
2024 GOTV Strategy

Democrats Abroad

October 2023

Mission, Goals and Methods

Our mission is to

- **Help Americans abroad vote** in U.S. elections and **protect their right to vote**
- **Advocate for issues** that concern Americans abroad and **legislation to expand voting rights** of Americans Abroad.
- **Work with the broader Democratic Party** to achieve our goals, including helping **elect Democrats** up and down the ballot in every congressional district.
- **Build communities** of like-minded Americans around the world.

The heart of our election year work is RIO

- **R**EGISTER voters and get ballots returned and counted
- **I**NREACH: Partnering with state parties to return votes to their states
- **O**UTREACH: Mobilizing Americans around the world to volunteer, organize and vote

Giving it all, going the last mile, leaving no stone unturned!

PREPARED to win: our 2024 goals

Protect voter rights

Raise \$1M

Engage 70% of current membership in voting

Phone and text all of our callable members

Augment our membership by 25%

Run digital ad campaigns around the world

Earned media and influencers getting out the word

Deploy a state-of-the-art voter help desk

2024 Goals: Protect voter rights

- Advocate for ballot return by email at the state & federal levels
- Legal team for voter protection issues on a state by state, case by case basis
- Help voters cure their ballots
- Partner in litigation
- Gather data for future litigation and legislation

2024 Goals: Raise \$1 million

- Major donor asks
- Major donor partnerships
- Webinars
- Local events
- Call-a-thons



Train and empower leadership to set goals and raise

2024 Goals: Engage DA members in voting

- Engage 70% of current membership in voting
- Inform, inspire and invite members to actively participate
- Communication and events
- State Teams, Councils and Caucuses



2024 Goals: Phone and text our members

- Phone and text all of our callable members over the course of 2024
- Get them excited about issues at stake and candidates on the ballot
- Recruit new and returning volunteers
- Call Hub campaigns at the country level are most cost effective



2024 Goals: Augment DA membership

- **Grow our membership by 25%:** 46,500 new members
- **Global Presidential Primary** locations across the globe: our unique and only global in-person event for Americans abroad
- **Events** that on issues that matter to our community and constituencies and with candidates
- **Outreach** across the globe through our country committees, chapters, and caucuses
- **Inreach** to Americans with family and friends abroad: relational organizing and states where we have state teams



2024 Goals: Run Digital campaigns

- Run digital ad campaigns around the world
- Support country committees with local media ads
- Campaigns that adapt to conversions and current events
- Ads in state-specific US publications
- Display advertisement
 - Bus wraps, tram and tram stop ads
 - Creative local country ads all over the world



2024 Goals: Earned Media and Influencers

LETTERS FROM THE U.S.
DEMOCRATS ABROAD, INCLUDING BERNIE SANDER'S BROTHER, CAST THEIR PRIMARY VOTES

By Ferguson M. Brantley
March 6, 2020



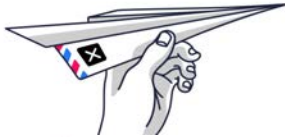
Larry Sanders, the brother of Bernie Sanders and a spokesman for the U.S.'s Green Party, voted in the Democratic primary, from Oxford, England, on Tuesday. Photograph by Peter Hermann / Getty

The New York Times

2020

Are You an American Voting From Abroad? Here's How to Do It

The pandemic has made it more complicated to vote from overseas this year, so it's best to do it early. Voters from some states need to be extra careful.



Democrats Abroad and VoteFromAbroad.org mentioned on MSNBC Morning Joe! Get out the Vote!



Lin Manuel Miranda Vote from Abroad message



Sect. Hillary Clinton reminds US citizens living abroad - ...



Jenna Ushkowitz to Americans abroad: VOTE a...



Dustin Lance Black Encourages Americans...

2024 Goals: Deploy Full Spectrum Voter Assistance

- Provide a state-of-the-art voter help desk
- 24/7 online help desk
- Email nudges, phone calls, and text
- Voter Assistance training for teams and CCs
- Zoom the Vote online assistance

Vote
from
Abroad
org
LIVE VOTER HELP
VIA ZOOM



Numbers to Empower Our Efforts

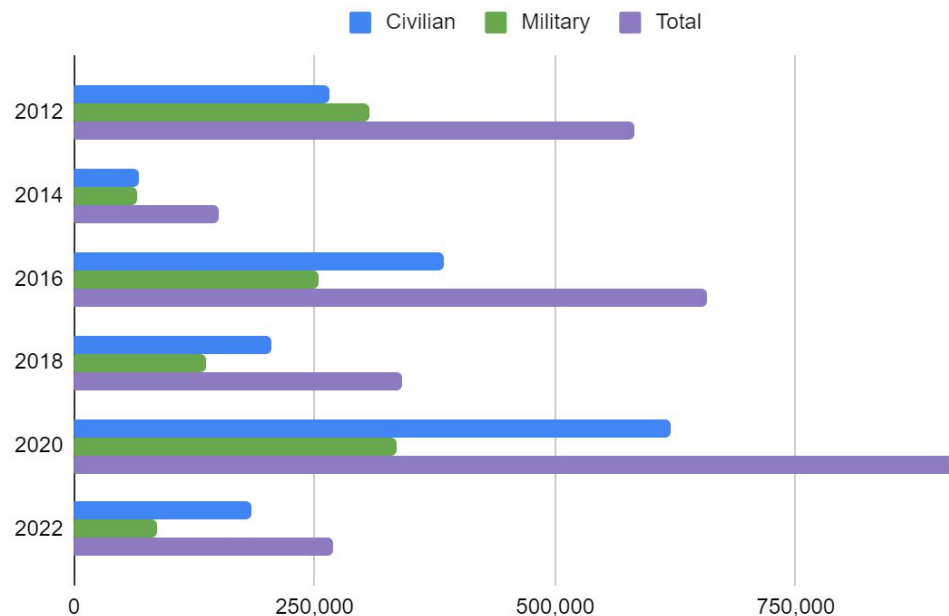
Track progress and tune as needed

- Report on results
- Track to goals in our project plans, country field plans, caucus and team plans
- Plan in 2023 for success through November 2024
- Own and be empowered the measures
- Bring innovation and a creative approach to challenges



Winter planning to put the pieces in place by February 2024

Growth of the Overseas Vote



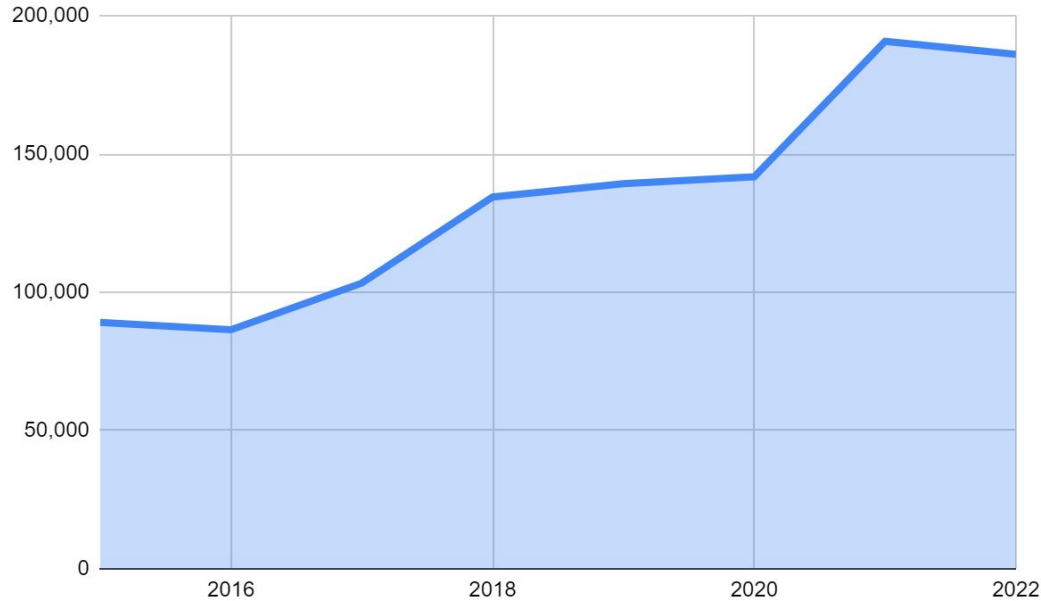
	Civilian	Military	Total
2012	263,905	304,350	580,813
2014	65,361	64,017	148,762
2016	382,896	252,574	656,741
2018	202,963	134,631	338,271
2020	618,978	333,296	911,614
2022	183,172	84,231	267,403

Growth of DA's Fundraising Across Election Cycles



Source: Open Secrets, <https://www.opensecrets.org/political-action-committees-pacs/democratic-party-cmte-abroad/C00216614/summary/2022>

Growth of Membership Over the Years

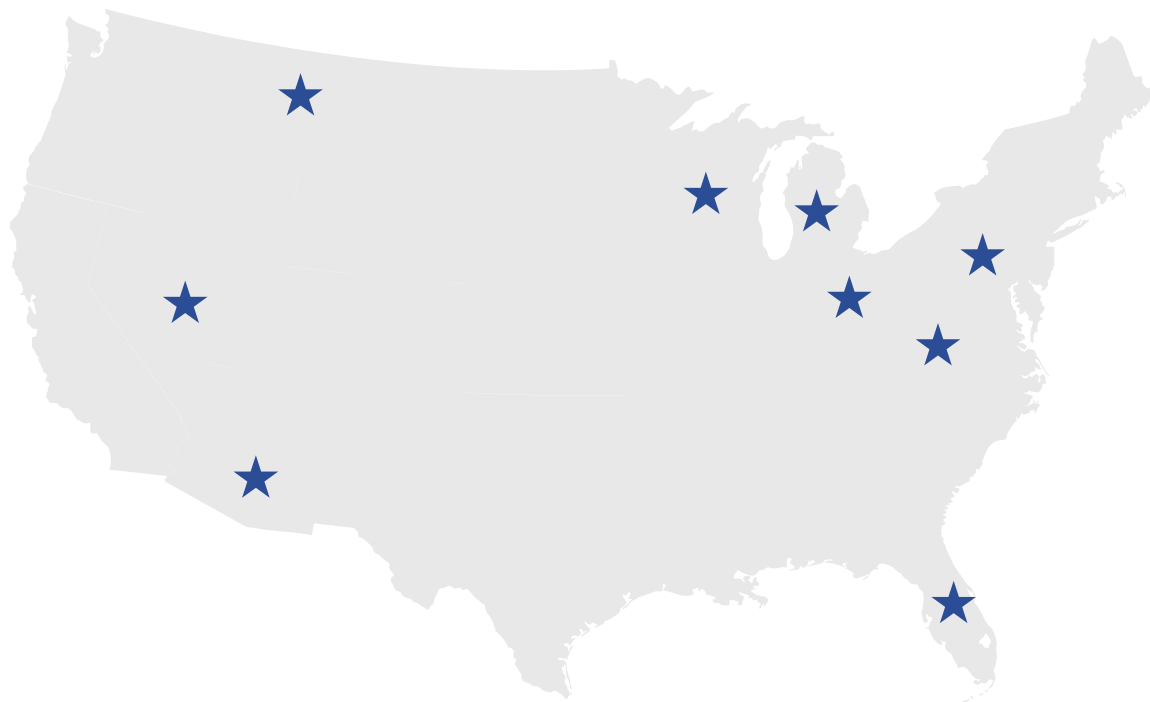


Yearly January 31
membership numbers

2015	2016	2017	2018	2019	2020	2021	2022
89,102	86,430	103,330	134,479	139,317	141,755	190,743	186,068

2024 Senate Battlegrounds

ARIZONA
FLORIDA
MONTANA
NEVADA
OHIO
MICHIGAN
PENNSYLVANIA
WISCONSIN
WEST VIRGINIA



Democrats Abroad will be [key in 2024](#) for keeping the Senate.

Gearing up for 2024!



- GPP training and planning launched and underway
- Voter Assistance trainings are ready, more trainings to be added
- Voter Protection team is putting teams in place and adding members
- DA is represented on DNC Voter Action and Engagement committee – 50 states will be surveyed, trained and model legislation to improve voting from abroad will be promoted
- GOTV team has a calendar and budget
- Platform team is being built

What about you?

Where do you see yourself?

