

How We Win in 2018

Democrats Abroad SPIF Grant Proposal

March 5, 2018

INTRODUCTION

Democrats Abroad's strength in getting out the vote lies in **our people** - our members, leaders and volunteers, and their commitment to making the difference in the 2018 midterms. It also lies in **our expertise**. We know what it takes to help guide voters through the hurdles of voting from abroad, and we are constantly working to improve our digital tools to make those steps easier. And finally, **our opportunity** - Americans abroad, *the most untapped of all US voting groups*, are also the bluest of all voter populations.

Our plan consists of six interrelated strategies, detailed below. The plan makes use of traditional methods of direct voter contact as well as digital tactics that allow us to reach new voters. Together, these strategies enable us to engage with a broad swathe of Americans abroad to help them cast their ballots and make the difference in 2018.

OUR IMPACT

The margin of victory in 2018 lives overseas. Our goal: to activate it.

In 2016, Democrats Abroad piloted a scalable, personalized voter turnout process that resulted in significant growth in overseas voter participation. Every Democrat living outside of the United States that we could contact knew how to vote and what deadlines applied to them, and had the confidence that their vote would count. We are proud that our votes made the difference in Roy Cooper's NC governor's race and Maggie Hassan's NH Senate race. Democrats Abroad wants to scale our 2016 success in 2018 and empower Americans abroad to make the difference in every competitive race in 2018 by helping them request their ballot and vote. Please see **Appendix A** for more details about how votes from abroad can impact state races in 18 of the states the DNC has targeted for 2018.

OUR GOALS

Democrats Abroad's 2018 goals are to:

- Triple UOCAVA civilian voters from 2014
- Identify 200,000 Americans abroad still unknown to us
- Expand our youth vote by 30% from 2016
- Maximize turnout for key state races
- Raise \$500,000 to fund our initiatives
- Help our Country Committees mobilize 70% of current membership
- Reach the million+ Spanish market by mirroring our voter outreach system in Spanish
- Grow DA membership by 25%
- Activate and engage 2000 volunteers
- Build global partnerships with online groups such as Our Revolution Abroad, American Citizens Abroad, Women's March Abroad, and expand country specific partnerships

These goals are dependent on funding; numbers will be adjusted based on our budget. The tactics below are interrelated and multiply each other's effectiveness.

OUR TARGETED VOTERS

- Current Democrats Abroad Members
- Study Abroad students for fall 2018
- Left-leaning Americans abroad online
- 2016 American abroad voters
- Members abroad of left-leaning Partner Organizations
- Friends of Members
- Other Americans where we have committees
- Other Americans where we don't have committees

GET TO KNOW VOTERS ABROAD

The voter path for a Democrat abroad is a longer journey, and a different one, than it is for most voters in the States. We urge you to consider the following points as you review our proposal:

Great Growth Opportunities for the Bluest State

- An estimated 9 million American civilians live outside the US, in over 190 countries.
- 6.5 million of these Americans are eligible to vote.
- 500,000 civilians recorded as UOCAVA voters in the 2016 presidential elections.
- Overseas Americans are overwhelmingly blue. They do not need to be convinced that universal health care, paid maternity leave, job benefits, care for the environment, and access to low cost education are possibilities. They live that reality already and are avid supporters of these Democratic positions.
- Overseas Americans vote in every State and Congressional District.

The Challenges Voters Abroad Face

- *Americans abroad don't know they can vote* - millions of Americans do not realize that they can still vote back in the US; more do not realize that a US House or Senate race is a Federal election, and therefore an eligible election for them to vote in.
- *Americans abroad don't know how to vote* - voters abroad must request their ballots from their US local election office each calendar year they would like to vote by sending in a Federal Postcard Application. This is not an obvious voting process.
- *Candidates do not ask for their vote* - voters abroad are not called by any other group other than Democrats Abroad. They see no print information about candidates, and are not reached by television or on the ground advertisements.
- *They find voting complicated* - The process involves forms, unclear deadlines, and multiple steps. As well, their local election offices back home are hard to contact and often don't know the process themselves.

HOW WE WILL WIN

PHONE BANKING

Phone banking is key to getting out the vote among Americans abroad. Consider a few numbers - in 2016, **88%** of the members we reached by phone requested their ballot. By contrast only 39% of the members we didn't reach requested their ballot.

In 2016 our phone bankers made over 120,000 calls - 40,000 from our UK phone banking office. They did this through our CallHub system, which allows our volunteers to make calls in every country we have members. There is no cost to the volunteer, as it is an online system. Most volunteers called from their homes, but our local office in the UK was a particular success - providing CallHub support, community engagement and a great volunteer opportunity for our members, and team building, publicity generation, volunteer opportunities, and membership growth for DA UK.

Democrats Abroad is the **ONLY** organization calling Americans abroad about the voting process and the 2018 midterm election.

In order to successfully reach all of our members, plus other Americans abroad we identify through our *Identify and Magnify* project (see page X below), we estimate that we need to make 250,000 calls this year. To do so, we need to scale our office outreach, opening several in cities with sufficient volume of volunteers to support them and keeping them open from September through the end of October.

Targets: Our current membership, and Americans abroad we identify through our outreach actions.

Outreach type: Online phone calls

Measurement/Reports: Callhub reports generated on a bi-weekly basis.

Callhub's reporting tools coupled with Nationbuilder integration allows us to create reports that define:

- Who has been called, and where they are in the voter engagement ladder
- Who has made the calls
- How many calls have been made (by day, week, etc)

Goals:

200,000 calls made;
Mobilize 70% of DA membership;
Activate volunteers

Timeline: primary related (without advocating candidates, only voter ballot request) calls begun now; GOTV grant program begun by April; offices/staff by Sept

Funds requested: \$55,000

- Phone banking software and call costs
- Phone banking offices in several of our most populous member-volunteer locations.

In order of member population cities where these offices may be include:

- London (13,000)
- Toronto (6500)
- Vancouver (4400)
- Paris (3600)
- Berlin (2500)
- Tokyo (2200)
- Madrid (1900)
- GOTV grants to countries who reach a certain number of volunteer call hours. (This program would run prior to opening offices in September.) Grants would pay directly for items such as branded pop up

stands, branded table coverings, posters, event ads, etc

GO TO THE VOTER GOTV

We know that the best way to reach Americans abroad is to pack up our VoteFromAbroad gear and head to where they hang out. Groups of Americans abroad gathered together can generate hundreds of new voters with a few hours of effort. That's why we have developed global "Study Abroad Outreach" and "Partner Outreach" programs designed to help our committees maximize their on the ground outreach.

Study Abroad: Outside the US, there is no better place to find groups of voting age Americans than in a study abroad program. Over 330,000 American college students study abroad each year, the majority in 21 countries (see **Appendix B**). We are currently doing extensive study abroad outreach in the UK, Spain, France and the Czech Republic but we know that we are missing opportunities, even in these countries.

To expand our outreach, we are:

- Mapping the programs we work with and where we are not yet present.
- Building a referral network (study abroad staff who introduce us to their colleagues in other programs) to help open the doors to unvisited study abroad programs.
- Working with College Dems to create a VR champion program for CDA students studying abroad
- Reaching out to the top 40 institutions sending students abroad to place votefromabroad information in study abroad materials.
- Creating an incentive program for our local committees to encourage them in this outreach.
- Running digital ads to reach students targeted by program and home university.

We need to provide our local country committees the organizational support, incentives, tools and funding necessary for doing on the ground voter outreach. And we need to fund ads to help reach these specific voters.

We make voting easy for students by taking voting to them.

Partner organizations: Online organizations such as PAGE, Indivisible, the Women's March and others often have local groups that meet for events. DA committees currently run partner events with these organizations on an ad hoc basis. Other partner opportunities include outreach to international companies with large numbers of American employees, American groups near military bases, religious organizations, women's clubs, English language cultural groups, etc.

To expand our voter registration possibilities, we will again assemble a map documenting who we work with and who we have not yet reached. We will also work with referrers to help open the doors to potential partners, and create an incentive program for our local committees to encourage them in this outreach.

Again, we need to provide our local country committees the organizational support, incentives, tools and funding necessary for doing on the ground voter outreach. As well, we need to work with the global hq of these organizations to ensure they encourage their people on the ground to work with us and invite us to their events for voter registration.

Partnerships help us reach Americans abroad outside the party tent.

Targets: Study abroad programs, partner organizations, workplaces, military, religious organizations, etc

Outreach type: on-location voter registration and GOTV assistance

Measurement/Reports: VFA usage by these target groups, committee reporting. Bi-weekly reporting.

Goals:

- Increase student outreach by 30% from 2016;
- Increase VFA midterm usage;
- Increase overall UOCAVA civilian voter numbers;
- Activate volunteers;
- Expand Spanish language outreach.

Timeline: staff hired asap; GOTV grant program begun by April; travel support

Funds requested: \$35,000

- Staff salary to support this outreach
- GOTV grants for participating committees - grants would pay for items such as branded pop up stands, branded table coverings, posters, event ads, etc
- Funding support to attend the NAFSA conference in late May (biggest study abroad conference in the US, attended by all major programs).
- Funds for digital ads included in *Digital Outreach* below.

DIGITAL OUTREACH

The majority of Americans abroad are online. We know that reaching them through targeted advertisements in both social media channels and media works. In 2016 we invested \$50,000 into digital ads. That year **110,000** more civilian voters sent in their ballots to the US than in 2012.

Digital ads bring voter registration within one click of Americans abroad.

Facebook & Instagram

In 2018 we plan on running even more targeted advertisements to a diverse set of voters. Depending on funding, we will target left-leaning Americans abroad who are:

- Study abroad students by university and program
- 2016 voters (Identified in data project)
- State voters identified by state interests
- Issue based voters
- Americans affiliated with left-leaning partners (PAGE, ORA, etc)
- Friends of our friends

Working with digital consultants we will ensure that our ad spend allocation is as efficient as possible, making sure that our spend does not overreach the possible outreach for each target group and in each geographical location.

Snapchat:

We'll drive youth ballot requests through promoted Stories, SNAPISODES and "Snap to Unlock" ads. Ads will target in-app usage as well as connecting digital communities with physical events.

Media buys:

Beginning in September and running for a month, we plan to place ads in online podcasts and other online media that have large audiences of left-leaning Americans abroad. Thanks to media companies' ability to track viewer location by IP address, we can ensure that our ads are efficiently aimed at a receptive audience.

Targets: All targeted voter groups online, possibility of state focused outreach.

Outreach type: ads, comms, earned media

Measurement/Reports: Conversion rates from ads, VFA usage bumps from earned media and other comms. Bi-

weekly reporting.

Goals:

- Engage voters abroad in key state races;
- Increase VFA midterm usage;
- Increase overall UOCAVA civilian voter numbers;
- Identify 200,000 unknown Americans abroad;
- Expand Spanish language outreach

Timeline: design tool asap; digital ads, management and measurement started asap for rollout across year; media ad buys and advertorials in Sept.

Funds requested: \$107,000

- Advertising spend for FB, Twitter, ad placements in online media
- Measurement tool (Socialbakers)
- Canva tool subscription for ad creation
- Part time designer
- Staff administrator

TOOL SHARING WITH PARTNERS & STATE PARTIES

Democrats Abroad's digital voter tools are some of our greatest assets. We have a fully realized online voter help system that helps carry abroad voters through the process of voting. The process begins with a phone call or text message using our online CallHub system, and continues with our voter tool (votefromabroad.org), automatically customized emails, and an online help desk staffed with volunteers ready to help answer tricky questions. We know that we are the only organization abroad that has this robust system in place.

As part of our outreach to **left-leaning partner organizations**, Democrats Abroad would like to offer these organizations the opportunity to use our digital tools for their own members. By working together we will be able to reach Americans abroad who have already self-identified as left-leaning and engaged, but who might not be attracted to engaging directly with the party. We will be able to grow our understanding of Americans abroad through this usage while sending votes back to the States.

We would also like to offer this option to **state parties** as well. We have created a state party outreach team which is gearing up to work with each state party to help the party promote their state's elections to Americans abroad from their state, through joint emails, online town halls, videos and more. See **Appendix D** for details of our offer to state parties.

We help states reach their voters, and help voters send their ballots back home.

Targets: Online left-leaning organizations with members abroad, voters from states we're partnering with in our state outreach program

Outreach type: Communications and outreach from Partner organizations to their members; communications and outreach from state parties and candidates to their constituents abroad

Measurement/Reports: VFA usage through campaign urls. Bi-weekly reporting.

Goals:

- Engage voters from partner organizations;
- Increase VFA midterm usage;
- Increase overall UOCAVA civilian voter numbers;

Identify 200,000 unknown Americans abroad;

Timeline: Partner outreach asap, begin rollout of tool usage April, continue through October.

Funds requested: \$15,000

- Staff salary to support the state and partner outreach (part of partner outreach above)
- Increased costs of tools to provide calling, and the online help system

PULL IN GOTV EVENTS

Community is key for increasing voter participation, which is why Democrats Abroad is committed to holding regular voter registration events in all 43 of our country committees.

In 2017, our committees held 990+ local events. We aim to hold at least 2000 events in 2018, and to expand our online events as well to help reach Americans who do not live in committee countries.

We will begin by working with our committees to thoroughly review their voter demographics, and then match demographic interest to relevant events scheduled across the year. These events will help ensure that everyone from 18 year old students to retirees have an opportunity to attend an event that matches their interests, and the chance to register to vote with voter assistance at hand.

We will also continue our online events programming. In Q1 and Q2 we will primarily feature speakers that represent our caucuses, or that can speak on the issues that most concern Americans abroad. As we move into the post-primary season, we will hold town hall calls with candidates from key state races to engage our voters. Each session will offer information about voting from abroad and direct attendees to live online chat sessions to answer their voting questions.

When we build community, we increase voter participation.

Targets: Current members, partner org members, friends of members and Americans online.

Outreach type: Online and in person events

Measurements/Reports: Committee reporting of in person attendance, online #s for online events, VFA usage around events. Bi-weekly reporting.

Goals:

- Engage voters abroad in key state races;
- Mobilize 70% of DA membership;
- Activate volunteers;
- Identify 200,000 unknown Americans abroad;
- Expand Spanish language outreach;
- Increase overall UOCAVA civilian voter #s

Timeline: GOTV infrastructure program begun by April

Funds requested: \$8,000

- Staff salary to support the online town halls and state outreach, country committee event expansion
- Increased costs of the online help system
- GOTV grants for countries participating in expanding their events and reaching previously untargeted constituents. Grants would pay for items such as tablets, branded pop up stands, branded table coverings, posters, event ads, etc

IDENTIFY AND MAGNIFY

State voter data for Americans abroad often includes just a physical address abroad. We have gathered 32 states worth of absentee voter data, and are working with the DNC to gather the remaining 18. Our data project will

take these voter data lists and match and enhance their profiles. We can then use this rich data to enable us to reach these new contacts through phone banking, targeted ads and other communications.

After cleaning the raw data from the states, we will work with PIPL and/or TargetSmart to match 2016 absentee voter profiles with current overseas addresses, emails, phone numbers and social accounts. This contact enhancement is expected to cost in the range of 30¢ - 60¢ per matched voter.

Reaching Presidential year voters during midterms is incredibly important because there is a typically a very large drop off for overseas voters. By focusing funds on voters who have already participated in voting abroad in 2016 and already know the process, we up the engagement rate, minimizing the cost per vote and maximizing the impact of that funding.

Voter lists help us focus on targeted races and already engaged voters.

Target: 2016 American abroad voters

Outreach type: digital outreach to data lists

Measurements/Reports: #s of voters successfully identified and profiled; bi-weekly reporting while program is run

Goals:

- Engage voters abroad in key state races;
- Help identify 200,000 unknown Americans abroad;
- Increase overall UOCAVA civilian voter #s

Timeline: immediately begin data enhancement program, starting with key states.

Funds requested: \$105,000

- Costs of contact matching and data enhancement
- Phone banking costs
- Digital advertisement costs

PREPPED AND READY TO ROLL

Highlights of our work already this year include:

- **GOTV** - Beta testing an updated version of our Votefromabroad tool. The new version trims steps and includes a Spanish language version.
- **Data** - Compiling 2016 voter file data for 32 states into an AWS database; ready to start matching fuller data sets through the data program defined in "Identify & Magnify" above.
- **Fundraising** - Scheduling and organizing major donor receptions (March reception for Howard Dean, Tom Perez reception scheduled in London in April, a third in Tokyo at the end of May); working with committees to identify local fundraiser opps; setting up phone banking program for donor calls; organizing prize draw program (see more details in **Appendix C**).
- **Study Abroads** - Mapping programs across top 21 countries; created communications (posters, email scripts, etc) for committees; organized liaisons with top 11 countries.

- **State outreach** - Ramping up an outreach program working with state parties and candidates via their coordinated campaigns. See one pager attached for more details (Appendix D).
- **Volunteers** - in-depth get out the vote volunteer trainings at regional meetings attended by hundreds of leaders and volunteers in Madrid, Costa Rica, Sweden, etc.; running online trainings covering each region.
- **Comms** - Created clear messaging for our 2018 outreach. Now training committees on best comms practices. Continuing to create content that is topical for Americans abroad, while promoting the programs that Democrats Abroad is working on to get out the vote. Content schedule = Facebook 5 x daily, Twitter more frequently, 2 news articles a week posted on the Democrats Abroad website.
- **Partners** - Expanding local partnerships in preparation for hundreds of DA March for Our Lives actions this March; in discussion with online organizations about sharing our voter tools, and coordinating on facebook campaigns.
- **Technology** - Just concluded a six month project to clean up our membership database - bringing our verified membership to 82.2%. (A verified member is a member that we have contacted and engaged with within the last four years.) Working now on a project to clean phone numbers, increasing the numbers of members we can reach via phonebanking.

Here is a list of our current global Democrats Abroad teams working on getting out the vote and ensuring we reach our 2018 goals.

Voter focused teams:

- GOTV (Phonebanking & Messaging Coordination)
- Partners Outreach
- State Outreach
- Study Abroad Outreach

Support teams:

- Communications
- Data
- Design
- Technology
- Volunteers

Our teams are each managed by a team lead who communicates very regularly via Slack, email and Skype with the International Chair, and submits weekly reports to the ExCom. Each team works off of its own yearly plan that includes 30 day goals defined by the team lead and the global Chair on a monthly basis. The yearly plans have been designed to map to our 2018 goals.

FUNDING TIMELINE AND BUDGET

The funding we are requesting from the DNC covers areas that we believe will help the DNC in their support of state parties in 2018. As well, it is designed to help promote specific party goals of increasing the youth vote and partnering with other left-leaning organizations.

For more information about our other fundraising endeavors, please see **Appendix C**.

	Data	Staffing	Ads	Gear	Voter Tools	Phonebanking	
March							
Data retrieval and enhancement	\$45,000						
Staffing to help manage study abroad, partner, digital outreach, etc continued		\$5,000					
Digital ads and related expenses started			\$5,000				
Phonebanking calls started						\$5,000	\$60,000
April - June							
Data retrieval and enhancement	\$45,000						
Incentive program rolled out with initial spend				\$7,500			
Staffing to help manage study abroad, partner, digital outreach, etc continued		\$15,000					
Digital ads and related expenses continue			\$15,000				
Voter help tools supporting partners					\$3,000		
Phonebanking calls continued						\$5,000	\$90,500
July - Aug							
Data retrieval and enhancement	\$15,000						
Incentive program continued				\$7,500			
Staffing to help manage study abroad, partner, digital outreach, etc continued		\$10,000					
Digital ads and related expenses continued			\$25,000				
Voter help tools supporting partners					\$6,000		
Phonebanking calls continued						\$5,000	\$68,500
September							
Phone banking offices						\$35,000	

Travel expenses for outreach				\$3,000			
Media ad and advertorial buys			\$10,000				
Digital ads and related expenses continued			\$40,000				
Incentive program wrap-up				\$5,000			
Voter help tools supporting partners					\$3,000		
Staffing to help manage study abroad, partner, digital outreach, etc continued		\$10,000					\$106,000
	\$105,000	\$40,000	\$95,000	\$23,000	\$12,000	\$50,000	\$325,000

TIMELINE OF COSTS

March

Data retrieval and enhancement
Staffing to help with study abroad management and other outreach
Digital ads and related expenses started
Phonebanking calls started

April - June

Incentive program rolled out with initial spend (GOTV gear)
Additional costs started for online tools
Staffing to help with study abroad management and other outreach continued
Digital ads and related expenses continue
Phonebanking calls continued

July - August

Incentive program continued (GOTV gear)
Staffing to help with study abroad management and other outreach continued
Digital ads and related expenses continued
Phonebanking calls continued

September - October

Phone banking offices
Travel expenses for outreach
Media ad and advertorial buys
Digital ads and related expenses continued
Incentive program wrap-up (GOTV gear)
Staffing to help with study abroad management and other outreach continued

APPENDIX A: DNC Target States - How They Stack Up Abroad

Our program is positioned to make the difference across all zip codes, but because of the amount of targeting that we are doing in each program, we are also able to focus on specific states and districts to ensure maximum impact. The following points look at 18 states and provide an overview of how we can target their voters.

Target states: Arizona, California, Florida, Georgia, Maine, Michigan, Minnesota, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Wisconsin and West Virginia

The majority of study abroad students originate from these 18 states

- 79.2% of total study abroad students from the top 25 institutions that reward study abroad credit came from these states in 2015-16.
- 67.5% of total study abroad students from the top 40 US PhD granting universities came from these states in 2015-16.
- If needed we can focus US based efforts on institutions from these 18 states, and further focus our abroad work on the programs where students from these institutions primarily study.

<https://www.iie.org/Research-and-Insights/Open-Doors/Data/US-Study-Abroad/Leading-Institutions>

The DA Data team has 2016 absentee voter data for 14 of these 18 states

Collecting data from states can take months. Our data team has already done much of that work and is ready to move forward with our contact enhancement project once we have secured funding.

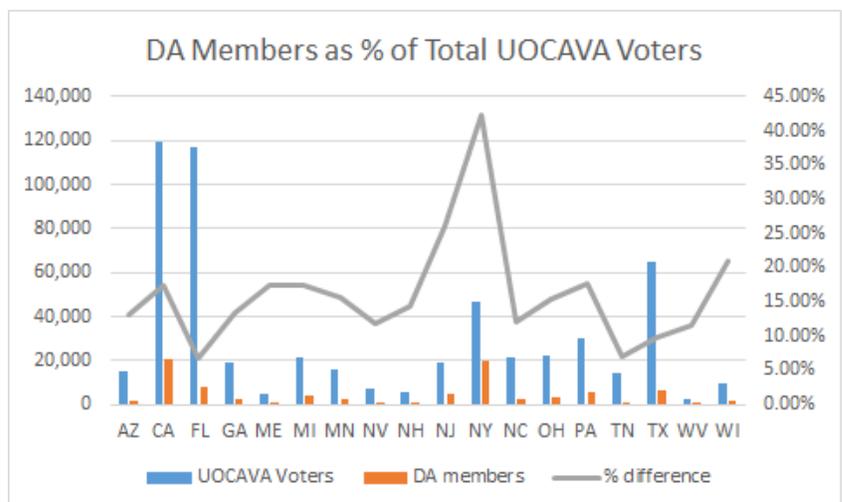
The data project is one of the most targeted of all of our programs, and allows us to drill down and focus on outreach to voters by district.

We already know UOCAVA voters (voters from abroad) well in these states

15.7% (or a total of **87,417**) of 2016 UOCAVA voters from these 18 states were Democrats Abroad voters - party members who are ready to vote and help others vote too. (DA members typically measure 7 on the Perry-Gallup index).

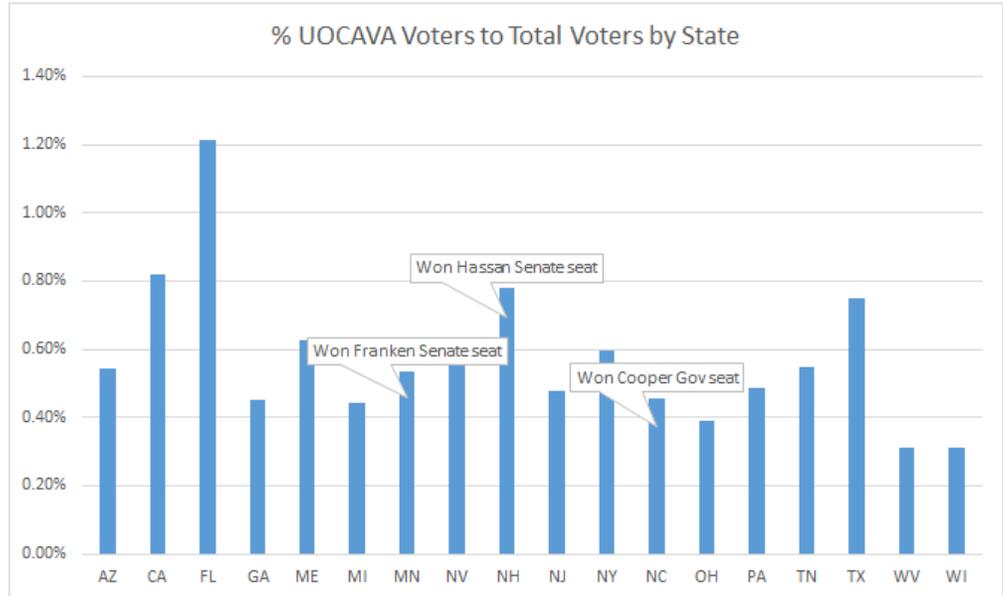
Through our database we can easily identify state voters and focus our phonebanking outreach on these voters. The following chart illustrates the numbers of our voters by target state in comparison to the number of UOCAVA voters in 2016.

Note that this comparison suggests that there are many more active NY voters abroad than are reported by the NY Secretary of State's office to the EAC. We assume the UOCAVA numbers are off by at least 80k due to this discrepancy.

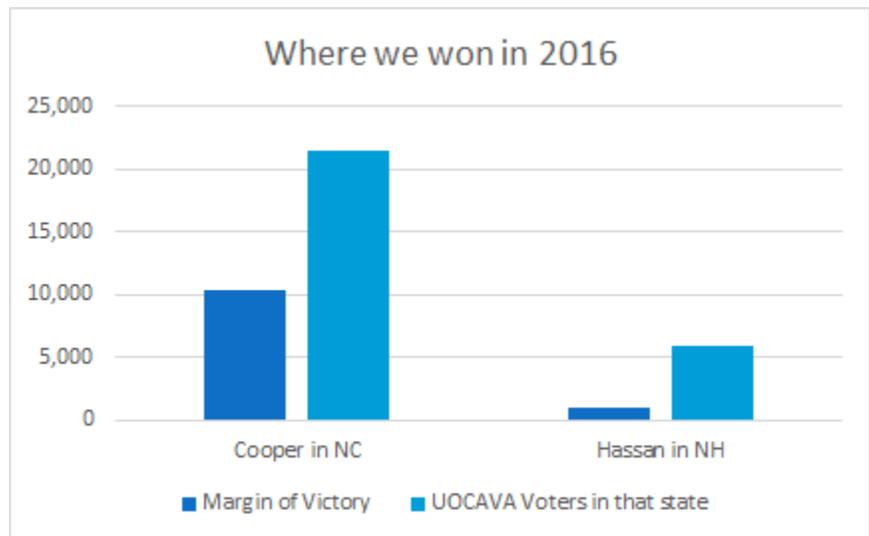


Our votes win races in these target states - consider Minnesota, New Hampshire and North Carolina.

Votes from abroad routinely provide the margin of victory in states where our votes make up less than .8% of total votes.

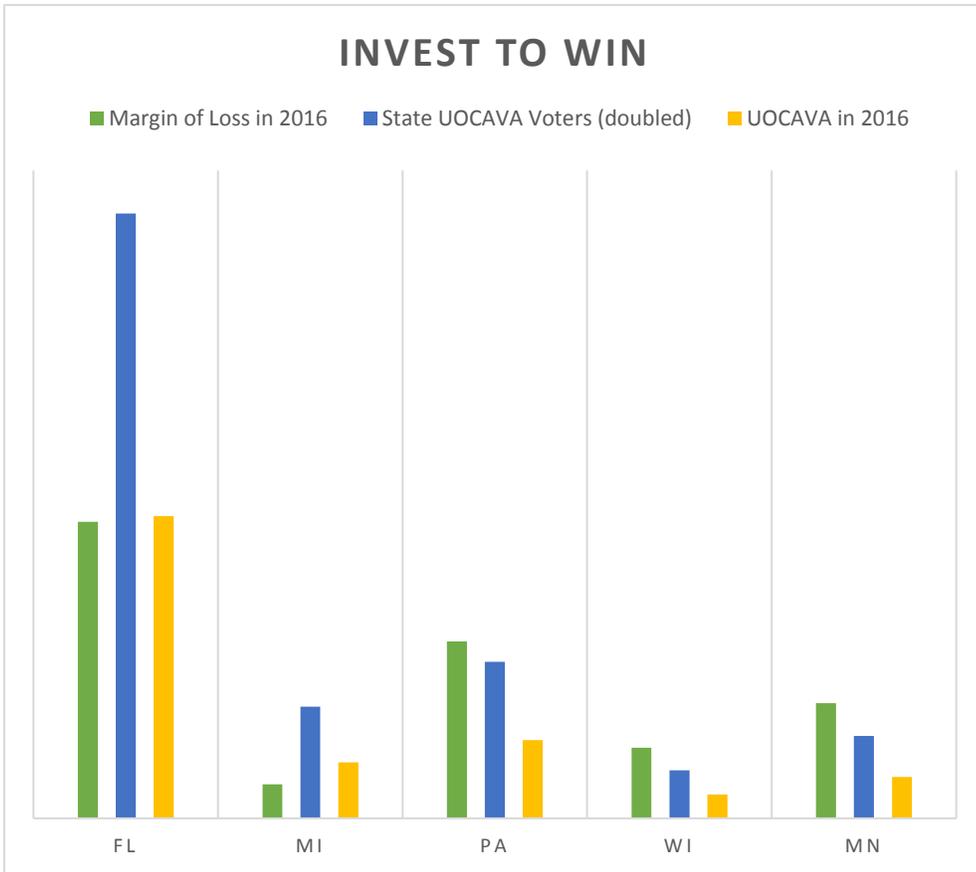


A more detailed view shows the margin of victory in Roy Cooper and Maggie Hassan's races, compared to the UOCAVA voter ballots received by those states in 2016.



With investment, we can multiply the wins in these states

A look at 5 of the closest Presidential state elections in 2016, and how investment into votes from abroad could make the difference next time around. (Investing in FL and MI voters from abroad in 2016 would have won an additional 45 electoral votes, and given Hillary Clinton a total of 277 electoral votes).



HOW WE WILL WIN IN FLORIDA

To help illustrate our ability to make a difference at the state level, we have created a proposal specifically considering Florida. We are happy to provide illustrations for other states on request.

Top target institutions in Florida for study abroad outreach: approximately **8200** students are projected to study abroad this fall from Florida State, University of Florida, University of Miami, University of North Florida, Rollins College, The University of Tampa, and Eckerd College. We propose reaching out to these institutions to get votefromabroad.org info into their study abroad materials for the fall semester. As well, we can identify the programs where these students head to for on the ground study abroad outreach.

Member outreach via phonebanking, emails and other voter outreach: 7804 of our members vote in Florida. We will be calling these voters through our phonebanking campaigns, as well as emailing them. Our state outreach team is also gearing up to do direct **voter to voter outreach** via a postcard campaign designed to remind fellow state voters abroad to vote.

Outreach to UOCAVA voters via our 2016 voter program: 116,674 2016 voters voted in the 2016 election from Florida. Our data team would like to work to match voter data to enriched profiles and then provide that data to our GOTV teams to do outreach via phone, email and digital ads. Because of the extremely targeted nature of these files, we can target by state and by district.

Potential partner outreach: we will provide **our online voting tools and helpdesk in Spanish** (the Spanish language version will be ready to launch this spring) to organizations focused on working with dual nationals in countries such as Dominican Republic and Mexico. Such partners include: Voto Latino, Latinas Represent, Mijente, Mi Familia Vota, and the Latino Victory Fund.

Digital Advertisement: The target audience in Facebook and Instagram for *Expats (United States)*, including Florida interests, and excluding Republican interests equals approximately **4,400,000** people. With further targeting, we can narrow this audience down to a target of potential Democratic voters in need of outreach.



APPENDIX B: TOP STUDY ABROAD COUNTRIES

2015 averages

UK	39,000
Italy	35,000
Spain	29,000
France	18,000
Germany	12,000
China	12,000
Ireland	11,000
Canada	10,000
Costa Rica	9,000
Australia	9,000
Japan	7,000
South Africa	6,000
Mexico	5,000
Czech Rep	5,000
Denmark	5,000
Greece	4,000
India	4,000
Austria	3,000
Switzerland	2,000
Belgium	1,500
Sweden	1,500

APPENDIX C: OTHER FUNDRAISING ENDEAVORS

Other major funding and support opportunities Democrats abroad is exploring include the following

- Major donors focused on redistricting for specific races.
- Major donors focused on the youth vote.
- Organizations focused on specific state legislative races - they pay for their own digital ads to their targets. We provide sample content, targeting info and voter support.
- Organizations focused on specific House races - they pay for their own digital ads to their targets. We provide sample content, targeting info and voter support.
- Candidates post primary - their funds pay for their own digital ads. We provide sample content, targeting info and voter support.

Small and medium donor strategy + targets

- *Country specific fundraising events* - examples: Jazz night in Prague, Amsterdam Pride Boat in June, Oktoberfest in Munich, Thanksgiving in Vienna. \$5000 per event
- *Global Auction* - Our yearly auction of member donations including custom tours, home stays, dinners, curated experiences and more. \$45,000
- *Global Prize Draw* - We will run three prize draws this year, offering trips to each of our regions to US based Americans. \$30,000
- *Top Name receptions* - Access to major political figures remains a big draw to donors outside the US. We have scheduled at least three such receptions this year to help raise funds for DA (Madrid, London, Tokyo). \$50,000
- *Phone banking donors* - using our online phone banking system, our fundraising team calls our donors on a yearly basis. \$20,000
- *Webinars* - we provide donors the opportunity to sponsor our regular webinars, and also solicit donations from attendees. \$5000

APPENDIX D: STATE PARTY ONE PAGER

Win in 2018 with Democrats Abroad

The margin of victory in your state's elections this year lives overseas. **9 million Americans** live outside the US, and thousands of us are eligible to vote in your state. Even better, we are the bluest of blue voting groups. (It's hard to find an American abroad who doesn't enjoy universal health care; our votes reflect our experiences.)

But voting from abroad can be challenging - some Americans don't know they can vote, or how to vote. And almost all midterm voters cast their ballot with little information about who they are voting for. Candidates typically do not reach out and ask for the abroad vote.

Democrats Abroad is asking Democratic state parties and their candidates to work with us and ASK your state voters for their vote. You make the ask, we walk them through how to vote.

Here's how we can work together

EMAIL Work with us to write a joint email to your state voters abroad before the primary and general elections, reminding voters that they **must request their ballot each year** in order to vote. We'll both sign and then we'll send to all your voters on our mailing list.

CANVASSERS When a canvasser door knocks, they often hear about a family member living abroad for work or school. They don't need to check "no vote" beside that name now. Ask them instead to send their abroad voters to our voter help site: votefromabroad.org

WEB LINK Add votefromabroad.org to your state party's information about voting. Interested? Let us know and we'd be delighted to send a few sentences to explain the voting process.

FACEBOOK ADS Run Facebook ads to reach voters abroad (flip the page for more details).

CANDIDATE VIDEOS Once a candidate is past the primaries, we're ready to promote them. The fastest and easiest way to do that is through a video (flip the page for a how-to and sample script).

ONLINE TOWN HALLS Americans abroad value the opportunity to join online webinars and hear from candidates. Get in touch about how we can set up calls for your state.

STUDENTS Thousands of students from your state will be abroad in the fall. Let's talk about how we can help them vote.

Who we are

Democrats Abroad is the official Democratic Party arm for the 9 million Americans living outside the United States. Our members live in more than 190 countries and vote in every state and Congressional district in the U.S. Contact comms@democratsabroad.org for more information.

DEMOCRATSABROAD.ORG

Video How To

We'll promote candidate videos in email and social posts. Their outreach takes just two steps:

1. Record a video and upload it to a facebook page or youtube
2. Share the link with us at comms@democratsabroad.org

Sample Video Script for Candidates

I'm (your name) and I'm running for (position) in (your state). I believe in (your statement). (Your state) voters living abroad can make a big difference this year. Please take a moment to go to votefromabroad.org and register to vote, request your ballot, and make your voice heard — your vote counts. Thank you for your support!"

Facebook Ads

We also recommend running your own Facebook ads to reach voters abroad and ask them to go to votefromabroad.org so they can request their ballot for the year.

In 2016, when we ran Facebook ads for state races, we were able to increase voter turnout abroad in specific states and win Roy Cooper's governor's race in North Carolina and Maggie Hassan's senate seat in New Hampshire. Our digital ads helped us reach voters we'd never reached before.

Interested? Get in touch with us at comms@democratsabroad.org for ad targeting information.



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