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# 2024 GOTV Strategy

*Democrats Abroad*

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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

**P**rotect voter rights

**R**aise \$1M

**E**ngage 70% of current membership in voting

**P**hone and text all of our callable members

**A**ugment our membership by 25%

**R**un digital ad campaigns around the world

**E**arned media and influencers getting out the word

**D**eploy 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 McInish  
March 8, 2020



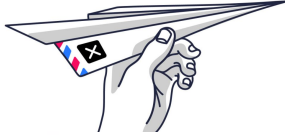
Larry Sanders, the brother of Bernie Sanders and a spokesman for the U.S.'s Green Party, voted in the Democratic primary, from Oxford, England, on Tuesday. Photograph by Steve Granitz/Getty Images

The New York Times

2020 Election Results: Biden Wins Electoral College Votes Congress Defies

## 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!  
Missed MSNBC Morning Joe? Have a watch, then go to ... See More



The Atlantic

GLOBAL

## The Absent Bloc That Could Decide the U.S. Election

Early voting has long been the norm for Americans living overseas. This year, they're poised to turn out in record numbers.

YASMEEN SERHAN OCTOBER 30, 2020



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The Washington Post

Business

## USPS delays could hit Georgia military, overseas ballots

While mail service for in-state voters has been solid, thousands of international ballots could face more snags within an overwhelmed Postal Service



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

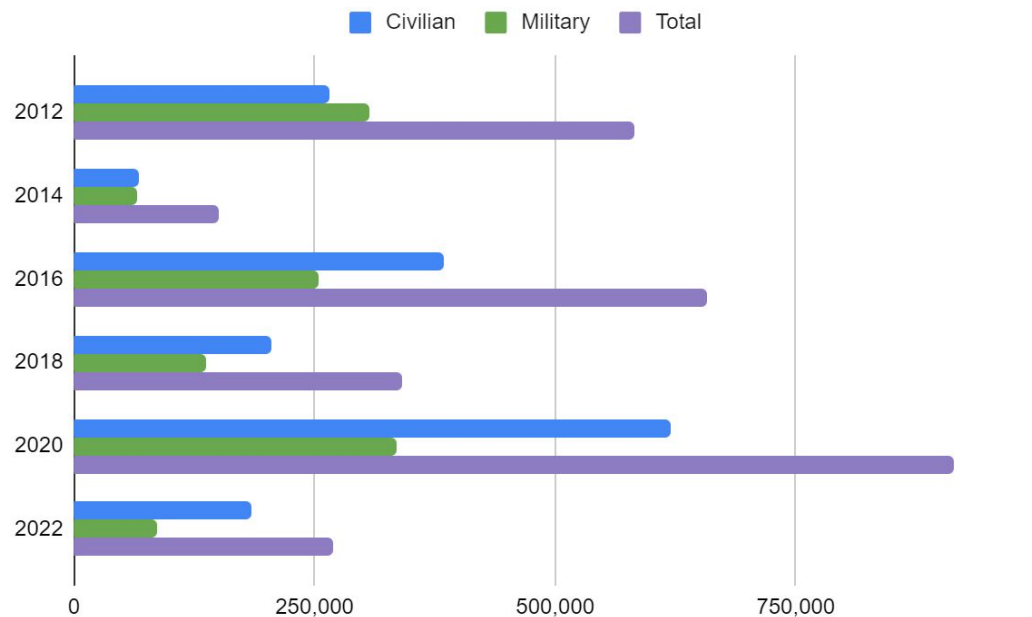
# Track progress and tune as needed

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

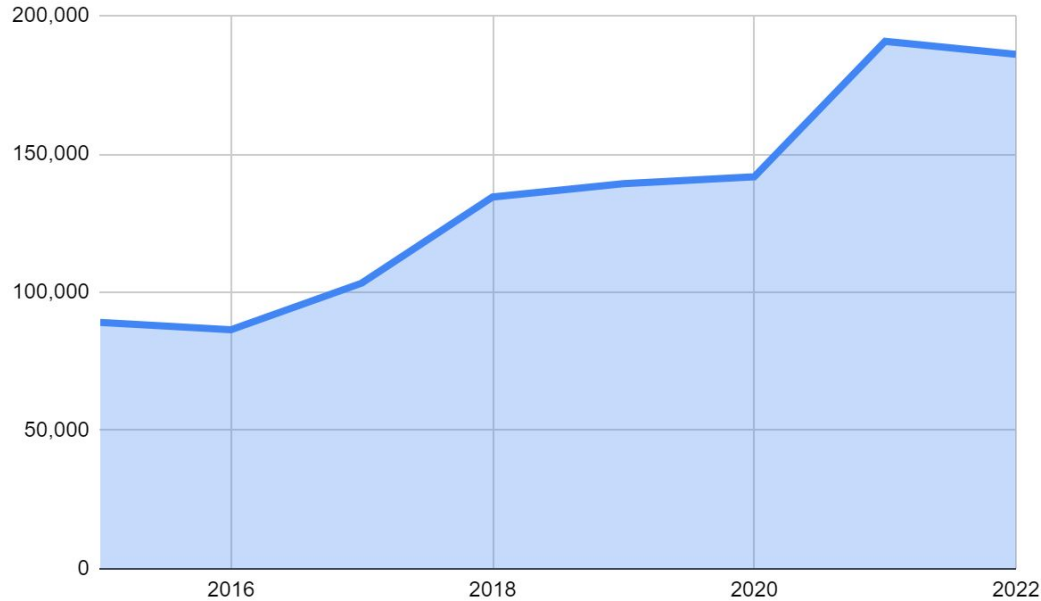


# Growth of DA's Fundraising Across Election Cycles



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

# Growth of Membership Over the Years

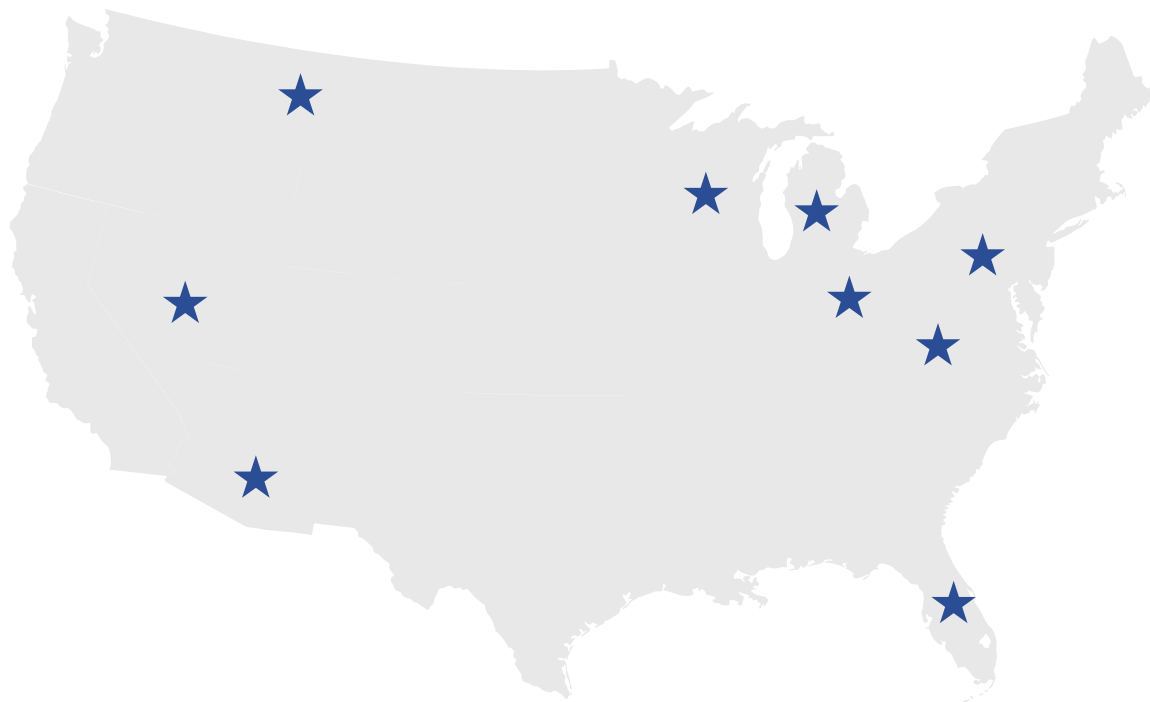


Yearly January 31  
membership numbers

<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
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.

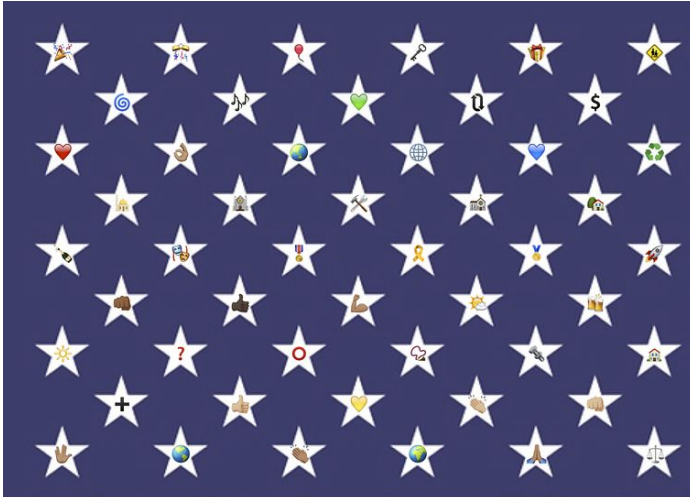
# Gearing up for 2024!



- 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?*



**team up** **come together** **understand** **synthesize** **UNITE US** **appreciate**  
**take part** **combine** **bridge** **enlist** **integrate**  
**participate** **communicate** **reach out** **amalgamate** **join with** **consolidate** **regard**  
**cooperate** **help out** **serve** **work with** **blend** **recombine** **UNITE US** **connect**  
**diversify** **tolerate** **negotiate** **recombine** **help out** **welcome** **organize**  
**contribute** **unify** **combine** **welcome** **marry** **mutuality** **merge** **share** **assist**  
**support** **interrelate** **accept** **collaborate** **serve** **accommodate** **cooperate**  
**share** **attune** **thank** **interweave** **respect** **appreciate** **tolerate**  
**regard** **respect** **expand** **UNITE US** **bridge** **connect** **unify**  
**mobilize** **include** **extend** **relate to** **partake** **UNITE US** **join in**