

DOWNLOAD PDF MOTIVATE THE BASE: A DEMOCRATIC PARTY STRATEGY

Chapter 1 : The Democratic Strategist – Political Strategy for a Permanent Democratic Majority

Jun 21, A. The Democratic National Committee is undertaking an expansive, multimillion dollar strategic plan to motivate voters who typically sit out midterm elections, with a particular focus on engaging.

It simply requires that campaign leaders have a digital plan in mind while they do all the other usual tasks during the race. Finally, the Libertarians have an interesting ad up against Hubbell that might be problematic if they had more money behind it. This is also something that Democrats could insulate themselves against simply by running their own ads about something like tuition or healthcare costs targeted to younger voters who could defect from the party. Obviously, running ads on social security and Medicare is important in a state like Iowa with a much older population. And it makes sense to have your TV ads, which hit a very broad range of voters, to be focused on a top-polling issue. But when it comes to Facebook ads, you have incredible, easy-to-use tools to help you target specific messages to the very people who might be most receptive to them. David Young, much like Reynolds, has a wide variety of ads that his campaign is running on Facebook. It is heavily targeted toward older Iowans, completely excluding anyone under The targeting for these spots that include Nancy Pelosi are very interesting. Young also has a couple more issue-specific ads that look more like persuasion efforts. And Young has one about the Veterans Crisis Hotline, also aimed more heavily at younger Iowans, perhaps targeted toward younger veterans who might use the service: Young has a lot of other ads. The state party is also running some spots on Facebook that knock Axne. Some of those, however, like the one we wrote about yesterday that attacks Axne for lobbying for better puppy mill laws, are so over-the-top that they can backfire. Axne has a couple of smartly-targeted ads in the 3rd District. She has another, smaller run of this ad targeted to a wider base of voters as well. Axne is also running her TV ads on Facebook as a way to raise more money to keep them airing. And she has some ads that look specifically targeted at the Democratic activist base like this Koch Brothers one as a way to fundraise online. Finkenauer must have found a lot of success with this particular video in which she responds to Trump coming to Dubuque and attacking her at an official event with Rod Blum. She has several different versions of each that is targeted to varying audiences. There are ads targeted to Democrats, but it seems to be the Democrats who are already engaged and would consider donating money. It seems the national party really has pulled out of the 1st District in more ways than one. Dave Loeb sack began running Facebook ads last week, putting up second ads. Interestingly, all four runs of them are targeted solely at female voters. In the 4th District, J. Overall, David Young has by far the most comprehensive digital approach in congressional races, accomplishing separate goals of persuasion, fundraising and rallying the base. Other Statewide Races Funds are limited for most down-ballot statewide candidates, and most money is typically saved in order to get up on TV in the final few weeks. The strategies by each statewide candidate is pretty mixed. She has the most number of ads that appear to be specifically designed for online ads. Those look to be designed to keep her visible online. The same is true with Paul Pate – a couple decent ads, just not a lot of money. Most of his Facebook spots from his campaign account are aimed at motivating the base. He has graphics on things like Hillary Clinton and voter I. Meanwhile, his official Secretary of State account is putting a decent amount of money behind ads that encourage voting and explain the new I. On the Democratic side of things, Rob Sand has a whole lot of very small ad buys, targeting certain counties for his upcoming events or spreading news articles written about him. Deidre DeJear has just a couple recent Facebook ads, mostly sharing positive press coverage. Not much is going on in the Secretary of Agriculture race. Republican Mike Naig just put up a few videos with smaller ad buys. Senate Republicans are the only ones so far who have been running a full, comprehensive set of ads for months. They seem to have it down to a science. Democrats are in a similar situation in the moment, but they appear to have a larger digital ad campaign planned soon. You can view all of those here we may have more coverage on this later. Individual candidates like Amber Gustafson have run some of their own ads outside of a coordinated party effort. Kayla Koether in the Decorah district appears to run a small set of ads for nearly every Facebook post

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she makes just to keep her name in front of activists and voters. But what campaign messaging are you going to see that might motivate you to turn out? The apartment complex you live in is locked, so no canvassers knock on your door. How are you going to see anything about Fred Hubbell? All of these candidates stand for lots of things that the traditional parts of the Democratic base care about. Hubbell, Finkenauer and Axne talked about many of them in the primary. They could all easily target those messages specifically in to the drop-off voters who care about them. Where are videos of candidates talking with folks in the Hispanic community targeted to those specific voters? And every campaign is filled with staffers in their 20s and 30s who know how social media works. The gubernatorial and congressional campaigns are well-funded and have plenty of staff. But as I mentioned earlier, every allied Democratic and progressive group should keep their eyes on the Facebook Ad Archive.

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Chapter 2 : Democrats' Digital Ad Strategy Lagging Behind Republicans' In Iowa - Iowa Starting Line

"The Democratic Party cannot rest on its laurels. Don't assume that your historical party base is going to sit idly by and just vote Democrat." It seems that the Democrats are acknowledging.

I said that all their happy talk about Republicans going the way of the Whigs was foolish, especially at a time when the GOP was regularly handing them their asses on almost every level. It was just a matter of time. Here we are, 15 months later with the elections in the rearview mirror. They held down their losses in the House and also in the Senate—where Democrats were thought to be good bets to win control—to retain their Congressional majorities. On the state level, they flipped the governorship in Vermont—ultra-liberal Vermont, of all places—and pulled into a tie in the state senate in Connecticut to leave Democrats in full control of only five states. Surely no person with any sense of objectivity or, frankly, any sense, period can reasonably claim anymore that Republicans are headed the way of the dinosaurs, or that Democrats are just a cycle or two away from achieving dominance. The Republican Party may have its issues, not the least of which is the conflict between its Wall Street and Main Street wings—a problem the Democrats also face—but winning elections is not one of them. Bush tanked his party at the polls. While polling consistently finds that more Americans identify as Democrats than Republicans, and more Americans have a favorable opinion of Democrats than Republicans, the Democratic Party continues to fail badly at its most important task: A focus on irrelevant things is one of the reasons why Democrats continue to lose. You can hate the Electoral College system all you want; I certainly do. There are too many states that benefit disproportionately from it, so amending the Constitution or even implementing a work-around like the National Popular Vote Interstate Compact are pipe dreams. The hangers-on at all levels—in the Democratic National Committee, in the Democratic Congressional leadership, in the states, and above all, highly paid campaign consultants who are long past their prime—all need to be pushed aside in favor of new leaders with new ideas. Hidebound Democrats continue to rely on the comfortable strategy of identity politics rather than advancing new, innovative solutions to the problems Americans face every day. It is a moral imperative that the party must never concede an inch on these commitments. But it also must bring more than just the expectation that simply mobilizing its constituent groups will win elections. That strategy failed in Republicans have a philosophy, Democrats have a quilt. Much has been made of the crushing margins for the GOP among non-college white voters, who in an earlier era had been a mainstay of the Democratic coalition. I grew up in a mostly white, working-class neighborhood, and I saw it firsthand every day. The Democratic Party should not, and must not, pander to racists, sexists and homophobes, ever. Much of the voting public this year was so starved for authenticity and truth from politicians that it was willing to accept bullying and crassness as substitutes. Imagine if the Democrats addressed climate change by telling coal miners something like this: Lost in much of the discussion this year was the fact that the working class is by no means exclusively white or straight. Democrats should focus for now on winning where they need to win, and think about expanding the map later. The Democratic Party must also recognize who its base voters are. While this fact often drives Democrats crazy, they can either rail against it or accept it for what it is. The party must do a much better job of candidate identification and recruitment, finding innovative candidates at all levels who can create enthusiasm among the base, and then spread that enthusiasm beyond the base. But above all, Democrats must not react to this loss the way have they reacted to past losses, with contrition and cowardice. Democrats are so intent on showing how reasonable they are, how willing they are to reach across the aisle and compromise, but this is consistently read by their Republican opponents, and the public at large, as weakness. The party must display the courage of its convictions and actually stand up for its principles rather than cowering in the corner, begging for mercy. Above all, Democrats need to understand that politics is an art, not a science. Stop telling people what you think they want to hear. Be who you are, not what a focus group tells you that you need to be

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Chapter 3 : Impeachment demands: Democrat election strategy or `revenge fantasy?â€™™ - The Boston G

For one, the Democratic Party is a broad coalition of voter groups, each with their own specific reasons to vote. There seems to be no specialized, targeted messages designed at boosting turnout among Democratic-leaning voters who often don't vote in midterms.

After watching him for the last year and a half, this unpredictable and unconventional president has now become more predictable and expectedly unconventional. Most important, he is percent committed to his base at the expense of building bridges with anyone else. He likes a fight more than a compromise. Of course, even if he wanted to flip the script in and try to cut deals with Democrats, he has alienated any Democrat who was ever tempted or felt pressured to work with him. His best opportunity to woo Democratic Senators was in Ten Democrats came to DC that January knowing that they were up for re-election in a state that Trump carried. No Democrats up in sit in red states. Moreover, if Democrats have a huge night: The election will have been a massive rebuke to the president. What incentive will they have to work with him? Almost all of them are running as problem solvers and bipartisan deal-makers who are more interested in breaking gridlock than playing zero-sum politics. And, while we know midterm results have proven to be terrible predictors of the upcoming presidential election, each potential candidate will try and prove that they are the best candidate to build upon, fix, or continue the trends of If Democrats have a decent, but not a great night, look for plenty of presidential hopefuls and Democratic voters to argue that Democrats ran cautious and poll-driven campaigns that were too focused on winning over suburban, white voters than on motivating younger voters and voters of color. Instead, they will likely argue, that Democrats failed to give voters a clear idea of who they are and what they stand for and must focus more on that than on Trump himself. It will make what is now a crowded, but not necessarily combative race for the nomination, one that could quickly descend into chaos and contentiousness as the pressure to quickly rally around a candidate who can beat Trump will be intense. Another group will argue that Democrats should be more concerned with choosing the right candidate â€” even if it takes a lot of debates and forums and primaries to do so. For the next six weeks, all eyes are on what happens in But, what happens in , will help shape the way Democrats approach the nomination process. Word of warning, however, to anyone who thinks they can game out which of the strategies will work; no one can predict the mood or the moment we will be in And, meeting voters where they are in , is more important than basing your campaign strategy on where they were in

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Chapter 4 : New Republican Strategy for Stop Impeachment | Breitbart

Post-election, there was a lot of doom and gloom about the Democratic Party's prospects in the Midwest, with both nonpartisan analysts and even some party strategists suggesting the party needed a dramatic overhaul or risk losing in this region, which will be packed with white, working-class voters, for the foreseeable future.

Green , November 8th, 8: Republicans won them in , but only in . By contrast, white voters without a college degree changed marginally, from Republican to . The gender gap is alive and well—Turning to the white vote, these exit polls indicate that Democrats lost the white congressional vote by 10 points this election, a substantial improvement over their point loss in . Again, we await further data to evaluate these changes, but this is the story told by the NEP exit polls—While possibly affected by changes in methodology, these exit polls indicate a very strong pro-Democratic shift among white college voters, improving from a point deficit in to an 8-point advantage in this election. Democratic performance also improved among white noncollege voters but only modestly, moving from a point deficit in to 24 points in . Other data indicate that Democrats did particularly poorly among white noncollege voters in the South—White college women were particularly good for the Democrats, supporting their candidates by a point margin; white college men gave Republicans a 4-point advantage. White noncollege men were the worst for the Democrats—they lost this group by a whopping 34 points. Progressive energy helped moderate Democrats win on election night. For the most part, the biggest upsets for the left occurred during the summer primaries; most of those districts were already blue and primed to elect Democrats. Many of the left-wing candidates who tested the theory of turning out their base, even in more conservative districts, lost on election night. Some of the notable wins include: Hill is in favor of Medicare-for-all, a key progressive litmus test. The next census is in and the following one will be in . One of the big questions heading into the midterm election was whether the Democrats would gain enough power — particularly in state legislatures — to redraw some of these district lines and level the playing field. That process, in most states, is run by state legislatures and governors. What the Democrats needed to do last night was win themselves back seats at the table for a redistricting after , seats that they simply did not have in —They won a handful of those seats. They appear to have won the governorship in Wisconsin , which will give Democrats a seat at the table in a state where Republicans have been able to win super-majorities in the state legislature even in years when Democrats won , more votes statewide—Democrats also won the governorship in Michigan , which is one of the key states. Michigan, however, also passed a redistricting reform ballot initiative on Tuesday night, so that the process there will be conducted by an independent commission for the first time, which is great news for reform and competition—Democrats simply got wiped out in Ohio. When both sides have a seat at the table, you end up with some semblance of a compromise. They now completely control all three statehouse branches in 13 states and Washington, D. At the federal level, legislative achievements have ground to nearly a complete halt in recent years—They seized control of seven legislative chambers, flipping the State Senates in Colorado, Maine, and New York; the House in Minnesota; and both chambers in New Hampshire.

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Chapter 5 : The Impact on the Democratic Nomination | The Cook Political Report

Political Strategy for a Permanent Democratic Majority. up the other party's base in the home stretch of that race helped motivate Northam's supporters.

Continue to article content Standing with some 30, people in front of Independence Hall in Philadelphia the night before the election watching Hillary Clinton speak, exhausted aides were already worrying about what would come next. Some of them had already started gaming out names for who it would be. But in another sense, it was the reckoning the party had been expecting for years. Or all the problems with how Clinton and her aides ran the campaign. Win or lose, Democrats were facing an existential crisis in the years ahead—the result of years of complacency, ignoring the withering of the grass roots and the state parties, sitting by as Republicans racked up local win after local win. How will they confront a suddenly awakened, and galvanized, white majority? Worried liberals are watching with trepidation, fearful that Trump is just the beginning of worse to come, desperate for a comeback strategy that can work. Too tied to Obama. Nancy Pelosi and Chuck Schumer? And all of them old, old, old. After all, Clinton did beat Trump by 2. But they are stuck in the minority in Congress with no end in sight, have only 16 governors left and face 32 state legislatures fully under GOP control. Their top leaders in the House are all over Their top leaders in the Senate are all over What did Democrats get wrong in the race? They differ in their prescriptions, but all boil down to the same inconvenient truth: If Republicans dominate the midterms, they will control the Senate and with it, the Supreme Court for years, and they will draw district lines in states that will lock in majorities in the House and across state capitals, killing the next generation of Democrats in the crib, setting up the GOP for an even more dominant and beyond. Most doubt Democrats have the stamina or the stomach for the kind of cohesive resistance that Republicans perfected over the years. Some thinking has started to take shape. Obama is quickly reformatting his post-presidency to have a more political bent than he had planned. Vice President Joe Biden is beginning to structure his own thoughts on mentoring and guiding rising Democrats. No one seems to be waiting to hear from Clinton. And everyone from Obama on down is talking about going local, focusing on the kinds of small races and party-building activities Republicans have been dominating for cycle after cycle. But all that took decades, and Democrats have no time. What are they going to do next? And there may never have been a party less ready to confront it. The tiles need to be tight. We have to get through this heat. Those are fights they can wrap their heads around. No, the existential, hair-on-fire threat to the Democratic Party is just how easy it was for Trump to sneak around their flank and rob them of an issue they thought was theirs alone—economic populism—even as they partied at fundraisers in Hollywood and the Hamptons. The mission now, Warren believes, can be summed up in five words: Take back populism from Trump. Why are Democrats lagging at the state and local levels? But that national focus has become myopic. Murphy is all for saying no to Trump, but he argues that Democrats need to come up with their own proposals, however unrealistic, and say yes—big league. Forget it, Murphy says: She won by 20 percentage points in a northwest Illinois district that Trump carried by half a point and Obama carried by 17 points in Bustos wants each member to identify constituents who will be affected by policy shifts under Trump and have district staff promote those people in local media. Tell their stories, she says. Over emails, texts and phone calls, ad hoc networks of younger Democrats have started to form, eager to talk about a new start for the party. He wanted Clinton to win. Those who do, he says, are all basing their thinking on what they did to George W. Bush or what Mitch McConnell did to Obama. This is a new world for them. It sounds reasonable enough, except for one problem: The only mechanism Democrats have to actually shape what happens in Washington is the Senate—with 48 votes that give them an eight-vote margin for error on filibusters and the hope that three Republicans will break away on some votes to join them in the majority. And here, Democrats have more of a strategy than they are perhaps letting on. In essence, the idea is to focus on issues that drive a wedge through the Republican caucus. On Obamacare, they will step out of the way and let Republicans squirm among

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themselves. On infrastructure, the plan is to split Republicans between those leery of new spending and those who just want to get along with Trump. Either way, Democrats figure, they win: As for Trump, they will just wait him out. The base wants McConnell-style, uncaring and unapologetic obstruction, or at least the old Harry Reid, burn-the-place-down and taunt-the-flames kind of pushback. It would be a mistake to lose sight of what has made us the best party to represent a rapidly evolving nation: Schumer and Van Hollen have a complex calculus ahead of them, driven not only by the need to keep the party base energized against Trump, but also the reality that 10 of their incumbents come from states Trump won and may often align with the president for their own survival. Republicans are defending eight seats, but only one in a state Clinton won. A good way to make Van Hollen stop short and almost laugh is to ask him about candidate recruitment for next year. All those people who voted for both Obama and Trump look like reliable anti-Washington voters primed to boomerang against the GOP now that the other guys are in charge. Governors like Hickenlooper, Jay Inslee in Washington, Jerry Brown in California and Andrew Cuomo in New York are going to be blocking and tackling in their capitols, pushing state-level legislation on immigration, Medicare, environmental standards and reproductive rights. On the other end of the spectrum is Montana Governor Steve Bullock, a Democrat who won reelection by 4 percentage points on the same day Trump won his state by more than 20, running on a record of Medicaid expansion, campaign finance reform, equal pay and expanding public education—on top of having issued more vetoes than any Montana governor in history. Instead of raging against Trump and the Republicans in Congress, Bullock wants to ignore them. Democrats have the opportunity to show how all Americans can be a part of the economy of the future, and how we need the diverse talents of all our people to be at our best. Add in likely pickups in blue New Jersey this year and potentially Illinois, Maryland and Massachusetts next year, and Democrats could end up with a slew of new governors. He has no intention of making the same mistake in Jackson line from Pulp Fiction: Personality goes a long way. On paper, Trump had none of the characteristics of a successful GOP nominee—a Manhattan billionaire who bragged about cheating on his first wife with the mistress who later became his second divorce, a closet full of skeletons and a history of cozying up to Democrats? But he was able to connect on such a visceral level that none of those liabilities mattered. What he also showed is how irrelevant parties are—before he pulled chunks of the Democratic base away from Clinton, he swallowed the strongest field of up-and-coming Republican leaders in decades, all while throwing conservative dogma in the toilet. People want more Jay Bulworth, less Tracy Flick. It often took a village of Clinton advisers just to produce one tweet; Trump pulls out his Android smartphone and lets loose. The Obama Legacy Several times since the election, between knocks on Clinton for running a low-energy campaign, Obama has compared this moment for Democrats to , when George W. Bush was narrowly reelected, the House stayed Republican, and he and Ken Salazar were the only Democrats newly elected to a Republican-dominated Senate. Two years later, he points out, Democrats swept Congress. Now, no one has any idea who the field will be in , and no one outside Washington knows the names that get talked about in Washington. Warren might spark a movement, and she could almost certainly count on winning New Hampshire, but she would be 71 and make a lot of Democrats worry she would take the party too far left. Booker can, and likes to assert that he can, tap into an Obama-esque post-racial aspirationalism. Cuomo would have a socially progressive, fiscal centrist record to tout. Obama and Biden have both rethought their retirement plans to help shape the next generation of Democrats—Obama focused more on rebuilding party infrastructure, cultivating the grass roots and potentially meeting with presidential candidates as gets closer; Biden more engaged with nurturing talented up-and-comers. But both are determined to sit out day-to-day politics, people close to them say, though Trump could easily goad either or both of them back into the fray. Roosevelt and John F. They are petrified that everyone will keep underestimating Trump and will be busy fighting over basic values while the president and his Republican majority roll over them and roll back most of what they fought for during the past eight years. Elections are usually won on pocketbook issues; nobody really knows how it would work to run on abstract concepts like freedom of the press or transparency—but many Democrats are tempted to turn their opposition to Trump into a crusade to save

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America itself. Or that Republicans will continue to overreach and get eaten by a Trump tweet the way they did the very first day of this Congress with the attempt to scrap the Office of Congressional Ethics. Or that the savior candidate will come from nowhere and rescue the party by sheer force of personality—another Obama. It ends like this: This article tagged under:

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Chapter 6 : Democrats Are the Party of Denial | Observer

President Barack Obama and Democratic strategists are following through relentlessly on their game plan of animating and mobilizing the party's base for this fall's midterm elections. This means.

Those Republicans worry their statewide candidates may rise or fall based on Mr. Trump has no plans to step out of the spotlight. The president is casting himself as the star of the midterms, eagerly inserting himself into hotly contested primaries, headlining rallies in pivotal swing states and increasing his fundraising efforts for Republicans. Trump agreed to donate a portion of his reelection fund to GOP candidates running in competitive House and Senate races. Bush and Barack Obama. The goal is to ensure that the occasional voters who turned out for Mr. Trump in cast ballots in the midterms. But there are some signs that Mr. While Republicans have won a series of special elections since Mr. Democrats also had two high-profile upsets, nabbing victories in an Alabama Senate race and a Pennsylvania House race. The GOP is worried about a special congressional election Tuesday in a central Ohio district that Trump won by 11 percentage points in A Monmouth University poll released this past week showed the race tightening, leaving Republican Troy Balderson with just a 1-point edge. The survey found 46 percent of likely voters approved of Trump, while 49 percent disapproved. Hoping to shore up GOP support, Mr. Trump plans to host a rally in the district Saturday. And they point to Mr. But some Republicans warn Mr. Still, Republicans are often forced to fend off questions about Trump-sparked controversies. In recent days, Mr. Trump publicly mused about a government shutdown sometime in the fall “ a possibility that Republican congressional leaders fear would significantly hamper their electoral prospects. In Pennsylvania on Thursday , the president said he was a "little bit torn" about whether it would be better to shut down the government before or after the midterm elections to secure funding for his border wall. That kind of uncertainty only serves to further embolden Mr. It may hurt more than it helps. On Thursday, he tweeted support for Rep. Steve Stivers, an Ohio congressman who chairs the campaign committee for the House GOP, urging people to back him in a primary contest next week. The tweet was quickly deleted. The president has compiled a winning streak in recent primaries in which he has made an endorsement, helping favored candidates in South Carolina, Alabama and Georgia. Trump stood onstage with Rep. Ron DeSantis, a year-old three-term congressman, imploring his supporters to back his campaign for governor. DeSantis was little-known to Republican voters until Trump first tweeted support for him in December. DeSantis said he was grateful for Mr. Trump, who spends winter weekends at his estate in Palm Beach, claimed the only time he sees the senator is "five months before every election. This material may not be published, broadcast, rewritten, or redistributed.

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Chapter 7 : Democrats in the Wilderness - POLITICO Magazine

Asked about Democratic party strategy, a fifth of self-identified Democrats (21 percent) said the party should take more liberal positions to motivate the base, while a quarter (26 percent) said it should take more moderate positions to appeal to independents and swing voters.

Continue to article content Halfway through Year One of the Trump presidency, the Democratic base is energized. Its voters are showing up at rallies, crowding town hall forums, self-organizing into local groups and scaring Republican incumbents: The party has a serious fundraising crisis. Republicans have quietly taken a decisive edge over Democrats when it comes to small-dollar fundraising. Small-dollar donors are an important measure of how much grass-roots enthusiasm a campaign or organization has. They are the supporters who will show up to knock on doors, make phone calls and get out the vote. The lack of their support threatens to prevent major gains by the party in and beyond. How did this happen? What mattered more was figuring out an empowering message of hope and reaching people with it. In the Trump era, the Democratic Party has sputtered along with fundraising appeals focused on scare tactics—understandable, but counterproductive. Meanwhile, Trump—a billionaire who is already president—is still winning grass-roots donors by offering his supporters an empowering message. In , Barack Obama improved on that model, setting records for small contributions—which he broke and reset time and again throughout his presidency. Even as recently as the primaries, Bernie Sanders led all opponents in both major parties in small-dollar fundraising, outpacing any other primary candidate in history. Then came Donald Trump. Most small-dollar contributions for political campaigns come from online fundraising, with money donated in response to fundraising emails making up a near-majority of those totals. Nearly 3 million people made more than 8 million contributions to the Sanders campaign because they correctly believed there were no millionaires, billionaires or super PACs behind the effort—nobody who would step in to save the campaign in a rough patch. People are motivated to act when they feel like part of something larger than themselves—and when they understand that their participation in that larger something makes a real difference. In his own way, Trump has consistently embraced this same sentiment in messages to supporters. I need you by my side, supporting our message and doing your part to get the truth to the American voter. It gave our supporters a sense that they mattered to us and reminded them that working people formed the backbone of our efforts. Compare that approach to the one the DNC has taken in the Trump era. The DCCC has perfected a relentless digital program that seeks to squeeze every cent out of its email list. It even outraised the DNC online. Other DCCC emails cause messaging whiplash. They use it because it works, at least initially—the DCCC is beating its own fundraising records, and Ossoff raised an unprecedented amount of money for a House race, with two-thirds coming from small-dollar donors. What they found should deeply concern Democrats: A Trump campaign email sent early in July included images of recent Democratic fundraising email subject lines and contrasted them against his own. Instead of tricking people into donating, it should give something people to believe in, and show how they can only win together. The Democratic Party needs ask supporters to invest not just money, but time and energy in the party and its campaigns. It should invite those supporters to help shape the alternatives the party offers. If the party can honestly and authentically change its message and actions, Democratic activists would embrace it with incredible enthusiasm. Without such a change, the Democratic Party is going to keep losing to Donald Trump and the Republicans in the money race, big and small. He should enroll soon: Donald Trump and the Republicans are already several grades ahead. Michael Whitney is a fundraising expert-in-residence with the Centre for Australian Progress. This article tagged under:

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Chapter 8 : NPR Choice page

Oct 09, Â· DAVID GREENE, HOST: Republican and Democratic leaders have one thing in common right now. Both are hoping that the bitter battle over Supreme Court Justice Brett Kavanaugh will motivate their base.

First, it will motivate his Democratic base to vote for party candidates. Understanding a brand and its appeal to different target audiences are the keys to winning elections today. Few will deny that the base and even others are drawn to his attractive style. Although broadly popular to all three parties in , the Obama brand may have lost its magic. Today, a different style may be needed to address the needs that a slight majority of the country want to address â€” an economic optimism which Obama could not deliver no matter how hard he tries to convince us how much he did for the economy. The salient reasons for this current ineffective speaking tour lie in marketing and branding â€” the constructs that got the charismatic Barack Obama elected twice. Although effectual for his own personal brand, he was never quite able to transfer his charisma to other party candidates. Under the Obama presidency, Democrats lost seats in state legislatures and 70 in the U. The question is whether the majority of voters today want what President Obama is now selling. What comes to mind is whether President Obama is too , when the country needed his brand of cool to get us through difficult economic times. Perhaps we wanted to be inspired by his dulcet speaking tones, to be taken away from the economic problems that we were all experiencing at the time. We needed for him to be there for us. However, different times call for different brand types. In , however, a different strategy may be needed to win which engages the very important independent group. The bad news for Democrats is that the times, they are a changing. In the latest Gallup Poll, August 1, , Republicans now lead Democrats with 28 percent and 27 percent respectively, up for Republicans â€” from 26 percent; down for Democrats from 30 percent , and Independents with a whopping 43 percent up from 41 percent. A dirty little fact that no one is talking about. He simply was not perceived as a strong leader â€” cool and likable yes, but strong? Well you get the point. The issue becomes whether this brand type can attract independents to vote for Democrats, when the Obama brand harkens to a bygone era where communications excellence was the norm instead of economic optimism. And if the former president wants to be effective, he is better advised to stay with his Democratic base so that he can help them, because it is always easier when you have marketing and branding in mind. John Tantillo is a marketing and branding expert, known as The Marketing Doctor. JT utilizes his doctoral skills in applied research psychology to analyze the issues and personalities of the day utilizing his marketing and branding lens. Tantillo is the OpEd writer for Political Vanguard. To read more of his reports â€” [Click Here Now](#). Posts by John Tantillo.

Chapter 9 : Political Strategy Notes â€” The Democratic Strategist

Oct 10, Â· Party leaders are going all in with the culture-warring and scaremongering, looking to drive their voters to the polls with the specter of a wild-eyed, rage-filled Democratic "mob" hellbent on.