



2018 General Election by the Numbers

In the 2018 election cycle, the California Democratic Party (with our partners from the DCCC, Senate Dems, and Assembly Dems) engaged in the most expansive and sophisticated campaign effort in our history. Leveraging a full suite of traditional and cutting edge tools, tactics, and technologies, our 108 campaign staffers demonstrated unprecedented success. As votes are being counted, Democrats and our progressive and labor allies have flipped at least three Assembly, two State Senate, and five Congressional seats from red to blue...and the votes are still being counted.

Congressional Program

- ⇒ **9,204,745** total pieces of mail
- ⇒ **212** distinct designs
- ⇒ **20** final walk pieces, door hangers, and GOTV pieces
- ⇒ Direct contact ATTEMPTS: **6,601,341** CONNECTS: **1,611,843** REGISTRATIONS: **14,433**
- ⇒ Congressional materials produced: **8 races, 26 pieces**

State Legislative Mail and Multimedia

- ⇒ Assembly & Senate mail: **252 distinct designs**
- ⇒ **14,000,000+** total pieces of mail
- ⇒ Multimedia: **4 digital ads, 2 radio ads, 5 TV ads, 2 walk pieces, 2 websites**

Tony Thurmond for Superintendent of Public Instruction Independent Expenditure

- ⇒ Direct mail reaching **over 1,000,000** voters
- ⇒ **Two weeks** of statewide television advertising
- ⇒ Digital advertising: **18.3 million** impressions

Coordinated Field Program

- ⇒ Volunteer voter contacts **194,414**
- ⇒ AAPI in-language call ATTEMPTS: **5,445** CONNECTS: **1,839**
- ⇒ Blue WAVE GOTV emails reaching **243,548** voters
- ⇒ peer-to-peer emails sent using Voter Circle peer-to-peer email reaching **2,931** voters
- ⇒ GOTV weekend lit drop hitting **32,904 doors**

Protect and Promote the Vote Program

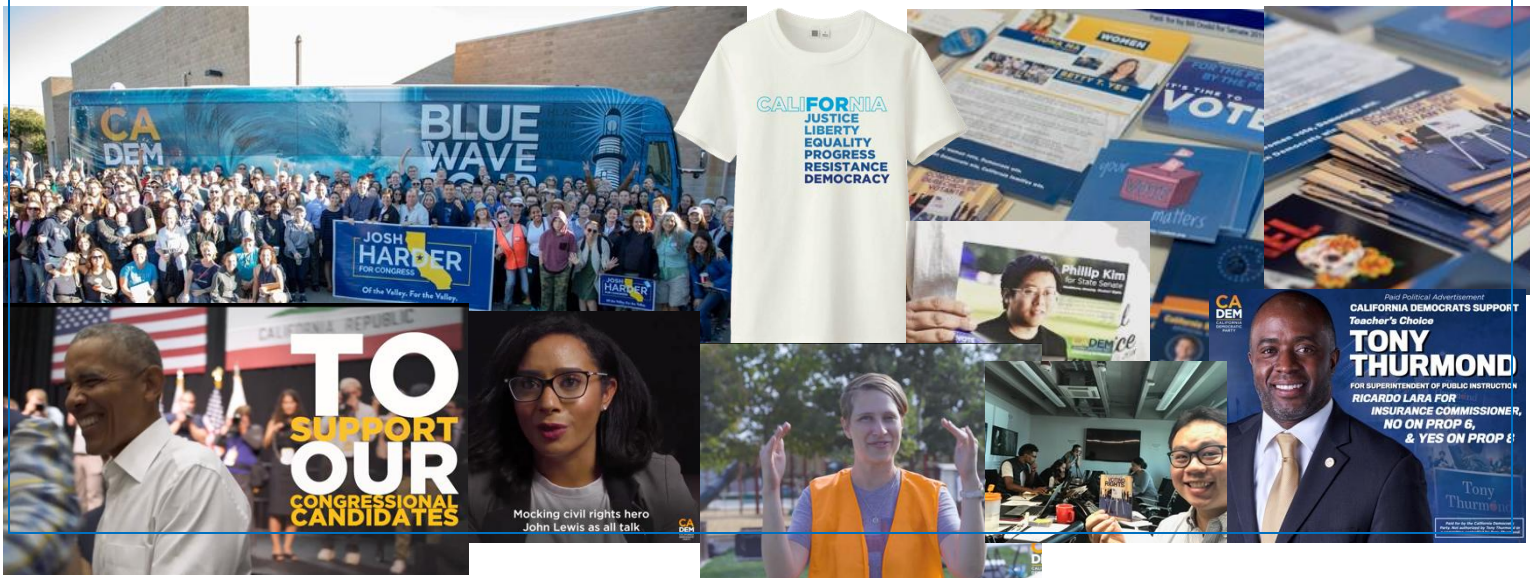
- ⇒ Number of Calls Overall: **3,000 +**
- ⇒ Number of Hotline Volunteer Operators: **70 (10 languages spoken)**
- ⇒ Number of Volunteer Attorneys: **163**
- ⇒ Number of Incident Reports: **76**
- ⇒ Number of Texts and Calls in Key Counties with Issues: **35,600**
- ⇒ “Know Your Voting Rights” Cards
 - Produced in **7 languages**
 - **300,000** printed and distributed
 - Available digitally online – www.cadem.org/p2tv

Peer-to-Peer Texting Program (Hustle)

- ⇒ Congressional: **162,972**
- ⇒ Blue WAVE Outreach: **52,774**
- ⇒ Slate Outreach: **209,335**
- ⇒ GOTV Base: **209,793**

Special Projects: Publications and Events

- ⇒ **16** different African American publications
- ⇒ **12** different In-language publications
- ⇒ **Full page color ads** in prominent LGBTQ publications
- ⇒ **2** Boosted Ricardo Lara videos on Facebook
- ⇒ Kevin de Leon Paid Digital Ads: **2 suites of display web banners, 1 online video**
- ⇒ Celebration of Activism Event with Chair Eric C. Bauman & Lt. Governor Gavin Newsom: **745 guests**
- ⇒ Rally with President Barack Obama: **2,500+ attendees**
- ⇒ Rally with Vice President Joe Biden: **1,000+ attendees**
- ⇒ California Young Democrats Rally with Senator Bernie Sanders: **2,500+ attendees**
- ⇒ Telephone Townhall with Senator Elizabeth Warren: **357 participants**
- ⇒ “Día de Los Muertos” Latinx mobilization call with Chair Bauman, civil right icon Dolores Huerta, and Sen. Ricardo Lara
- ⇒ “Souls to the Polls” voter engagement mobilization
- ⇒ Phonebank mobilization with Chair Bauman and DNC Chair Tom Perez



Statewide Candidates

- ⇒ Slate Program: **3 million pieces**
- ⇒ Labor Day Card: **150,000 pieces**
- ⇒ Federal Slate overrun: **100,000 pieces**
- ⇒ Doorhangers Total: **1,165,150 (8 Languages)**
- ⇒ Digital Total: **8.1 million impressions**
- ⇒ Total online slate views: **303,901**
- ⇒ 6x9 poll card: **1,250,000 pieces**
- ⇒ 4 page overrun for walk: **50,000 pieces**
- ⇒ **TV ads** for the last two weeks
- ⇒ Digital Total: **18.3 million impressions**
- ⇒ Kevin de León online ads: **4,635,777 digital impressions**

Campaign Resources

- ⇒ Training: www.cadem.org/training
- ⇒ Partnership with National Democratic Training Committee
- ⇒ Mobilize, Organize, Elect (MOE) Voter File System
- ⇒ Voter Registration Bounty Program
- ⇒ Hustle Peer-to-Peer Texting Program
- ⇒ VoterCircle Peer-to-Peer Outreach Program
- ⇒ Grassroots Organizing Materials/“Booth Boxes”
- ⇒ Insurance Program

Video, Design, and Media Production

- ⇒ **13** Congressional Organizing Videos
- ⇒ **19** Individual clips for endorsed candidates with Obama, Biden, and Sanders
- ⇒ Streaming of live events: **Over 200,000 viewers**
- ⇒ **6** call to vote constituency videos for various diverse demographics
- ⇒ Launched CADEM Podcast
- ⇒ Vote-by-mail push videos
- ⇒ Texting program, call to actions reached **10k+ subscribers**
- ⇒ Social: Instagram following increased **x10 to 30k followers**, Twitter **increased by 50%**
- ⇒ **4** Merch design shirts
- ⇒ **4** Postcard designs, distributed **40,000**, with more to be used in 2020

GOTV Bus Tour and Creative

- ⇒ Over **1,800 miles** on a **45 foot long** rolling billboard
- ⇒ **First ever** CADEM GOTV bus tour
- ⇒ **27** cities, **32** stops, **6** days