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For those who wish to support the work of the California Democratic Party but are unable to make a large contribution at any one time, we offer DEM2012 – a time-saving and convenient option of monthly automatic giving.

It's easy and customized to fit your budget: For example, a \$10 recurring monthly contribution charged to your credit card can make a significant impact.

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**CA  
DEM**  
CALIFORNIA  
DEMOCRATIC  
PARTY

2011



## Here is just a taste of the CDP trainings and programs we've rolled out in 2011:

### LEARN TO FISH: FUNDRAISING TRAINING

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Two hands-on workshops held at the CDP's 2011 Convention focused on teaching members of County Central Committees and Democratic Clubs how to run successful fundraising programs.

More than 260 participants learned from experts how to create and maintain a system to ensure lasting financial sustainability.

### ANNUAL TRAINING FOR COUNTY CHAIRS

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The day before our 2011 Convention, the CDP Team held an all-day meeting in Sacramento for County Chairs and Regional Directors.

Information was provided on current political issues, and best practices were exchanged on fundraising, coalition building and precinct leader operations. Included was a lively panel discussion on "How to Build (Stronger) Labor Coalitions and Why" chaired by Steve Preminger, Chair of the Santa Clara County DCC, and featuring representatives from the California Labor Federation, CTA, AFSCME and the Carpenter's Union.



### MOE: CDP'S ONLINE VOTER DATABASE

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MOE (MOBILIZE-ORGANIZE-ELECT) is CDP's online voter file that allows users to identify potential Vote-by-Mail voters, follow efforts to turn them into PVBM voters and then track returned ballots. MOE is easy to use and can be customized to fit regional needs.

Due to popular demand, we will be extending free use of MOE to all County Central Committees and VOTE2012 offices through Nov. 2012.

## Upcoming CDP programs heading into 2012

After crunching the numbers, listening to activists and analyzing feedback from our local parties, the CDP is implementing four new programs which will help ensure an outstanding election season for Democrats in 2012.

### FIXING THE LA TURNOUT PROBLEM

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Los Angeles County has more than one-quarter of all California voters, but the lowest percentage of Vote-by-Mail voters of all 58 counties in California. Because LA County is key to Democratic victories statewide and a crucial battleground heading into 2012, the CDP plans an intensive paid and volunteer PVBM Conversion Program through September 2011.

### LATINO VOTER REGISTRATION PROJECT

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Recognizing the Democratic voting trend of the Latino community over previous election cycles and the huge growth of voting age Latinos in the Inland Empire and Central Valley, the CDP is launching targeted volunteer voter registration efforts in San Bernardino and Riverside Counties and, coming this fall, Fresno County.



### CAMPAIGN TRAINING ACROSS THE STATE

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Building on our successful 12 statewide "Learn to Win" trainings in 2009-10, the CDP plans county-specific Strategic Plan Development Trainings with 41 county committees and is sponsoring four 2-day Democracy for America Trainings in target areas across the state.

### BUILDING THE BASE

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In preparation for 2012, the California Democratic Party plans a door-to-door "Building the Base" operation in deep blue areas to ask every Democrat we contact to donate – either their money or their time.