

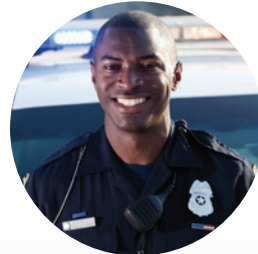


# DEMOCRATS SERVE

## DEMOCRATS SERVE HELPS PUBLIC SERVICE DEMOCRATS RUN FOR OFFICE AND WIN.

### The organization's 2024 election priorities include:

- ▶ **Focus on competitive House Districts.** Our House-related efforts will primarily focus on helping public service Democrats win competitive primary elections nationwide.
- ▶ **Quality and general election electability are paramount.** The organization will not rush to provide support to candidates if the race isn't in service of helping Democrats take back the House majority or is unwinnable.
- ▶ **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—mainly through Primary Election independent expenditure activity—who are strong, moderate, and appealing.



—The—  
**Cook**  
POLITICAL  
REPORT

4/2/24

“... Democrats Serve, the super PAC that supports Democrats with public service backgrounds.”

**CNN**

11/8/23

“... Democrats Serve, which supports candidates with public service backgrounds.”

## 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**

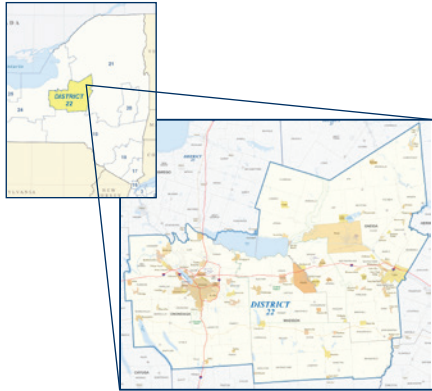
endorsed in the  
2021 elections

**98 CANDIDATES**

endorsed in the  
2022 elections



## NEW YORK'S 22ND CONGRESSIONAL DISTRICT



- ▶ **Based in Central Upstate New York, NY-22 includes the communities of Syracuse, Utica, Auburn, Cortland.** Currently represented by Republican Brandon Williams, President Biden won this district handily in 2020 and recent re-districting made this seat even more likely to flip in 2024.
- ▶ **In the Democratic Primary, State Senator John Mannion is well-positioned** to win, if his message is effectively communicated to voters. Recent polling shows he has an early lead over his opponent (42 percent vs. 20 percent with 38 percent undecided), according to a recent GBAO survey.
- ▶ **With the upcoming presidential election set to boost Democratic turnout,** 2024 is a prime opportunity for a strong candidate with a compelling story and message like John to flip this district from red to blue.

## DEMOCRATS SERVE'S NY-22 PLAN

### 1 NEW YORK EXPERIENCE.

To help John win, Democrats Serve's super PAC-arm has brought together an all-star team with New York experience to help run an independent expenditure, including current and former New Yorkers: Brett Broesder (Executive Director), Achim Bergmann (Direct Mail), Terrance Green (Media), and David Mansur (Fundraising).

### 2 STRONG, FOCUSED INDEPENDENT EXPENDITURE.

Democrats Serve's independent expenditure will run leading up thru the primary election on June 25, 2024. Three guiding principles for the effort will include: amplifying John's message with likely voters, focusing investment on supplemental communication, and helping John consolidate and grow name recognition.

### 3 RESULTS-DRIVEN INVESTMENTS.

To help John win, we're looking to raise and spend at least \$250,000 on Democrats Serve's independent expenditure effort. With his deep connection to the district, record of results, and forward-looking vision—and enough resources to communicate with voters—he is the candidate with the strongest chance of winning the General Election.

## HOW TO HELP



**DONATE ONLINE:**  
[secure.actblue.com/donate/john-mannion-ny22-ie](https://secure.actblue.com/donate/john-mannion-ny22-ie)



**MAIL A CHECK:**  
Democrats Serve  
Attn: Brett Broesder  
4200 Wisconsin Avenue #183  
Washington, DC 20016



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