

**December, 2012
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DAVIS DEMOCRATIC CLUB

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The Garamendi Campaign: The Nation's #1 Grassroots Congressional Campaign

By Andrew Kim, Deputy Campaign Manager

Since the launch of our campaign back in January, the principal focus of Congressman John Garamendi's campaign has always been 1) building strong community partnerships and 2) developing the best field operation in the nation.

Congressman Garamendi stated back in January, "This election is not just about me. It's about building a powerful Democratic base to ensure we are a beacon of progress in this newly drawn district." Since then, we have established over 26 community partnerships – understanding that our partnerships must be grounded upon personal relationships and service.

With our foundation grounded upon the community, our 2nd goal was simple: to have the best-organized field operation, encompassing the best practices of social justice nonprofits, service programs and, of course, the Obama Campaign. However, the key to our success was moving beyond our campaign's dependency for volunteers but in the development of grassroots-field programs designed for targeted community groups.

Field Program Target Group: Total Participants:

- Team Leader Program College Students: +16
- Student Ambassador Program High School Students: +78
- Battleground Woodland Program Latino Students: +33
- Battleground California Program College Students: +43
- Campaign Committee Program College Students: +9
- Volunteer Action Program Community Volunteers: +34
- Grassroots Action Committee Community Volunteers: +11

In short, we had students from over 8 high schools and 7 college campuses (over 169 interns), committing close to 12-15 hours per week.

With a heavy focus on the field operation, we've been able to fine tune and perfect our ground game, ultimately building the momentum needed for GOTV. **The Garamendi Campaign had made over 592,362 contact attempts, knocking over 94,725 doors in this district and making over half-million phone calls.**

The Democratic Congressional Campaign Committee recognized our team as the number 1 Grassroots Congressional Campaign in the nation – our campaign placing first on multiple DCCC nationwide competitions.

Apart from the numbers, I believe our team's success was attributed to our investment model. In AmeriCorps, we were taught to "invest not into corporate capital but human capital. Invest into people, who can in return invest into more people and the community at large." The framework of our campaign was designed to invest an incredible amount of energy and time into the personal growth of every student intern. With an unprecedented amount of team-building exercises, leadership seminars, community service events, and networking events that many campaigns would categorically dismiss our campaign's commitment to each individual made us more than just a team — it made us a family.

However, the investment into our team would have not been possible without the community leaders and activists here in Davis that first invested in us. From the food, donations, and acts of love and kindness, our investment model worked because of the community – because of you.

Our campaign team is humbled knowing that we have so many here in Davis that care about Congressman Garamendi and the future of our young people. And we can't say this enough – **Thank you for all that you have done!**



*Patti Garamendi, Bob Schelen,
Rep. Garamendi and Andrew Kim
celebrating our victory*

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Calendar of Events & Campaign Activities

Tues., Dec. 4 , 7:00-9:00 pm, regular DDC Board business meeting. Club members and the public are welcome: Pres. Sen and Secretary Yamagata draft the agenda, Davis Library on 14th Street.

Saturday, Dec. 8, 6:00-9:00 pm. Annual Holiday Social, Buffet dinner provided by the DDC Board (guests may bring a favorite dish), beverage, holiday cheer in celebration of our great election victories!, meet and greet local leaders at the **International House in Davis.**

A Winning Effort by Bob Schelen, Chair, YCDCC



Bob directing HQ work; Kelsey McQuaid (r.)

Four years ago, a Democratic presidential candidate inspired the nation when he proclaimed that change was coming to America. Indeed, he brought that change with a number of policies and appointments through his four years in office, including the most comprehensive health care measure in 45 years. Skeptics said his efforts were going to result in a very close election and perhaps defeat this year.

Because of you, that did not happen.

For the first time in almost twenty years, we witnessed a competitive congressional race in Yolo County. Redistricting brought us a new congressional candidate in John Garamendi, and we developed a great working relationship with his team. In consultation with Garamendi Deputy Campaign Manager Andrew Truman Kim (see p.1), the Yolo County Democratic Party developed a strategy of starting the campaign much earlier than we have in recent years. We selected a Davis Democratic HQ site in January and focused on delivering as many votes to Congressman Garamendi as possible in the June primary. We also worked with our locally endorsed candidates.

After the June primary, Yolo County joined the California Democratic Party in the Battleground California initiative. This initiative was intended to pass Proposition 30, defeat Proposition 32 and elect Democrats in competitive races by reaching out to those who do not regularly vote and newly registered voters. While we teamed with the Garamendi campaign and the California Democratic Party in these efforts, we also continued our regular campaign strategies to inform Yolo County Democrats of the importance of voting, the benefits of Prop. 30 and the perils of Prop. 32.

Our goal stated in January was to keep the Democratic turnout on par with the 2008 election. Although the final count is not yet known, my belief is that we reached that goal! In Battleground California, we made 22,662 calls to Democrats who otherwise may not have received our message. (continued p3)



(l.r.) Assemblymember Mariko Yamada, State Senator Lois Wolk, Rep. John Garamendi, Councilman Dan Wolk, and Supervisors Don Saylor and Jim Provenza.

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SPONSOR (\$100)

- Bob, Marie & Julie Bockwinkel
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 - Rick Vulliet
 - Betty Weir
 - Kathleen Williams
 - Fossdahl
 - Barry Wilson
 - Richard & Jane Zeiger
 - Mariko Yamada & Janlee Wong
- (continued on right)*

(Winning Effort *cont'd p.2*) Without the volunteers and financial help of the clubs in Yolo County, this could not have happened. Great thanks to the Davis Democratic Club, the Winters Democratic Club and the River City Democratic Club for their efforts this year. We also owe our thanks to all the other volunteers and the great enthusiasm that the Garamendi campaign engendered in our area this year. In terms of total numbers, we can say that the 15,000 vote margin for the Garamendi campaign in Yolo County helped propel his victory.

We were an integral part in passing Proposition 30 and defeating Proposition 32 with the surge of voters 18-29 years of age in our area. We reelected our great state representatives, Senator Wolk and Assemblymember Yamada for another term. Not only did we do our part in Yolo County, but we helped by sending people and dollars to battleground states such as Ohio and to California State Senate and Assembly races. In doing so, we helped deliver a 2/3rd majority in the both of these houses, so that for at least for two years, we will not have to rely on Republican support on important Democratic issues.

Please enjoy our victories today knowing how much your support and effort made a difference!

However, remember, it would be a shame to lose the momentum we established with this campaign. So, let's get on board and develop this great team for a strong Yolo County Democratic Party through 2013-2014 and beyond. Not only to win future victories, but to build a strong party and to effect progressive change through our community, state and nation.

PASSPORT (\$50)

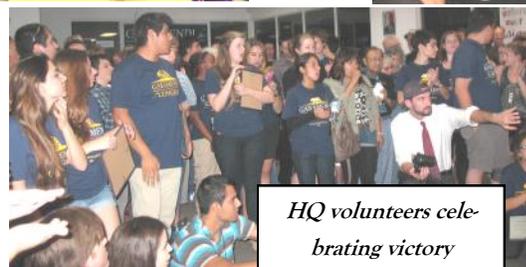
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DDC Member Martha Beetley (l.) in Ohio with Pres. Obama



Club T-shirt (l.), a great success at Davis Farmers Market



HQ volunteers celebrating victory



In cowboy disguise, DDC Member Alan Hirsh (l.) campaigns in Nevada

Democratic Newsletter

DDC Holiday Party
Sat., Dec. 8,
6:00 pm
at I-House

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See the website photo
gallery:

www.davisdemocraticclub.org

To JOIN or RENEW (circle one) membership in the Davis Democratic Club, fill out this form and send a check to the following address: Davis Democratic Club, P.O. Box 73014, Davis, CA 95617

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Occupation & Employer (required by FPPC)

Are you interested in? (circle all that apply.)

Campaign Activities Fundraising Voter Outreach

Telephoning Newsletter

Circle your Level of Membership:

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