



DEMOCRATS SERVE

OBJECTIVE

Democrats Serve will help Democrats running for federal, legislative, municipal, and executive offices with civil/public service backgrounds.

The organization will recruit, train, and support Democrats with backgrounds serving communities in government, including **firefighters, first responders, social workers, public safety officials, judges, prosecutors, public defenders, public health workers, educators, and more.**

LANDSCAPE

There is no existing Democratic group solely focused on recruiting, training, and financially supporting candidates with civil service backgrounds.

Candidates coming from the civil service spaces can connect with independent and persuadable voters uniquely. Their up-close and personal experience with the real-life impact of policies and their direct work in strengthening their communities provide compelling campaign narratives. In fact, 86% of voters trust civil service professionals to tackle the greatest challenges our country faces.

However, candidates with these backgrounds sometimes fall short because they typically do not possess personal wealth or a strong fundraising network. And some of these candidates have also expressed a challenge making the transition from being a nonpartisan public servant to a partisan political candidate.

GAME PLAN

To cultivate more candidates with civil service professional experience, we have established Democrats Serve as a hybrid PAC that can raise and spend funds, coordinating with and contributing directly to Democratic candidates.

The organization will:

- **Recruit and train candidates to run for offices at the federal, state, and municipal levels;**
- **Deliver logistical support and strategic guidance to put candidates in competitive positions;**
- **Provide access to donors for financial support;**
- **Make direct contributions to candidates; and**
- **Support candidates through independent expenditure advertising.**

The organization will build a digital presence, including an online application for training, and garner earned media coverage about the launch to generate positive attention ahead of conducting candidate training. Current candidates who are competitive in 2021 races will be evaluated for endorsements and engagement to demonstrate some early victories.

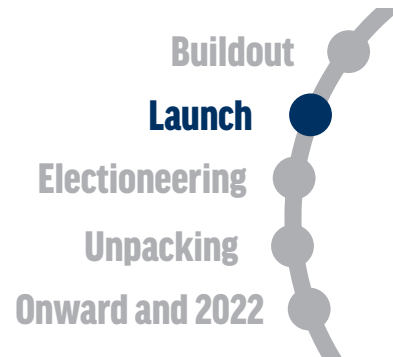




2021 TIMELINE AND STATUS

We are currently in the **LAUNCH** phase, consisting primarily of outreach to grassroots leaders and donors.

Our launch phase objectives include gauging and garnering support, soliciting input and feedback, securing necessary operational startup resources, building an advisory committee, and developing our organizational model in advance of an extremely active 2022 election cycle.



WHY DEMOCRATS SERVE

Voters trust candidates with civil and public service backgrounds. So do we.

- **90% trust teachers to handle the nation's toughest challenges**
- **85.5% of Democrats and Independents rate judges as having very high, high, or average honesty and ethical standards**
- **90% trust public health pros to tackle the nation's toughest challenges**
- **77% of Democrats and Independents rate police officers as having very high, high, or average on honesty and ethical standards**

FAQS

Why a Hybrid PAC? Hybrid PACs offer the best of both worlds: Hard dollars to advance specific policy initiatives and soft dollars to underwrite operations, hire advocacy-oriented staff, and support grassroots and grassroots advocacy—the other legs of the three-legged stool. We are a Super PAC + Traditional PAC. This allows Democrats Serve to support candidates fully and aptly.

What races will you target? Democrats Serve is committed to supporting candidates in federal, state, and local level elections. We believe that candidates with civil service backgrounds are needed on every level across the nation.

What's different about Democrats Serve than other Democratic PACs? We are solely focused on recruiting, training, and financially supporting candidates with civil service backgrounds. Democrats Serve is the first of its kind!



DEMOCRATS SERVE - TRUSTED TO MAKE A DIFFERENCE

"To get better policy, we need to elect more people who have seen and felt the human impact of government. As a judge, I saw it all. My judicial experience helped me to see what should be done differently. Supporting non-traditional candidates who have served their communities will bring change. Democrats Serve will promote that change."

— **Pat Timmons-Goodson**, Former North Carolina Supreme Court Justice



"From beat cop to top cop, I spent decades in policing before I served as an elected official. That experience shaped by service and gave me insights into the criminal legal system that I lean on every day. Front line workers have firsthand expertise on the most challenging problems facing our communities. To turn that experience into positive change they need support, expertise, and access to resources."

— **George Gascón**, Los Angeles District Attorney and former San Francisco DA, Mesa Police Chief, and LAPD officer

"Serving as a firefighter motivated me to step up and serve my community, and made me a better legislator. I'm enthusiastic about Democrats Serve because our frontline public servants make great community leaders, and often need the help to make the leap."

— **John Ocegüera**, North Las Vegas Fire Dept, 1991-2011, Nevada State Assembly, 2001-2013, Speaker of the Assembly, 2011-2013



"To be a social worker, first responder, or educator means you've devoted your life to making a difference in your community. We should be helping these kinds of service-oriented people get elected to public office. I'm excited that Democrats Serve is stepping up to do this because the result will be good policy."

— **Kara Hahn**, Suffolk County Legislature and Former Social Worker

"Teaching high school chemistry at a public school gave me a unique perspective on the challenges our young people face and solutions needed to improve education. Democrats Serve will help more educators get elected to public office so we can create more opportunities for our future."

— **Shevrin Jones**, Florida State Senator, Educator, and Research Specialist for the Broward County Sheriff's Office



"Social workers often interact with people at their most vulnerable moments and that experience has given me a tremendous insight into the impact of policy, both good and bad. We could use more policymakers who have worked directly with people in their communities and these are the types of candidates Democrats Serve will help."

— **Martha Guerrero**, West Sacramento Mayor and Licensed Clinical Social Worker