



DA CAUCUSES FOR THE WIN IN 2020!





DEMOCRATS ABROAD

Global Caucuses

WHAT?

caucus noun

cau·cus | \ 'kɑ-kəs \

Definition of caucus (Entry 1 of 2)

: a closed meeting of a group of persons belonging to the same faction usually to select candidates or to decide on policy
// a presidential caucus
also : a group of people united to promote

As the Oxford English Dictionary (OED) notes, the roots of "caucus" have been a mystery since it first appeared in English. It has been suggested that the term was borrowed from the Caucus Club, a social and political club in Boston at the time, which took its name from the Greek "kaukos," or drinking cup. A more likely source is the Algonquin Indian word "caucausau" meaning "one who advises, urges, or encourages." The OED encourages: "The OED perfect sense to me.

The Origin of the "Caucus"

The presidential nominating convention is a modern institution. In the early days of the Republic it was pursued in order to place the candidates for the highest office in the land before the people. In the first place, as to the origin of the "caucus." In the early part of the eighteenth century a number of caulkers in the shipping business in the North End of Boston held a meeting for consultation. That meeting was the germ of the political caucuses which have formed so prominent a feature of our government ever since its organization.

According to Gardner's "Annotated Alice," the "caucus-race," in which various animals run in circles with no particular starting or stopping point, was a satire on the tail-chasing procedures of British political parties of the day, in which much energy and commotion produced little or no results.

caucus

/ˈkɑːkəs/

noun

- (in some US states) a meeting at which local members of a political party register their preference among candidates running for office or select delegates to attend a convention.
"Hawaii holds its nominating caucuses next Tuesday"

Similar:

meeting assembly gathering

- a conference of members of a legislative body who belong to a particular party or faction.
"Mr Kerry attended the morning caucus in the Old Senate Chamber where his fellow Democrats selected the new minority leadership"

Similar:

parliamentary party

verb

us

hold or form a legislative caucus.
"Republicans briefly caucused"

WHAT'S A CAUCUS AND WHY SHOULD I CARE?

- *Democrats Abroad caucus groups exist to engage members with a specific area of interest in campaigns, initiatives and advocacy projects.*
- **ALL** *Democrats Abroad members are welcome to join them.*
- *DA Caucuses can help us win in 2020 by mobilizing voters around the **issues that matter to them most!***



DEMOCRATS ABROAD

Global Caucuses

WHY?

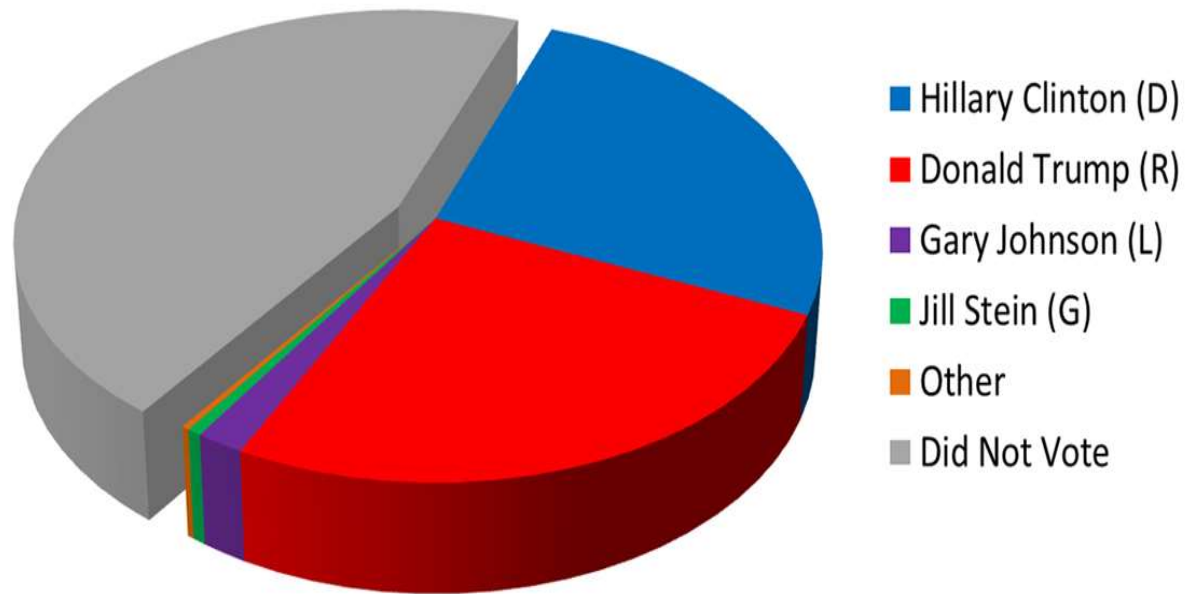


WHY CAUCUSES ARE KEY?

➤ In 2016,
Almost half of
registered voters
were **Non-Voters!**



2016 US Presidential Election Voter Distribution

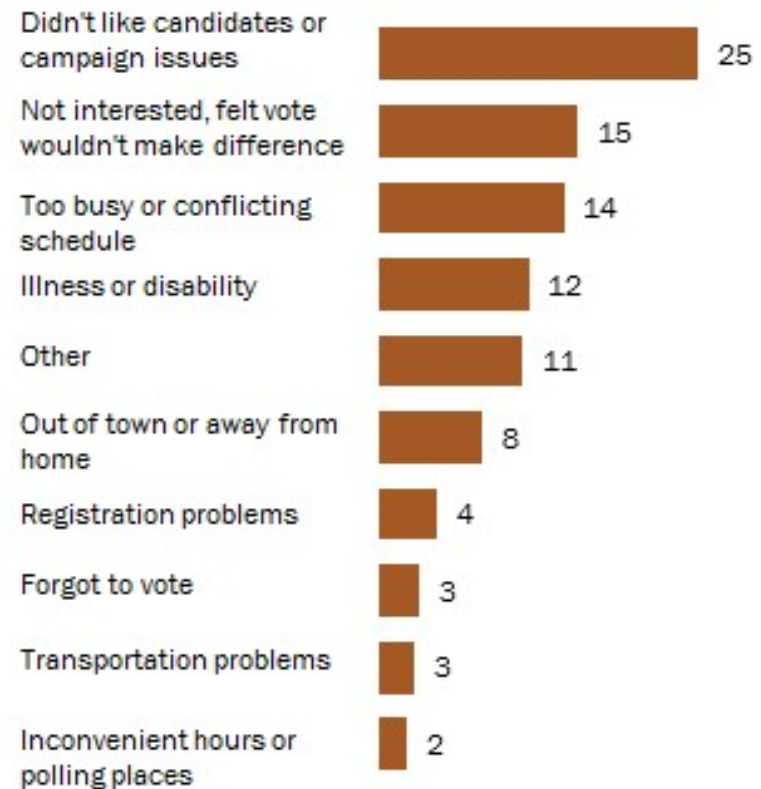


SPOTLIGHT ON NON-VOTERS

Why registered voters say they didn't vote in 2016

- A quarter of them “didn’t like the candidate or the *issues*”

(Pew Research Center)



CAUCUS STRATEGY FOR 2020



Mobilizing Voters around our ISSUES by:

1. Using Identity Messaging

- Persuasion through identification with specific issues
- Make it personal-what do you have to lose/gain?
- „Skin in the game“ even overseas!
- *We support you!*

2. Creating a pathway leading from awareness to conversion

- Education (events and resources)
- Media outreach (noise around our issues)

IDENTITY POLITICS: GOOD OR EVIL?



If you are a Caucus Leader, you will hear variations of:

- “I don’t believe in Identity Politics”
- “Identity Politics does more harm than good”
- “I don’t see myself in any of your groups”
- “We lost because we focused too much on minority issues”
- “But we’re all on the same side, aren’t we?”
- “I don’t know what you Democrats stand for”
- “You and your Identity Politics are tearing us apart”

But also:

- “I believe in your Cause. Can I join your caucus without joining the Democratic Party?” (*sometimes it’s just hard to love that donkey*)
- “I hate politics, but I care about/I want.....”

IDENTITY POLITICS: GOOD OR EVIL?

Reality Check:

- **Everyone has multiple identities, concerns, interests, issues**
 - This is not threatening, but normal, useful to know.
 - We all tend to **RANK** them and change this ranking periodically.
- **Republicans have made identity politics part of their strategy-**
 - using every possible wedge issue to split us into “us” and “them”
 - leveraging white identity politics for electoral gain
- **Dems don’t have to be afraid of identity politics, but we must *define our terms***

IDENTITY POLITICS: GOOD OR EVIL?



Two kinds of Identity Politics: (like good and bad cholesterol) 😊

Commonality (The Good kind)

- Empathy
- Large circle
- Shared experience
- Positive, Inclusive
- Intersectional

Common Enemy (The bad kind)

- Let's unite, stick together against-----*THE OTHER!*
- Zero-sum game: you get more means I /we get less.
- Divisive, polarizing
- Defensive reaction against group-based threats

IDENTITY POLITICS: AN EXERCISE



Identity Checkup:

1. List all your various identities, and then rank them in importance to you at **this moment** in your life.
2. Then try re-ranking them in a political context. Which of your identities **influences your vote** the most/least?
3. Now try a personal one, ranking your identities from **most intersectional to most unique**
4. Where exactly do you intersect with **each DA Caucus**?

CAUCUSES MOBILIZE VOTERS



Identity Politics can find a parallel trend in marketing

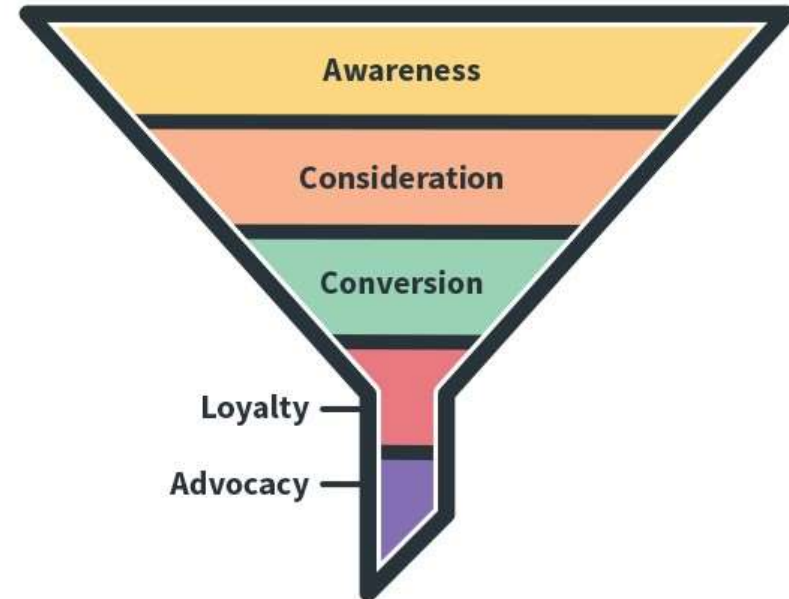
The buyer's Journey:

If you are

- **this** kind of a person, and
- you like **these** things, then
- this product/brand/ (party/candidate) is for you

If you believe **xyz**, and want **abc**,

- you should vote blue!



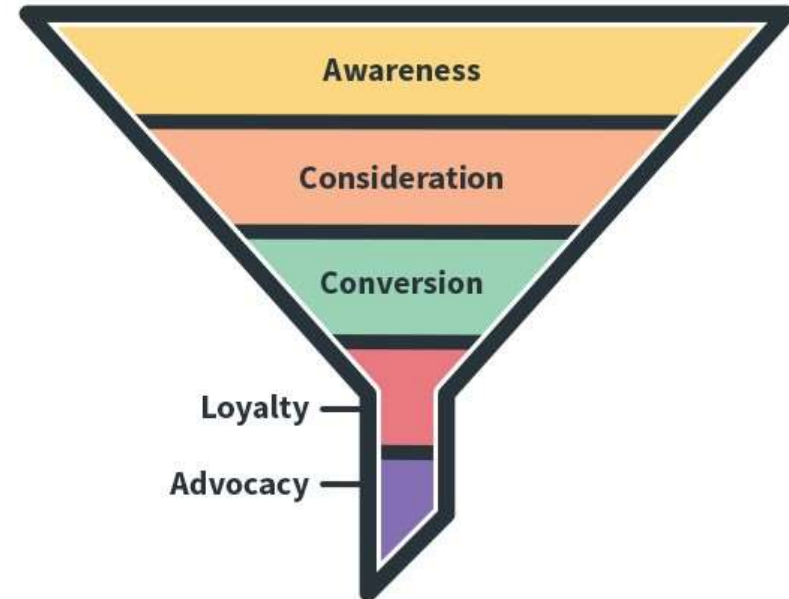
CAUCUSES MOBILIZE VOTERS



Identity Politics can find a parallel trend in marketing

- Take the issues, “identities” that matter to people, and guide them through the *classic marketing funnel* to the conclusion we need-

Vote Blue!



CAUCUSES MOBILIZE VOTERS



Funnel through the Caucus

➤ Awareness:

- Persuasion, identification with the issues of a caucus
- Education, relationship-building
- Media outreach
- Show the value of our “product”

➤ Consideration:

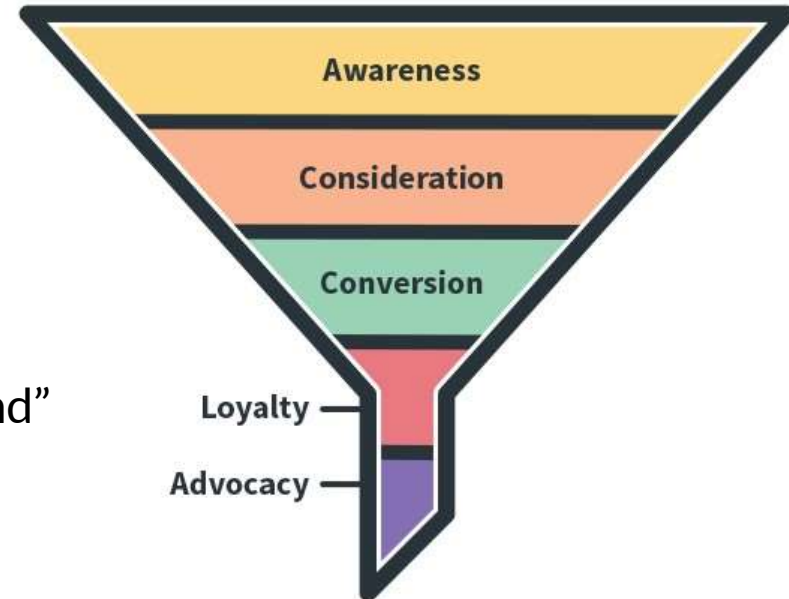
- Caucus events, platforms, resources
- Compare/contrast with “that other brand”

➤ Conversion: Joining DA through a Caucus

- The *personal becomes political*

➤ Loyalty: Vote Blue no matter who! (Trust)

➤ Advocacy: Activism, Volunteering, help GOTV





DEMOCRATS ABROAD

Global Caucuses

WHO?



#BLACKLIVESMATTER
DEMOCRATS ABROAD



DA
LGBT
CAUCUS



DEMOCRATS
ABROAD
Hispanic Caucus

ProDA
Progressive Caucus of Democrats Abroad

DEMS ABROAD
VETS &
MILITARY FAMILIES

YOUR
FIRST
TIME
MATTERS

WHO ARE WE? DA GLOBAL CAUCUSES!



Seven intersectional paths that all lead to the same destination:

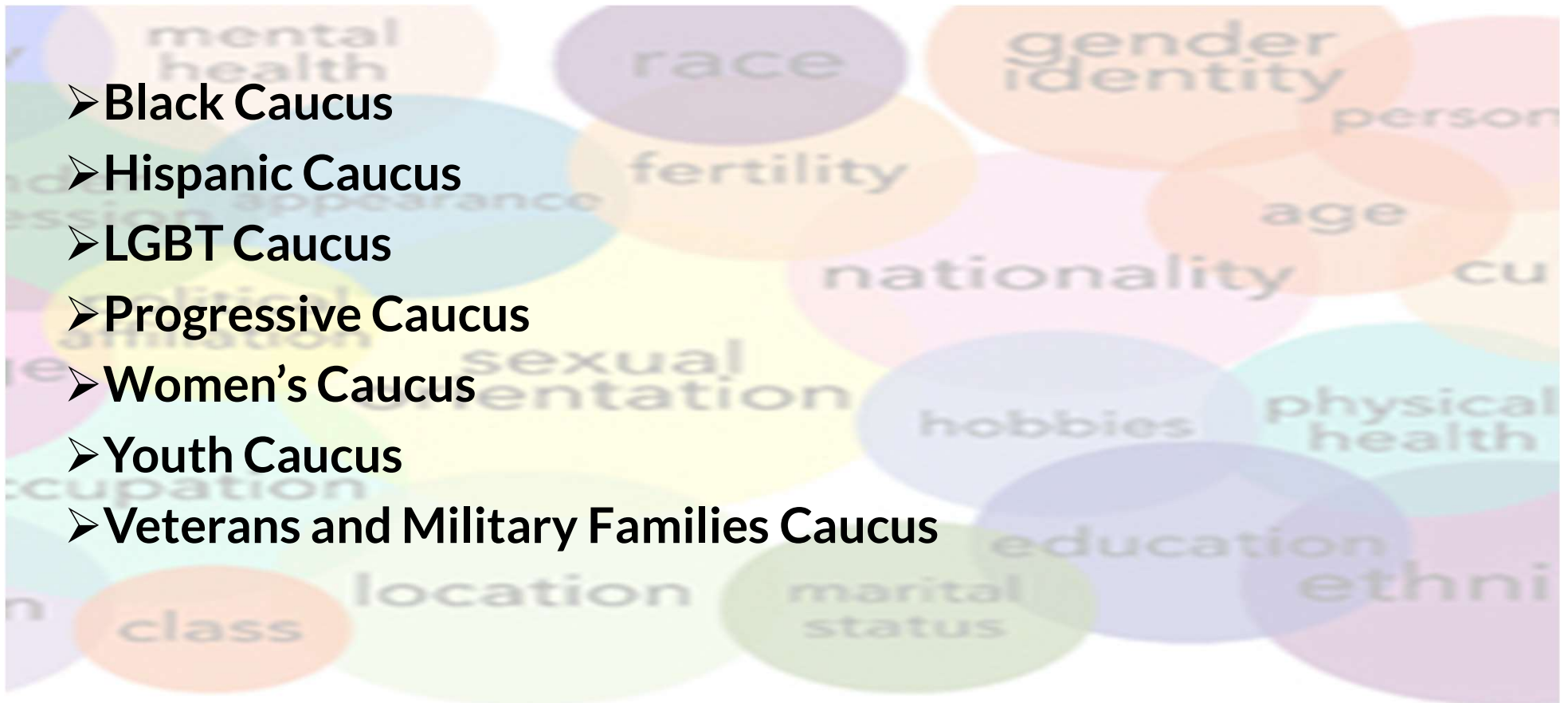


The Ballot Box

WHO ARE WE? DA GLOBAL CAUCUSES!



- Black Caucus
- Hispanic Caucus
- LGBT Caucus
- Progressive Caucus
- Women's Caucus
- Youth Caucus
- Veterans and Military Families Caucus



INTRODUCING : DA GLOBAL CAUCUSES



Organization and Structure

- **Global Caucus Chair or Co-Chairs and a Global Steering Committee**
 - Work closely with Global ExCom and Country-level Caucus Chairs
- **Country-level Caucus Chair/Representative**
 - works with local, country and global leaders.
 - may be elected or appointed by CC ExCom.
- **Caucus Representatives at the Chapter level**
 - work with the Country-Level Caucus Chair/Rep.
- **DA members in countries without an official Country Committee**
 - Can form a Caucus Group of their own with their own Caucus Representative
 - Regional and Global leaders can assist in the formation of these groups.
 - Possible pre-cursor to CC formation

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INTRODUCING : DA GLOBAL CAUCUSES



Focus on Country-level Chairs: *The bridge!*

➤ **Country-level Caucus Chair (s)/Representative(s)**

- works with local, country and global leaders.
- may be elected or appointed by CC ExCom.

- ✓ **On mobilize/leadership mailing lists.**
- ✓ **Invited to CC ExCom WebEx calls**
- ✓ **Connected with Global Caucus leaders**
- ✓ **In the loop!**

INTRODUCING : DA GLOBAL CAUCUSES



BLACK CAUCUS



Top Issues for 2020:

- Voting Rights/Voter Suppression
- Environmental Justice and Climate Change
- Economic Inequality
- Education
- Police Brutality
- Candidate Support

blackcaucus@democratsabroad.org
<https://www.democratsabroad.org/bc>

INTRODUCING : DA GLOBAL CAUCUSES

HISPANIC CAUCUS



Top Issues for 2020:

- Immigration
- Tax Reform
- Education
- Gun Control
- GOTV

HispanicCaucus@democratsabroad.org
<https://www.democratsabroad.org/hc>

INTRODUCING : DA GLOBAL CAUCUSES



LGBT CAUCUS



Top Issues for 2020

- Recognition of LGBT+ families (citizenship and immigration)
- Transgender right to serve (with Vets and Military Family caucus)
- Candidate support

lgbtcaucus@democratsabroad.org
<https://www.democratsabroad.org/lgbt>

INTRODUCING : DA GLOBAL CAUCUSES



PROGRESSIVE CAUCUS



Top Issues for 2020

- Reforming democracy & our party to serve ordinary Americans
- Climate Change/Environmental Justice
- Medicare 4 All campaign:
 - www.democratsabroad.org/pc_m4
- Economic Inequality
- Anti-militarism, mass incarceration, BLM, gun control, asylum
- GOTV among progressive non-voters and in primaries



proda@democratsabroad.org
<https://www.democratsabroad.org/pc>

INTRODUCING : DA GLOBAL CAUCUSES



WOMEN'S CAUCUS



Top Issues for 2020:

- Equal Rights Amendment
- Reproductive Rights
- Workplace Equality
- Women and Climate
- Ending Violence against Women
- Candidate Support/GOTV

womenscaucus@democratsabroad.org
<https://www.democratsabroad.org/wc>

INTRODUCING : DA GLOBAL CAUCUSES



VETERANS AND MILITARY FAMILIES CAUCUS

SERVING THOSE WHO HAVE SERVED



Top Issues for 2020:

- **Service:** Compassion for Wounded Warriors, Remembrance with Wreaths at Memorial Day and other occasions
- **Caring about you:** Crisis, VA and Tricare Information
- **Advocacy:** Transgender Military Ban, No Use of Military Funds to Build the Wall, No Veteran Deportation, Restorative Justice for WW2 Vets Denied Equal Opportunities
- **GOTV:** Military Bases, Vets at Study Abroad Programs Overseas

<https://www.democratsabroad.org/vmf>

INTRODUCING : DA GLOBAL CAUCUSES



YOUTH CAUCUS



Top Issues for 2020

- Growing our Leadership Team
- GOTV
- Education
- Climate



<https://www.democratsabroad.org/yc>



DEMOCRATS ABROAD Global Caucuses

HOW?

DEMOCRATS ABROAD

NEWS ▾ OUR PARTY ▾ COUNTRIES ▾ TAKE ACTION ▾ DONATE ▾

- Caucuses >
- Executive Committee
- Our Priorities >
- 2020 Democratic Primary
- History & Charter
- Our Platform
- Contact
- DNC Members

- Black Caucus
- Hispanic Caucus
- LGBT Caucus
- Progressive Caucus
- Veterans and Military
- Families Caucus
- Women's Caucus
- Youth Caucus

CANDIDATE TO THE DEMOCRATIC PRIMARY BALLOT - SIGN PETITION NOW

Hi Ann Hesse, Click below join the Global Hispanic Caucus.
 Latino heritage is not required to join. The Global Hispanic Caucus is open to all Democrats Abroad members.

If you're not Ann Hesse, [click here to log in with a different account or signup.](#)

Email

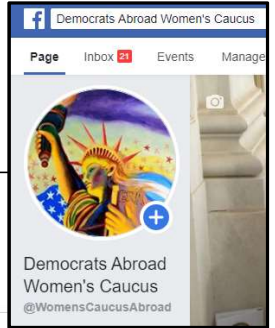
Mobile phone

Send me email updates

Send me text message updates

Don't include me on the public list of new members below.

JOIN THE CAUCUS!



DEMOCRATS ABROAD WIKI

Issues & Caucuses

Issues and Constituency Working Groups

Platform, DNC News, Caucuses, Taxation, Advocacy



HOW CAN CAUCUSES BENEFIT OUR MEMBERS?

Benefits for Local Leaders:

- Local leaders learn quickly that the most well-attended events are often caucus issue-oriented. And they're a great way to attract new people!
- Local Caucus Chairs and Reps can take some of the planning burden off of Country Chairs

HOW CAN CAUCUSES BENEFIT OUR MEMBERS?

Resources for Local Leaders:

- **Toolkits, Events-in-the-box:** everything a local leader needs to create an event around our issues complete with video clip links, slide presentations, discussion guides, quizzes and games, reading lists, social media tools, craft ideas, printables.
- Assistance in planning local participation in major annual Events (IWD, MKL Day, Pride March etc.)
- Help arranging guest speakers for your local meetings
- Easy Caucus Event Ideas: Webinar watch parties, Postcard-writing parties, Film nights
- Boost outreach by sharing your events on our global platforms: Website, FB, Newsletters

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- ✓ **ANYONE** can stage an event, even where there is no chapter structure.
- ✓ No re-inventing the wheel
- ✓ Feeling of unity around the world
- ✓ Add your ideas to the box for the next group!

HOW CAN CAUCUSES BENEFIT OUR MEMBERS?

Resources for our ENTIRE Cross-Border Community:

- Webinars, Podcasts
- Newsletters
- Social Media
- Tiny Actions: Postcard/Letter writing, Call Storms, Virtual Vigils, Phone Banking
- Small-scale at home participation: Kitchen Table Talks, Film nights
- Online Interactive Events on WebEx: Meet &Greet, Book Club, Topic Discussions, Virtual AGMs



DEMOCRATS ABROAD

Global Caucuses

WHERE?





**WHERE ARE WE?
WHEREVER YOU
ARE!**

**VOLUNTEER TO
FORM A CAUCUS
GROUP!**

- **Follow the steps outlined on the [Caucus Wiki page](#)**
 - Talk to your CC leadership
 - Have your fellow members join the caucus on the DA Website
 - Register your new group with the global caucus organization
 - ***And if there's no CC?***
 - *Talk to your RVC! Global Caucus leaders are eager to work with Regional leaders on forming caucus groups wherever DA members may be.*
- **Use our Resources**
 - Wiki, Website, Social Media, Newsletters

WHERE CAN YOU FIND OUT MORE?



- **Want to find out more about what each caucus is up to and how you can pitch in?**

Contact your Global Caucus Leaders Today!
Thank you!

