, US sister city programs with (major) cities in your host country, university alumni groups

# MAIN FOCUS BY QUARTER 2022



# GREAT MEMBER UPDATE 2021



1. LOG IN & CLICK "ACCOUNT SETTINGS" UNDER YOUR NAME (TOP RIGHT)
2. UPDATE YOUR INFORMATION UNDER "PRIVATE PROFILE SETTINGS"
3. ONCE COMPLETE, VERIFY BY CLICKING "SAVE PROFILE SETTINGS"
4. A BLUE BOX WILL APPEAR, READING "ACCOUNT SETTINGS UPDATED"
5. BROWSE THE WEBSITE TO DISCOVER NEWS & WAYS TO GET INVOLVED



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# MEMBERS MATTER

MEMBERS SUFFER WHEN  
WE DO NOT ACT IN A  
TIMELY FASHION

## VERIFICATION

*November*

- Graphic was created 11/15
  - Social media posts 11/17
  - E-blast sent 11/27
  - News post made on 11/28
  - Newsletter included info
  - Follow up needs to happen!
-

**70%**

MEMBERS VERIFIED IN  
DECEMBER



**95%**

MEMBERS VERIFIED IN  
JANUARY



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# MEMBERS MATTER

## VERIFICATION

*December*

- Reply to each response in 1-2 days
  - Flag each individual as contacted on NB
  - Set individual follow ups on NB
  - Attend training on 12/8, 3PM
  - Phone calls (12/10-18)
  - Send E-blast 2 (12/18)
  - Follow up on each reply
  - Promote on social media x 3
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# MEMBERS MATTER

## VERIFICATION

*January*

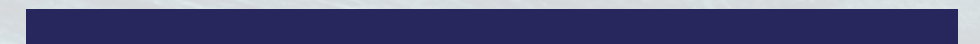
- Promote on Social Media x 3
  - Send Postcards? (1/5)
  - Send targeted E-mails (1/10)
  - Send last chance emails (1/25)
  - Phone Calls (1/23-30)
  - Reply to all new members
  - Update NB Database, ensure accuracy!
-



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**LET'S PROVE THAT WE ARE DELIVERING FOR THEM BY PASSING THE BUILD BACK BETTER ACT AND THE INFRASTRUCTURE BILL. THAT IS HOW WE SHOW THAT WE HAVE THE BACKS OF WORKING PEOPLE AND THAT WE ARE FIGHTING TO IMPROVE THEIR LIVES.**

REP. JAYAPAL, D-WASH  
CONGRESSIONAL PROGRESSIVE CAUCUS CHAIR



# VISION

Our communications will be...

Member  
focused

Accessible

Coordinated

Consistent

# VISION

**Define processes, roles, and expectations in the DA communications complex so that DA actors at all levels are informed and complementing each other**

**Centralize communications calendars, trainings, and resources so that all DA actors can rely on a comprehensive single repository for current information and messaging**

# LEADER TO LEADER

 mobilize

 slack



Google Drive

# COMMUNITY BUILDING COMMS

- **NEWSLETTERS**

Newsletters for CCs are now slated for the 3rd and 4th weeks of each month.

- **SOCIAL MEDIA**

DACN uses Facebook, Instagram, Twitter, and WeChat. Our insights are improving & followers are increasing thanks to creative graphics and commenting.

- **WIKI**

Keeping information updated, archiving old pages, and branching out into new pages

- **MEMBER SPOTLIGHT**

Articles highlight our amazing members will resume. Starting in December, we will publish articles on our lead volunteers, before expanding to other members.



# GET TO KNOW OUR DEPUTIES



ADAM BUCKY

SHANGHAI



ADAM ROBBINS

SHENZHEN



TRICIA WILLIAMS

SUZHOU

# TRAINING DAYS

## **GDPR**

<https://democratsabroad.atlassian.net/wiki/spaces/ZORA/pages/6827802865/GDPR+Training+Slides>

## **IT & COMMS**

Training link/dates on TeamUp and DA website. Please familiarize yourselves with the Wiki training and guides.

## **PHONEBANK**

Essential for Member Verification & GOTV 2022. Start here:

[https://www.democratsabroad.org/phonebanking\\_signup](https://www.democratsabroad.org/phonebanking_signup)



# DIAL-A-DEM

We need all of our  
Board members and  
other DACN  
volunteers to get  
Phone Bank Trained  
by December 18th!





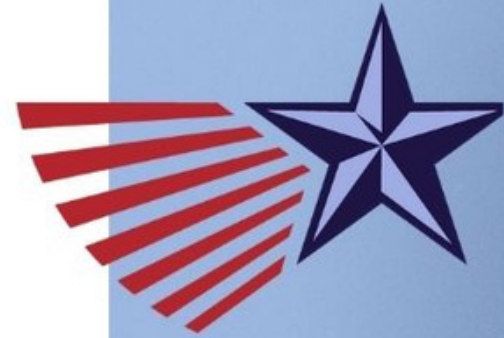
# Charles Loi

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**Events Coordinator**



**APART  
WE LIVE**



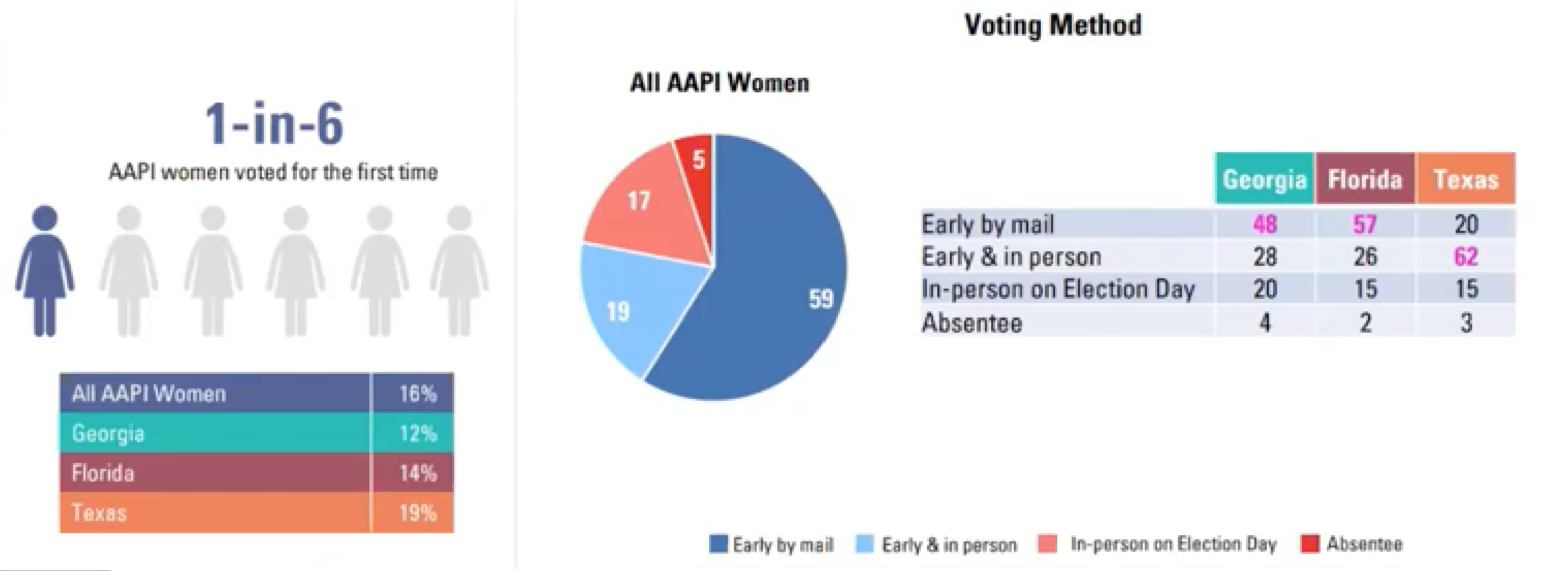
**UNITED  
WE VOTE**



# Issues Facing the AAPI Women

One-in-six AAPI women voted for the first time in November, and even more in Texas (19%), among multi-lingual women (20%), and low-income women (22%). The vast majority of AAPI women voted early either by mail (in most places) or in person (Texas).

Republicans and conservative leaning AAPI women were the only groups that disproportionately voted in person on Election Day.



SKDK Q. Was this year the first time you voted in U.S. elections?  
Q. Did you vote...?

# DISABILITY CAUCUS


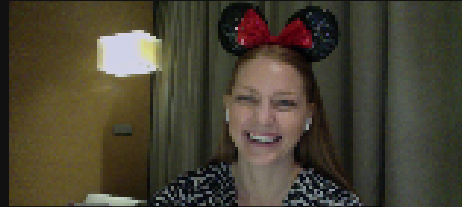

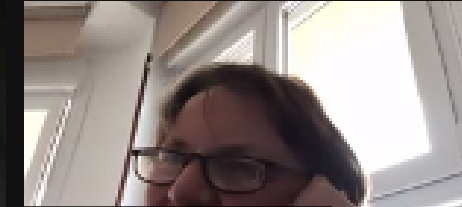



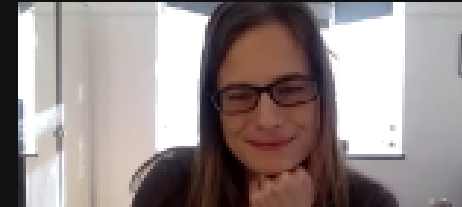
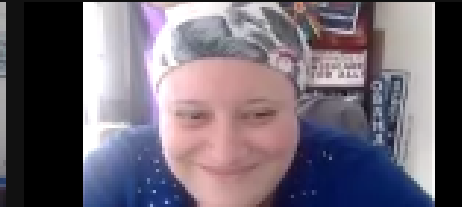
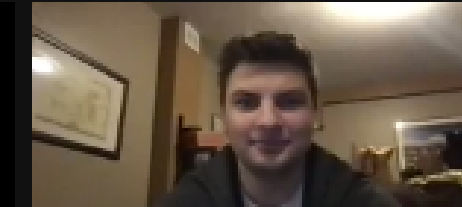
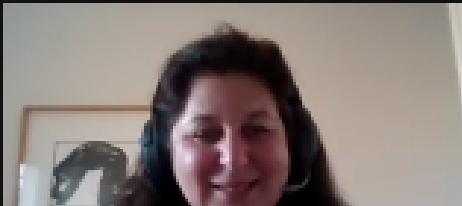

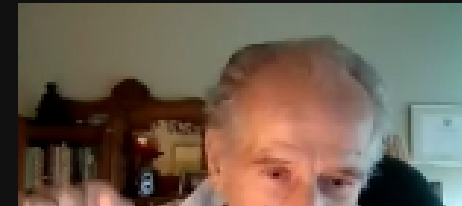
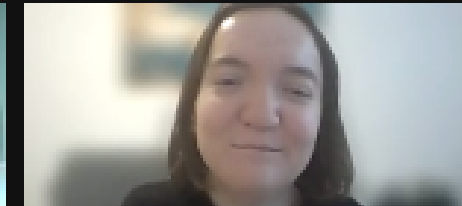
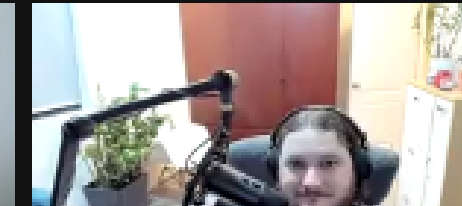
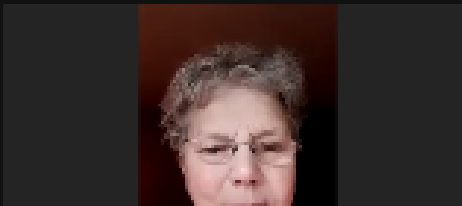
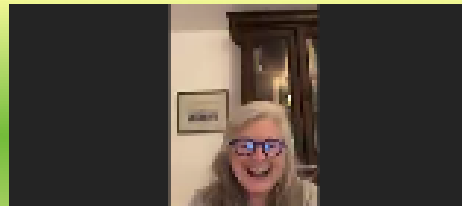
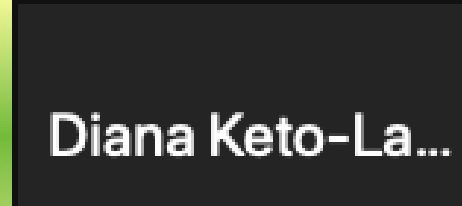
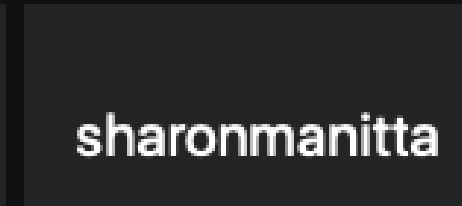
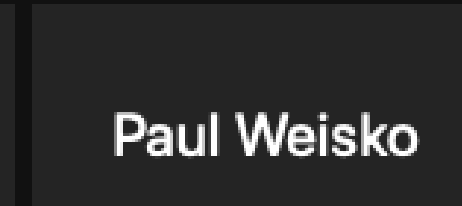

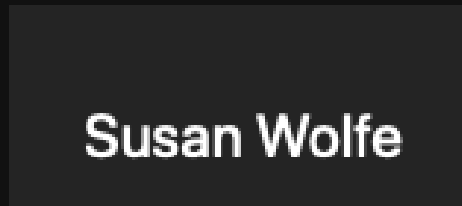
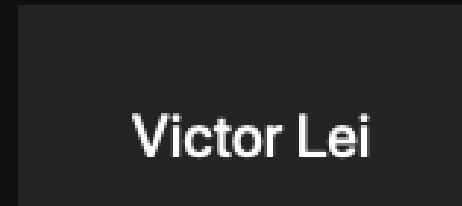
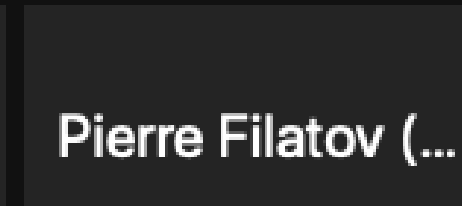

JOIN US FOR OUR FIRST MEMBER EVENT

# CONNECT THE DOTS

LET'S CONNECT, LEARN AND LEAD TOGETHER!

★ 30 OCTOBER  
9 AM EST / 3 PM CET



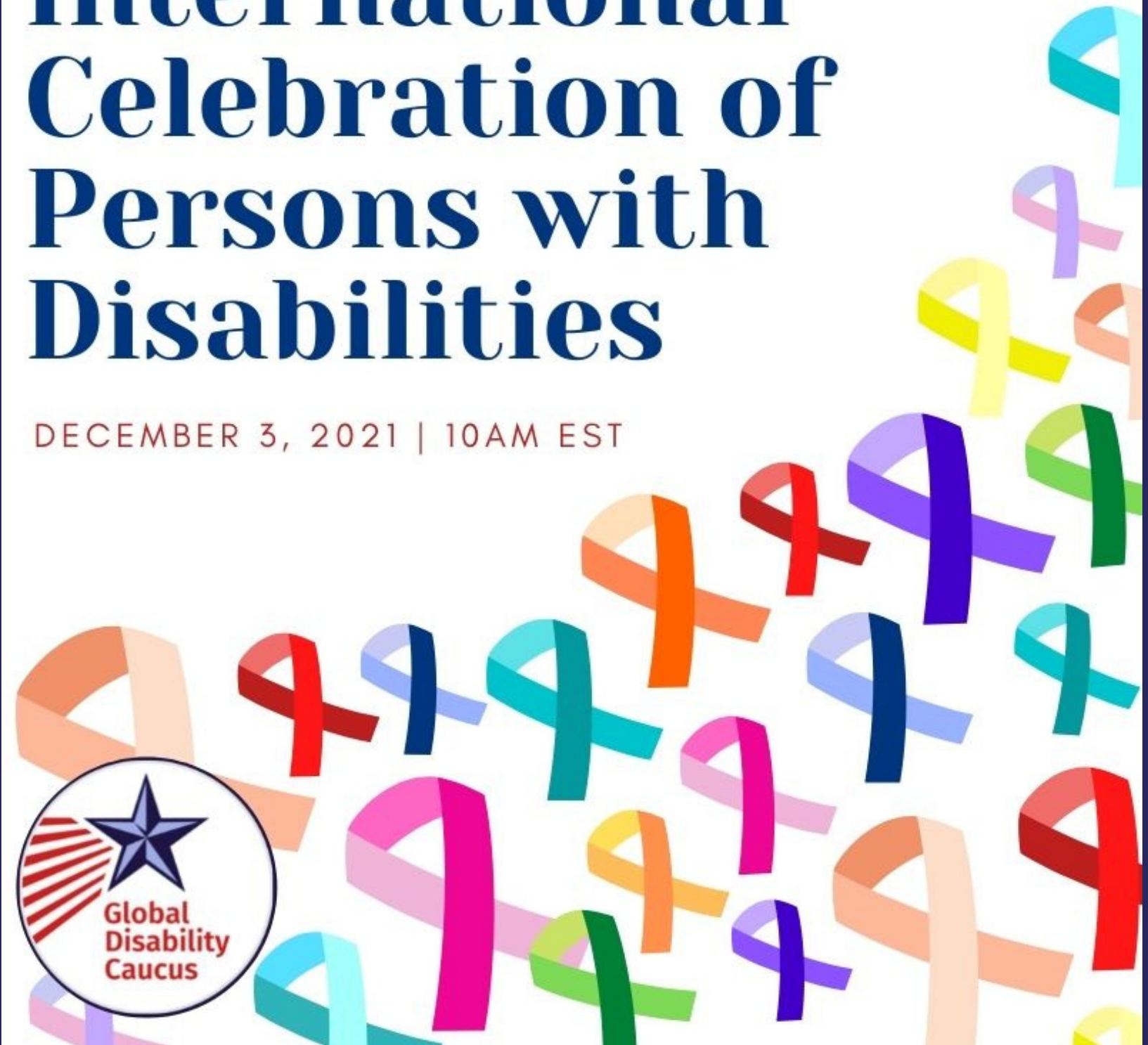
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 tilly	 Leedonal Moore Gbc...	 Liz Eckert she,her	 Beth Landry [They/Th...	 Max
 Heather Stone	 Denise Roig, Canada	 kenneth sherman	 Allyssa Schoenemann...	 Mike Nitz (Vietnam)
 Christina Skovsgaard	 marniedelaney@gmail.com	 Diana Keto-Lambert	 sharonmanitta	 Paul Weisko
 Susan Wolfe	 Victor Lei	 Pierre Filatov (...	 Pierre Filatov (observ...	 Pierre Filatov (observ...

# DISABILITY CAUCUS



## International Celebration of Persons with Disabilities

DECEMBER 3, 2021 | 10AM EST



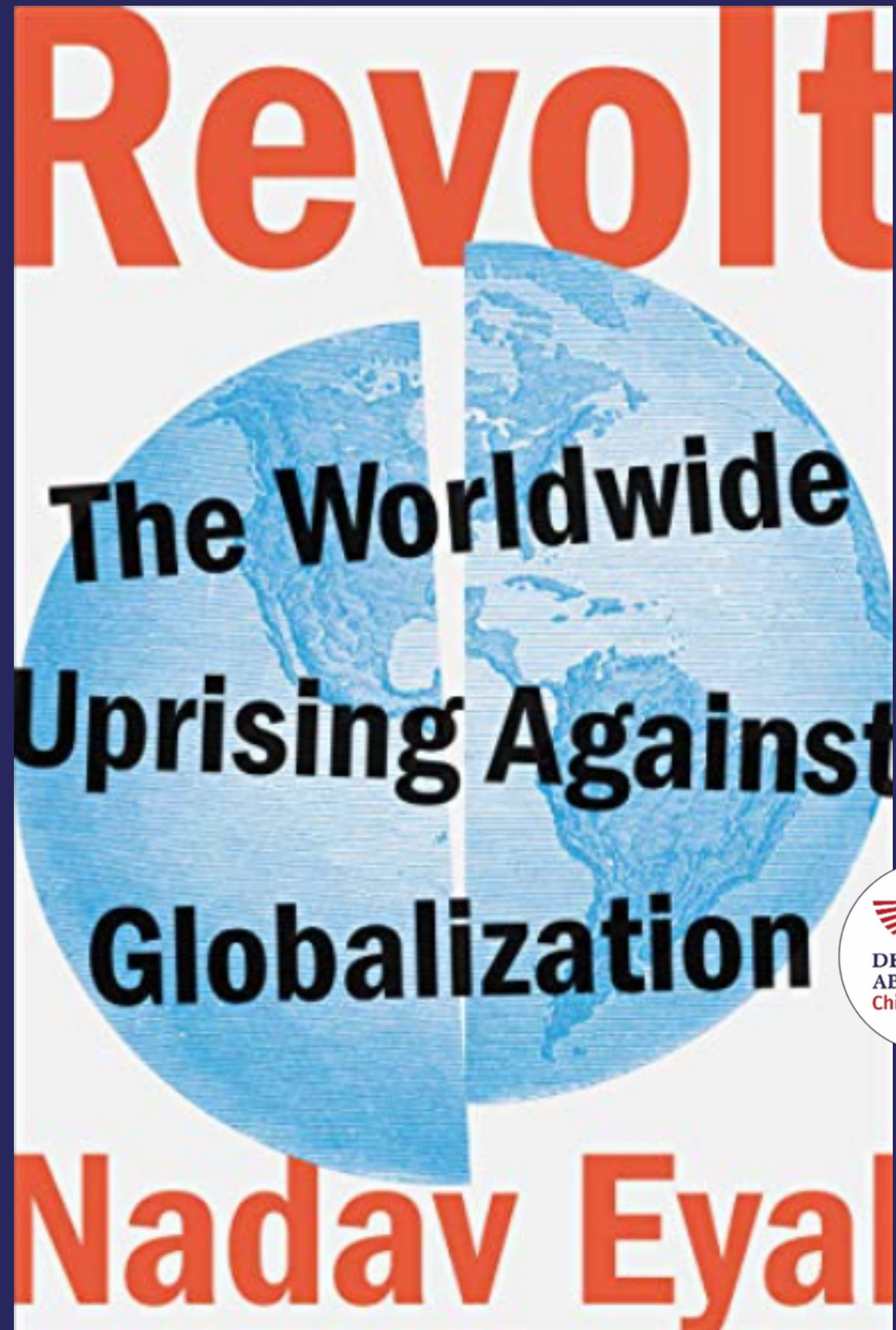
DEMOCRATS ABROAD  
**STATE  
TEAMS**



zoom

# BOOK CLUB

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**FESTIVE  
FUN**

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## **COMMUNITY**

Members in Beijing are gathering on December 18th to celebrate the joy of the holidays. This too is part of the building plan, as events are tried and true methods of improving outreach to both new and old DACN members. All are encouraged to host a local gathering!



# GET TO KNOW OUR NEC



LAUREN TIPTON



PATRICK CRANLEY



ALBERT WALKER

BUILD BACK BETTER

# SAVING THE EARTH STARTS WITH YOU

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Environmental Action Building



# THE AMERICAN EXPERIENCE, ABROAD

The DNC video team is partnering with Democrats Abroad to tell the story of overseas voters! Highlight your expat life and the issues that matter to you. Want to participate? Get started by completing a [Google Form](#).



**Aaron Kruse**

DNC Representative, DACN Chair, DACN Bylaw Committee, Global Bylaw Committee, Global Platform Committee Chair, Global Youth Caucus

**Elaine Chow**

DACN Director of Comms/IT, Global Comms Team, AAPI Organizer, Women's Caucus Chair

**Jasmine Cochran**

Global Black Caucus Poet Laureate, Black Caucus Organizer

**Elizabeth Jenkins**

DACN Secretary, Women's Caucus Organizer

**Sam Wong**

Deputy Regional Vice Chair, Global AAPI Steering Committee, NEC, Global Youth Caucus

**Brittini Young**

DACN Board Member, Led AP Black Caucus events, including the BLM Vigil

# Kimberly Wong

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## DACN SUPERSTAR

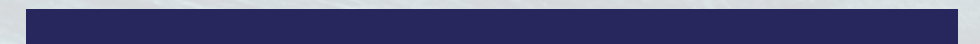
DACN CHAIR,  
DACN MEMBER-AT-LARGE,  
GLOBAL DESIGN TEAM,  
GLOBAL AAPI STEERING  
COMMITTEE



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**DEMOCRATS WILL GET IT DONE.**

REP. JAYAPAL, D-WASH  
CONGRESSIONAL PROGRESSIVE CAUCUS CHAIR



# REACH OUT!

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DEMOCRATS  
ABROAD  
China

## EMAIL

info-china@democratsabroad.org

## FACEBOOK

@DAinChina

## INSTAGRAM

@DemocratsAbroadChina

## TWITTER

@DemsAbroadChina

## WECHAT

@DemocratsAbroad

**LET'S GET TO WORK!**







DEMOCRATS ABROAD

# Ways to give

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November 30, 2021  
#GivingTuesday

**Amplify our voice.** Repost, retweet, or tag us to help us amplify our voice and find more Americans living abroad. Do you know an American living abroad? Ask them to join us.

**[DemocratsAbroad.org/join](https://democratsabroad.org/join)**

GIVING  
TUESDAY