



# DEMOCRATS SERVE

Independent expenditure supporting  
Gabe Amo's bid in Rhode Island's  
1st Congressional District.

PROSPECTUS



JUNE 21, 2021

**“Democrats Serve, a national group that supports Democratic candidates with public service backgrounds...”**

**POLITICO**

JULY 19, 2021

**“Democrats Serve, a new PAC which supports Democrats with service backgrounds, is endorsing more than a dozen House lawmakers in competitive districts...”**

## OVERVIEW

**Democrats Serve helps public service Democrats run for office and win.** We're the only organization focused on recruiting, training, and supporting Democrats with experience serving their communities in government, including first responders, firefighters, social workers, police officers, prosecutors, judges, public defenders, and more.

## PURPOSE

Democrats with professional public service backgrounds connect with persuadable Democrats and independent voters uniquely due to their focused experience serving the public and strengthening their communities. Public service Democrats know what it takes to successfully navigate the business of government, more often than not making for moderate candidacies. This is excellent news given that, on average, House elections favor moderate candidates (*University of Chicago Press, 1/18/2021*).

However, public service Democrats often fall short because they do not possess personal wealth or lack the built-in fundraising network of many non-working class candidates. And since public service Democrats are more likely to be moderate candidates, the cost of running creates a steeper hill to climb than those who are more ideologically extreme; when the cost of running for office increases, the candidates contesting are more likely to be ideologically extreme because their net policy payoffs from running are higher than those of moderate candidates (*Annual Review of Political Science, 1/18/2021*).

**The bottom line:** Public service Democrats make for high-quality candidates and moderate candidacies. But they're unlikely to run without proper infrastructure, resources, strategic counsel, and inside-and-outside support.

That's where Democrats Serve plays a pivotal role.

### **The organization's activities include:**

- **Recruiting and training** candidates at the federal, state, county, and municipal levels;
- **Delivering logistical support** and strategic guidance to put candidates in competitive positions;
- **Providing access** to donors for financial aid;
- **Making direct contributions** to candidates; and
- **Supporting candidates** through independent expenditure activity.

## PERFORMANCE

Democrats Serve launched in May 2021. Here are some of the highlights since then:



**Over \$1.2 MILLION**

raised since  
since 2021

**36 STATES**

represented by  
Democrats Serve  
candidates

**72% WIN RATE**

**90 CANDIDATES**

who won  
their election

**27 CANDIDATES**

endorsed in the  
2021 elections

**98 CANDIDATES**

endorsed in the  
2022 elections

**Roll  
Call**

MAY 20, 2021

"A new group known as Democrats Serve launched Wednesday to recruit and support Democratic candidates with 'civil and public service backgrounds ... including police officers, firefighters, first responders, social workers, judges, prosecutors, public defenders, educators, and more!'"

**Patch**

DECEMBER 15, 2021

"Although it was established just last May, Democrats Serve has a won-loss record that is the envy of any college basketball team."



**ENDORSED CANDIDATE SPOTLIGHT: GABE AMO**

**Gabe Amo**  
@gabeamo

I'm honored to receive the endorsement of @DemocratsServe in our campaign for Congress in Rhode Island! I want to use the public service experience that I've built in working for Governor Raimondo, President Obama, and President Biden to deliver for the district on day one. #RI01



**THE DEMOCRATS SERVE TEAM**



**BRETT BROESDER, FOUNDING EXECUTIVE DIRECTOR**

**Brett Broesder, the founding executive director of Democrats Serve, is an alderman, veteran communications strategist, and former public service pro. He's spent over a decade working for Democratic campaigns** and elected officials, many with public service backgrounds, including Barack Obama for President, Sheldon Whitehouse for US Senate, Ned Lamont for Governor, and dozens more.

<p><b>LEGAL</b></p> <p><b>SANDLER REIFF</b> SANDLER REIFF LAMB ROSENSTEIN &amp; BIRKENSTOCK, P.C.</p> <p><b>SandlerReiff</b></p>	<p><b>COMPLIANCE &amp; DIGITAL</b></p>  <p><b>BLUE WAVE</b> Blue Wave Politics</p>	<p><b>MEDIA</b></p>  <p><b>Bergmann Zwerdling</b> Direct</p>	<p><b>MEDIA</b></p>  <p><b>BEACON</b> MEDIA Beacon Media</p>	<p><b>MEDIA</b></p>  <p><b>Frame</b> Strategies</p>
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## GOALS (2023-24)

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For the 2023–24 election cycle, the organization’s goals are as follows:

- 1 **Take back the House Majority.**
- 2 **Target key Senate and statewide races critical to chamber control and peaceful power transfer.**
- 3 **Combat the anti-public safety, public service, and working-class tag that Republicans are slapping Democrats with nationwide.**

## TENETS

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The following are principles we’ll use to guide our activities:

- **Focus on competitive House Districts.** Our House-related efforts will focus mainly on 70 competitive districts, including the 18 Republican-held where Biden won in 2020.
- **Position electable Democrats to win above all else.** Research is clear: General Election voters aren’t interested in extremist candidates, especially in House races. Therefore, we prioritize supporting electable Democrats through Primary Election independent expenditure activities who are strong, moderate, and electable.
- **Candidate quality and electability are paramount in resource allocation decisions.** The organization will not rush to provide financial support to candidates if doing so doesn’t help achieve its goals or if the race is unwinnable.
- **Mercenary over missionary in service of helping Democrats win.** We will function as a resource for Democrats and our partner organizations to help achieve our goals, including — but not limited to — assisting extremist Republicans to win primary elections where doing so better positions the Democrat to succeed in a General Election.

## INVESTMENT

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For our independent expenditure supporting Gabe Amo’s congressional bid in Rhode Island’s 1st District, we aim for a total budget of \$750,000. This will help ensure Gabe’s candidacy is supported with sufficient resources and air cover needed to win on Tuesday, September 5, 2023.

## HOW TO HELP

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### CONTACT:

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Democrats Serve, Executive Director  
(203) 781-6764  
Brett@DemsServe.org



### MAIL A CHECK:

Democrats Serve  
Attn: Brett Broesder  
55 Beach Shore Drive  
Milford, CT 06460

### DONATE ONLINE:

<https://secure.actblue.com/donate/gabe-amo-ri-01-ie>

## 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



*“With the support of organizations like Democrats Serve, those of us who aren’t traditional politicians, but instead have dedicated our lives to everyday working families, have a chance to continue our service; even at the highest level of government.”*

— **Jasmine Crockett**, Member of Congress Texas’ 30th District

*“I am honored to have earned the endorsement of this great organization that works to elect candidates with public service backgrounds.”*

— **Valerie Foushee**, Member of Congress North Carolina’s 4th District



*“I am honored to earn the support of Democrats Serve in my campaign for Congress as they share my commitment to building a stronger economic future that works for every Rhode Islander.”*

— **Seth Magaziner**, Member of Congress Rhode Island’s 2nd District

*“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



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