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Building Reflective Democracy

April 13, 2017



Tonight's Trainers



Mondale Robinson



Brianna Fisher



Annie Weinberg



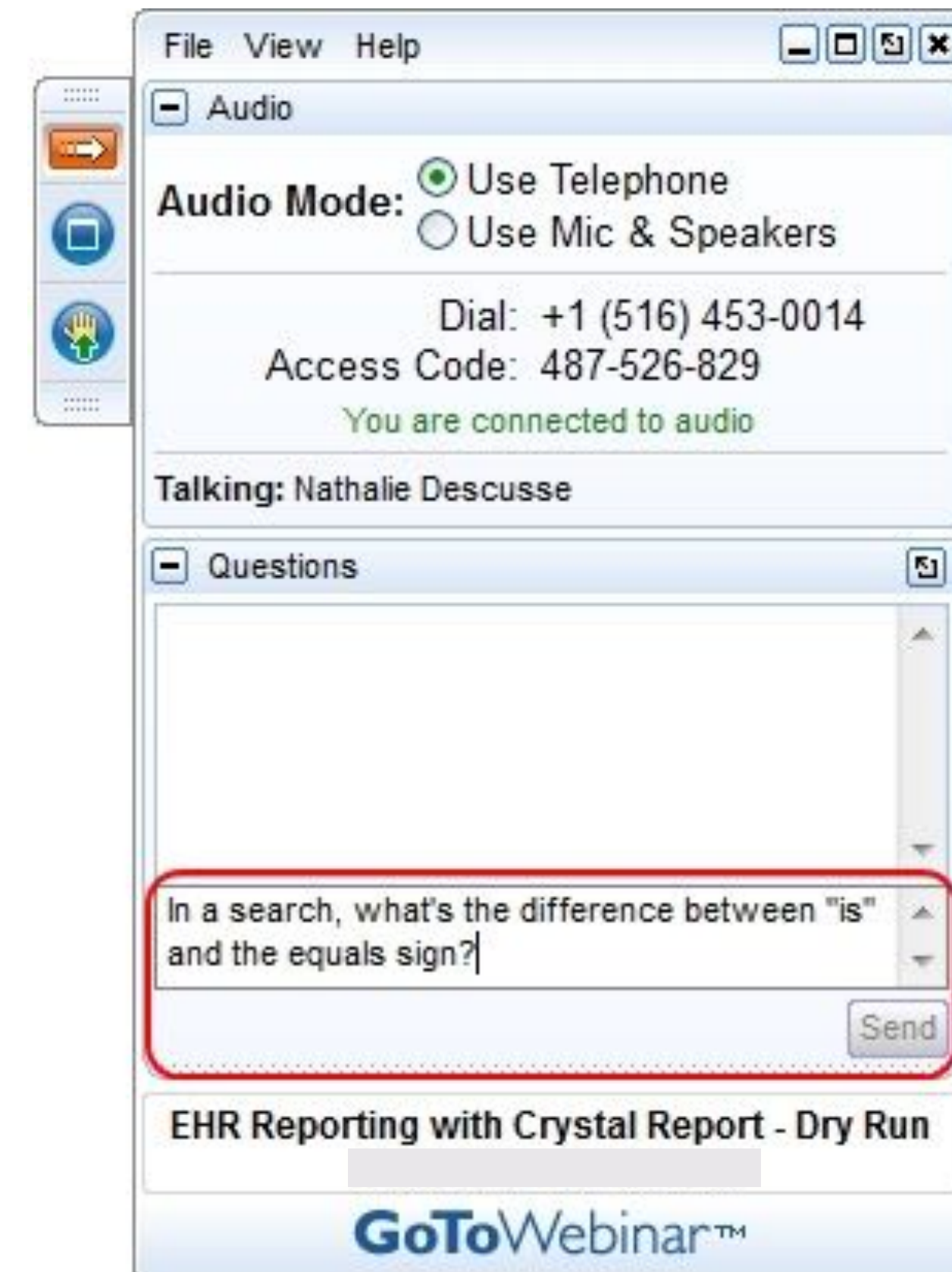
Alejandro Chavez

Agenda for Tonight

- ★ Welcome!
- ★ Defining Reflective Democracy
- ★ Building a Reflective Democracy
- ★ Guest Speaker
- ★ Q & A
- ★ Wrap Up

How to Ask Questions

If you would like to ask a question, you can enter your question in the box on your GoToWebinar tool panel.



America: One Nation, Many Communities

**We, as a nation, should be committed to
a government of the people, by the people,
for the people.**

Defining a Reflective Democracy

Reflective democracy in the simplest of terms means the institutions of this country look more like the demographics of this country.



Without Reflective Democracy



The Proverbial Sports Analogy



The Problem We Face



The Numbers

Across all elected bodies in the U.S.:

- ★ 90% of elected officials are white
- ★ 65% of elected officials are white men

Case Study - District Attorneys:

- ★ Nationwide (est. 2016): 95% of District Attorneys are white
- ★ California:
 - ★ White = 38.5% population and 70% of the state's District Attorneys
 - ★ Latinx/Hispanic = 38.8% population and 9.4% of the state's District Attorneys

Standing Rock



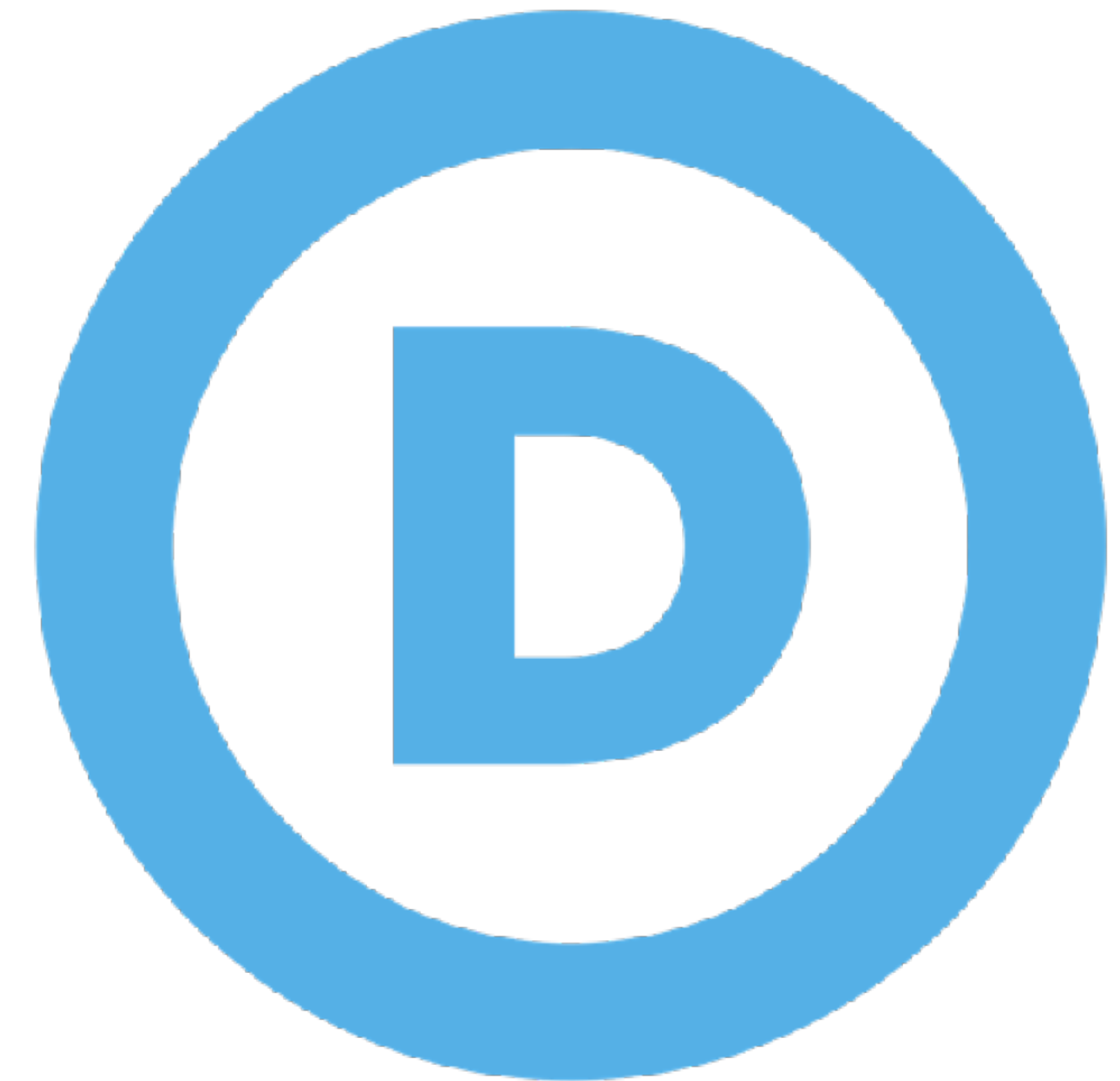
The Numbers: Campaigns

★ 2010 - 2012 cycle

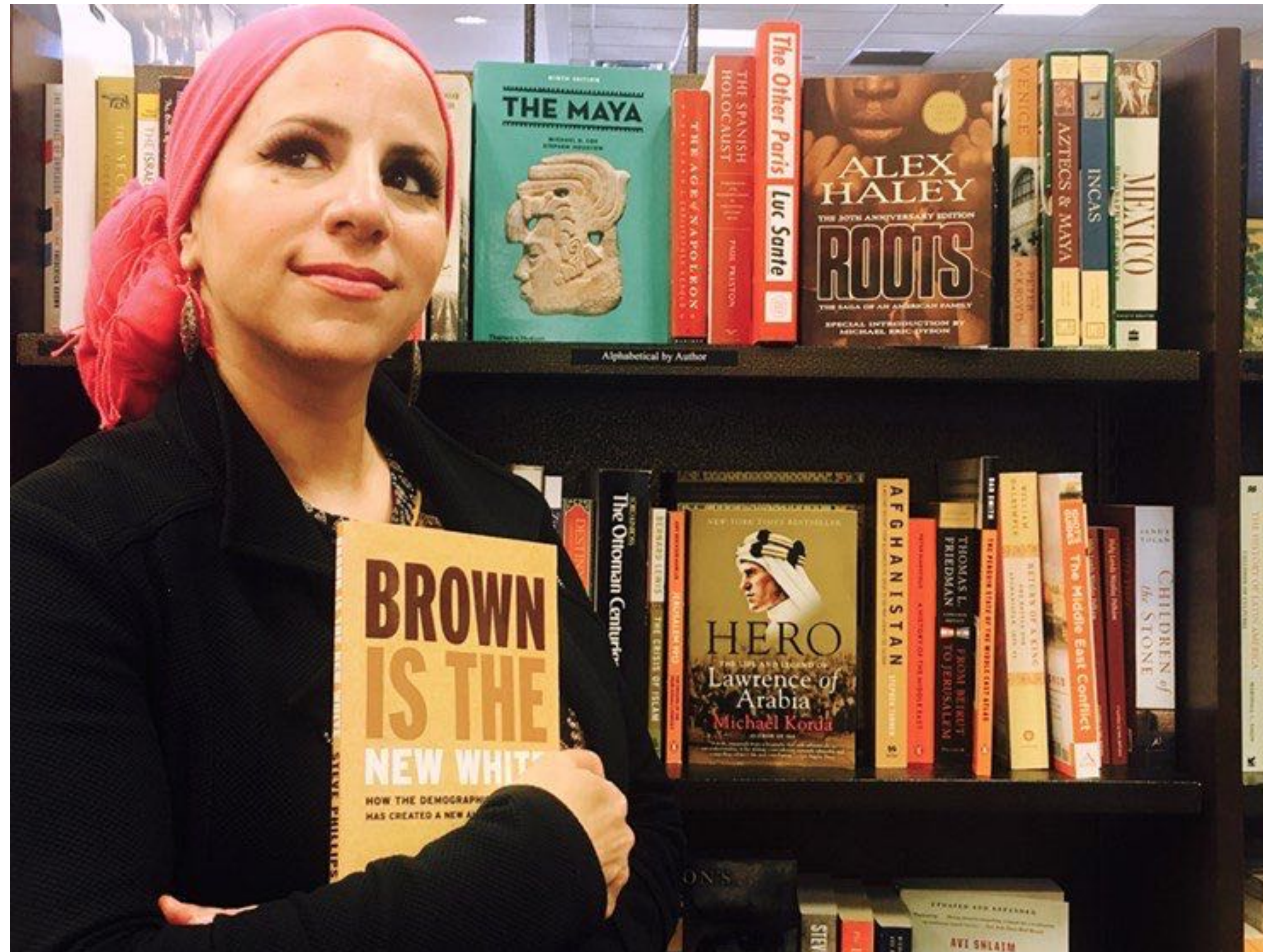
- ★ \$514 million to political consultants
- ★ 97% of those dollars went to white consultants and businesses
 - ★ 83% of it to white men

★ 2014 cycle

- ★ \$193 million to political consultants
- ★ 97.9% went to white-led consultant firms



The Story of Rida Hamida



On Campaigns

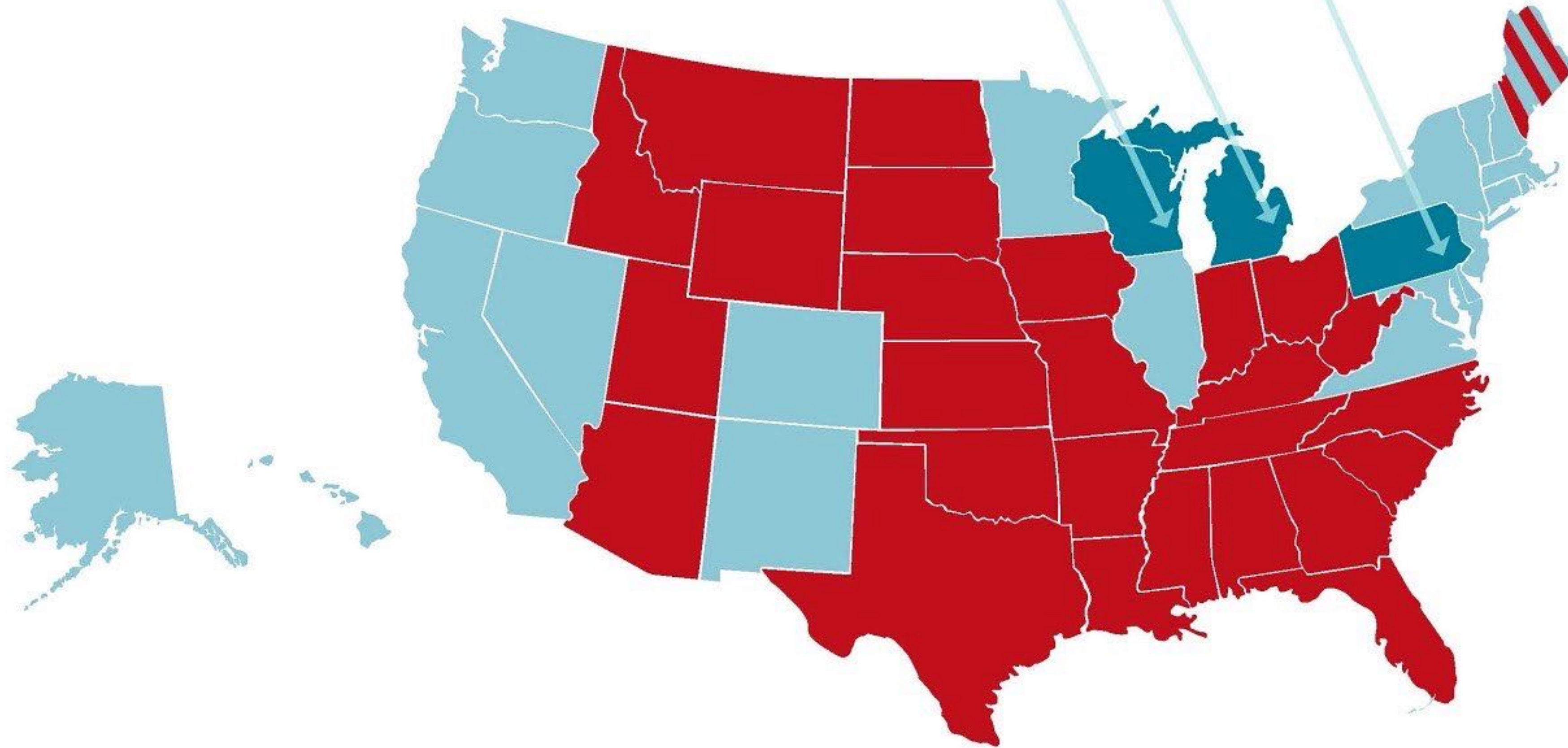


Disenfranchised Voters

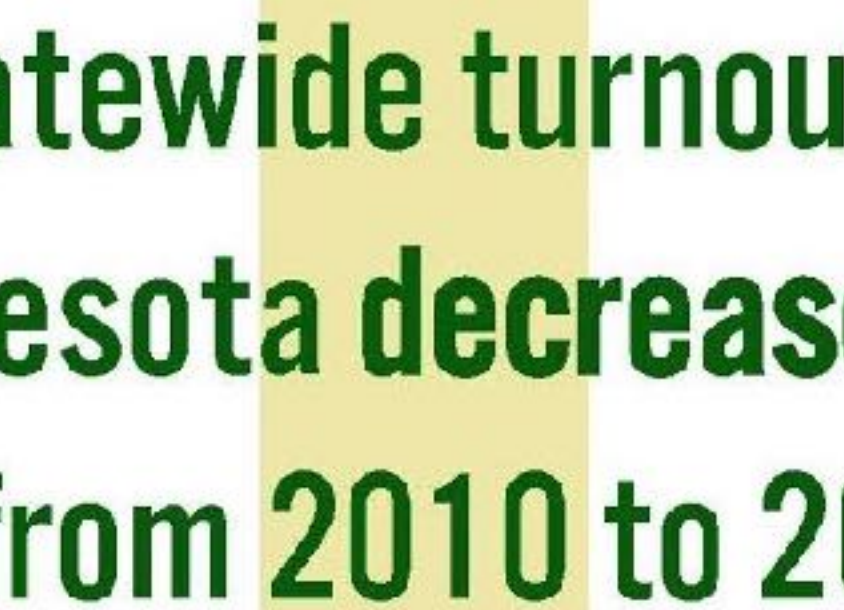


Turnout Matters

If 2016 voter turnout in **Milwaukee, Detroit, and Philadelphia** **MATCHED** their turnout in 2012, **Hillary Clinton would have won.**



The Keith Ellison Difference



Statewide turnout in
Minnesota decreased by
5% from 2010 to 2014.

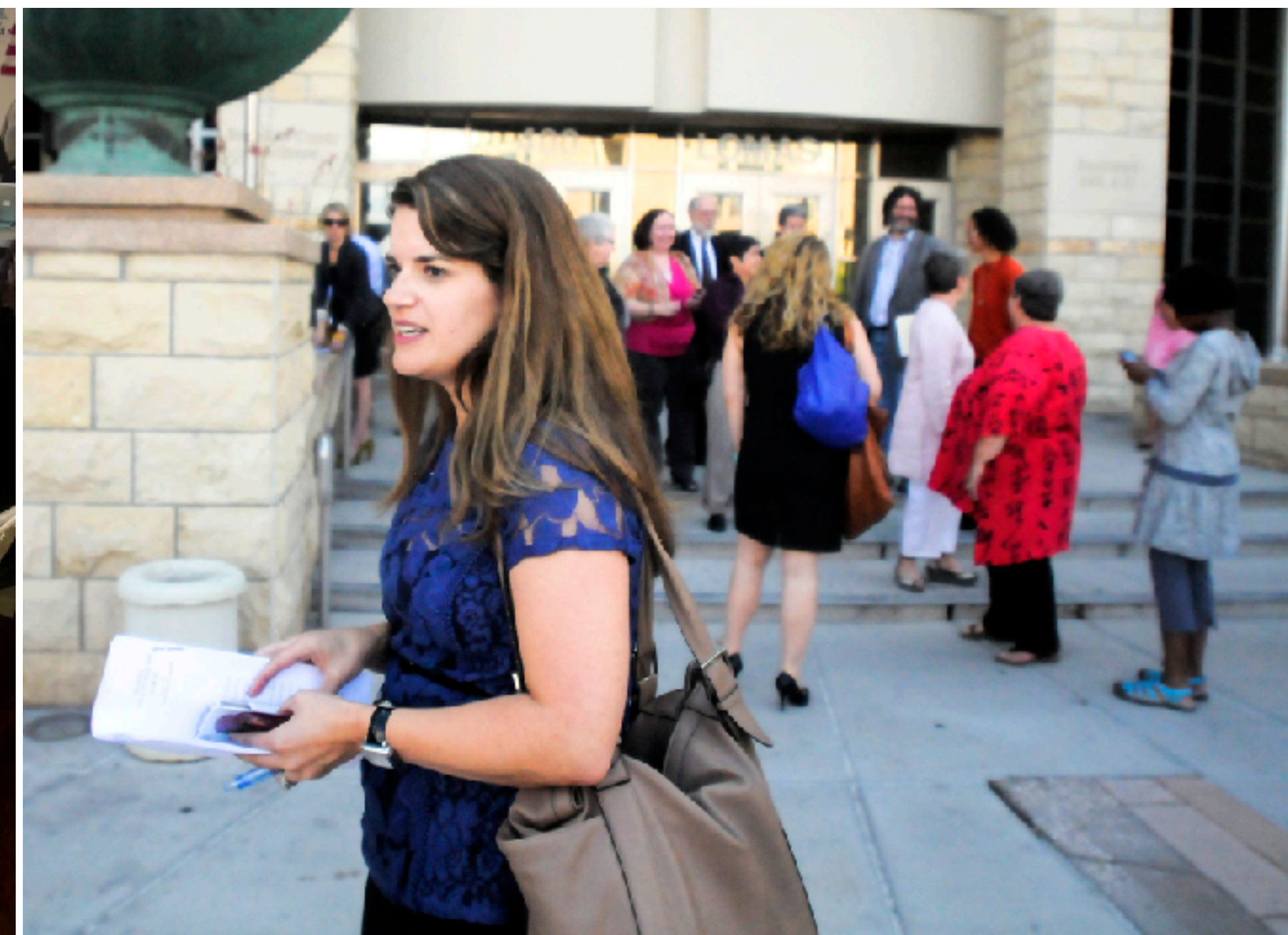


Turnout **INCREASED** by 3%
in Keith Ellison's district
over the same period.

Keith's was the **only district in Minnesota** where
voter turnout **GREW** between 2010 and 2014.

Prioritize Organizing

Prioritize and invest in organizing – conversation-based voter contact – early and consistently.



Build Inclusive Voter Targeting Models

Prioritize and invest in organizing and tactics that expand the electorate and welcome in newer voters.



Invest Down Ballot

There's no off-year –
invest in local elections
now to build a
successful 50 state
strategy.



Center People of Color

Center and invest in and trust the leadership of people of color.



Values

Run on core values with courage, for racial and economic justice.

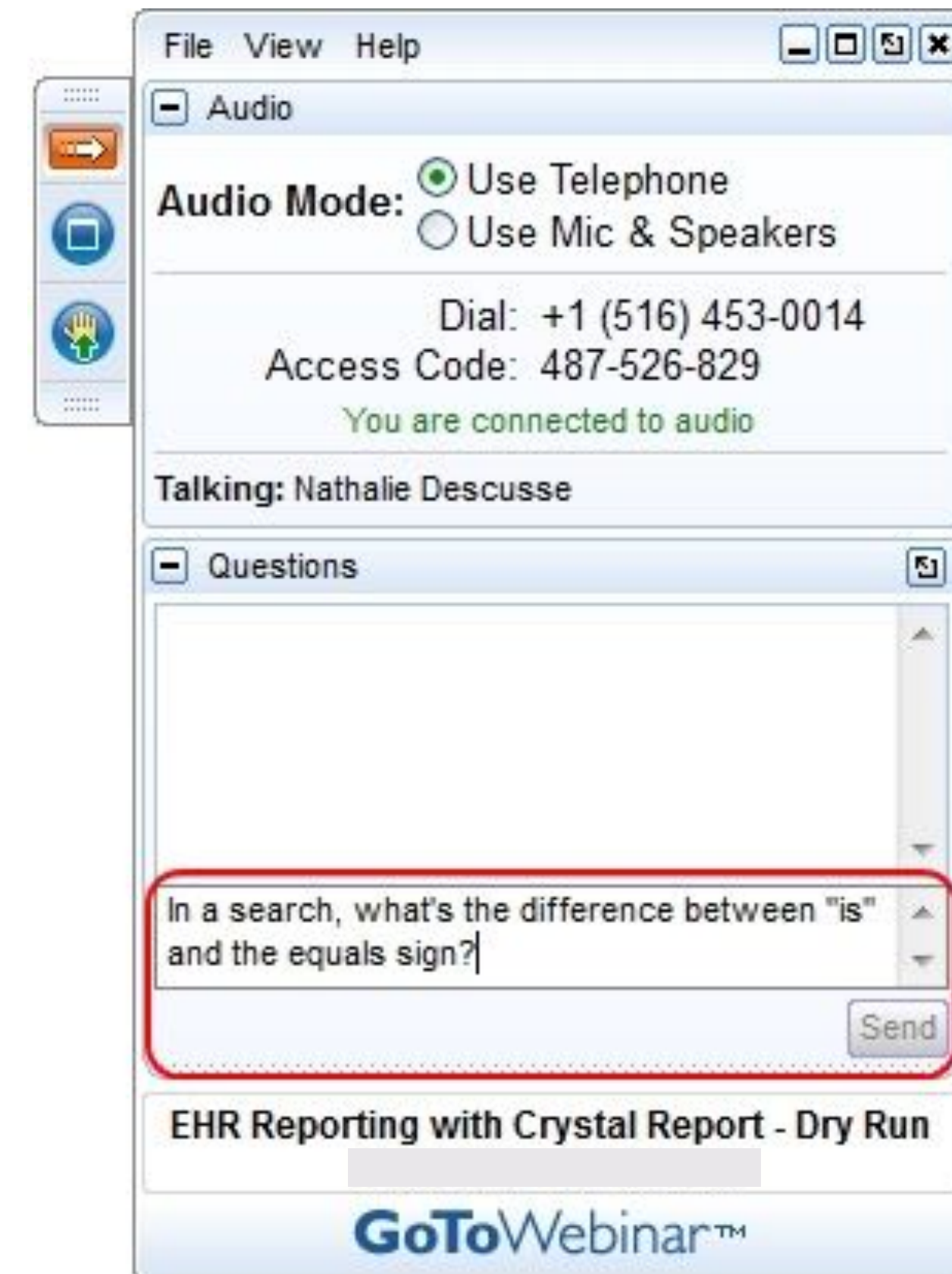


Mayor of Stockton: Michael Tubbs



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Wrap Up

- ★ Virtual Open Office Hours:
Friday from 3pm - 4pm ET / 12pm - 1pm PT
Dial-in Number: (712) 770-4954
Access Code: 878593
- ★ On April 20, DFA members are gathering to watch a double feature:
Immigrants for Sale and
Pursuing the Dream: A DACAmentary.

To RSVP to attend or to host a viewing: <http://d4a.link/hq>

- ★ Next Night School Training: **May 11th**
Reflective Democracy: Building a Voter Targeting Plan
www.democracyforamerica.com/nightschool

