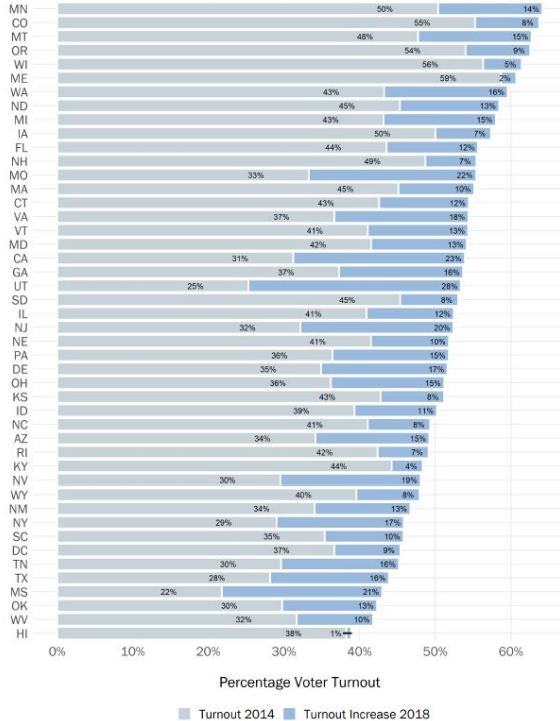

2020 Big Picture

How We Win

Good Growth - 2018 Voting Across the US



2018 - Overall US Voters
120,314 million ballots

2014 - Overall US Voters
81,687 million ballots

147%
growth

Great Growth - 2018 UOCAVA Voters

2018 - Civilian UOCAVA voters
returned **220,755 ballots***

**64.1% of 344,392 total UOCAVA ballots*

2014 - Civilian UOCAVA voters
returned **68,390 ballots**

322%
growth

UOCAVA voters = civilian and military US citizens abroad who request their ballots using the Federal Postcard Application form generated by votefromabroad.org and other abroad sites such as fvap.gov

2018 - Overall US Voters
120.314 million ballots*

2014 - Overall US Voters
81.687 million ballots

147%
growth

Outstanding Growth - 2018 DA Voters

2018 - Americans abroad used VFA 90,000+ times
Dems Abroad used VFA 34,944 times

2014 - Americans abroad used VFA 14,132 times
Dems Abroad used VFA 5,839 times

600%
growth

2018 - Civilian UOCAVA Voters
220,755 ballots*

322%
growth

2014 - Civilian UOCAVA Voters
68,390 ballots

2018 - Overall US Voters
120.314 million ballots*

147%
growth

2014 - Overall US Voters
81.687 million ballots

*64.1% of 344,392 total UOCAVA (Uniform and Overseas Civilians Absentee Voters Act) ballots

Statewide Win in Florida

Democrats Abroad brought home the 1 Florida D statewide win in 2018

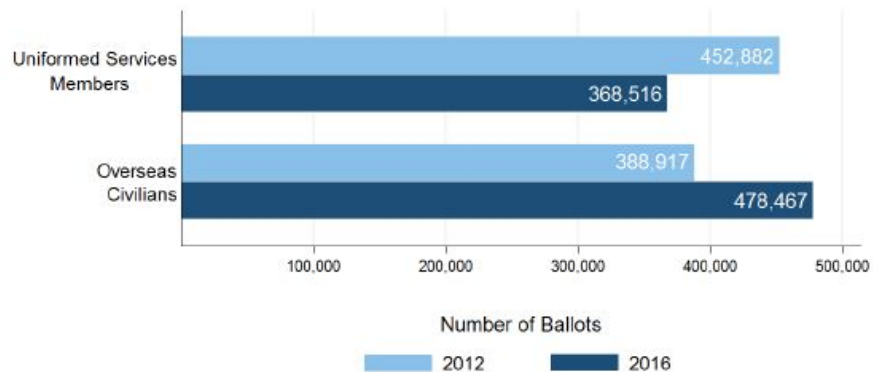


Nikki Fried
FL Agriculture
Commissioner

6,753
vote margin

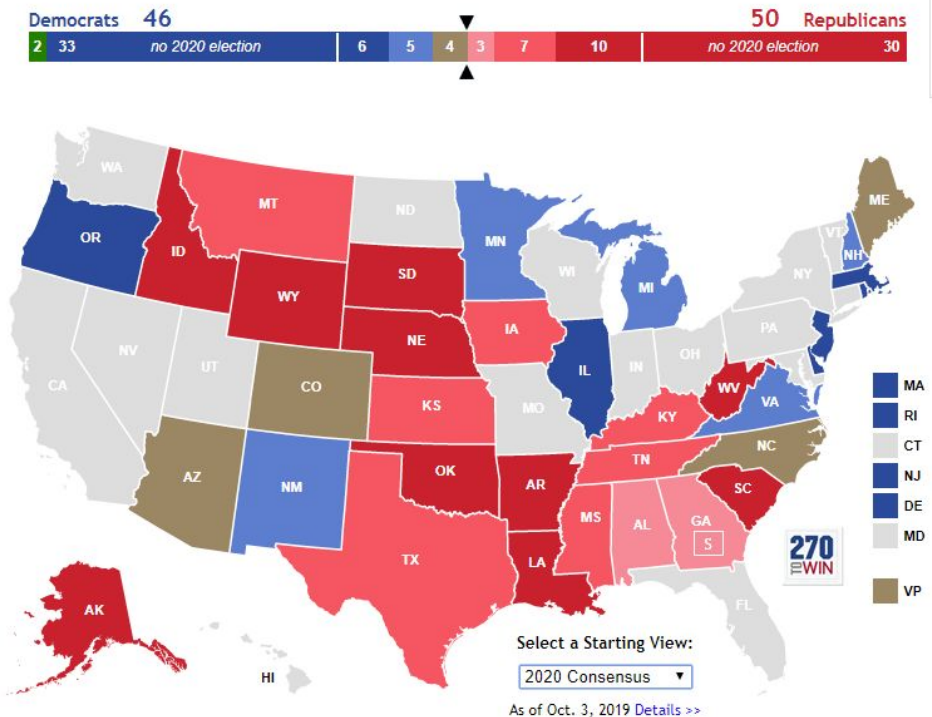
Our Big Picture Goals in 2020

- Double the abroad civilian vote from 2016 (from 478k ballots sent out to 1m)
- Take back the White House and the Senate, and flip state senates and houses!
- Protect the House and Speaker Pelosi's work (TX here we come!!)
- Make sure the 2016 story in Florida, Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin does not repeat itself
- Help protect Americans abroad votes
- **SAVE DEMOCRACY IN THE US!**



Election Administration and Voting Survey, 2016 (p112)

Senate Elections



	Jan. 2019	2020	2022 [^]
●	45	12	12
●	2		
●	53	23	20

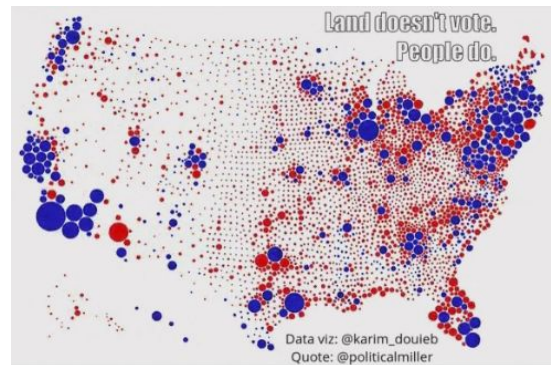
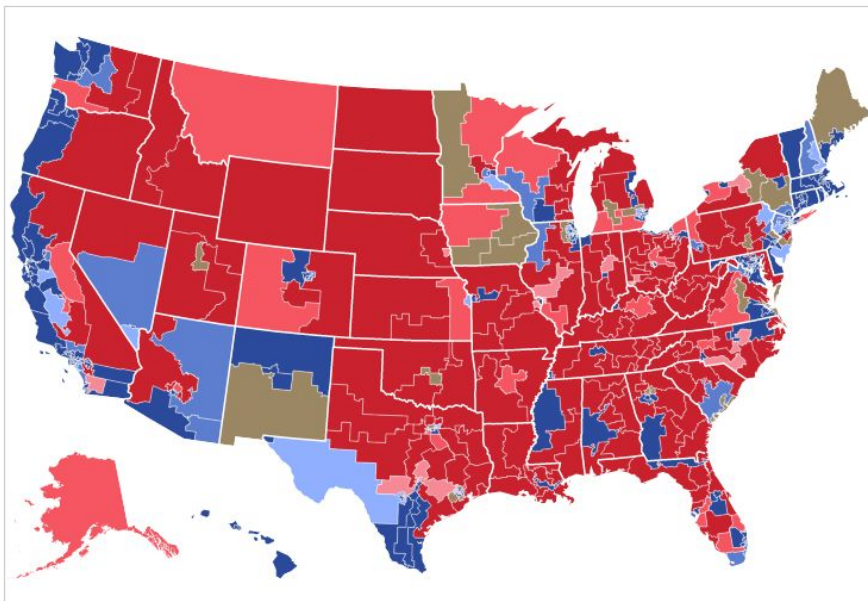
[^]Excludes AZ, GA seats with special election

House Elections

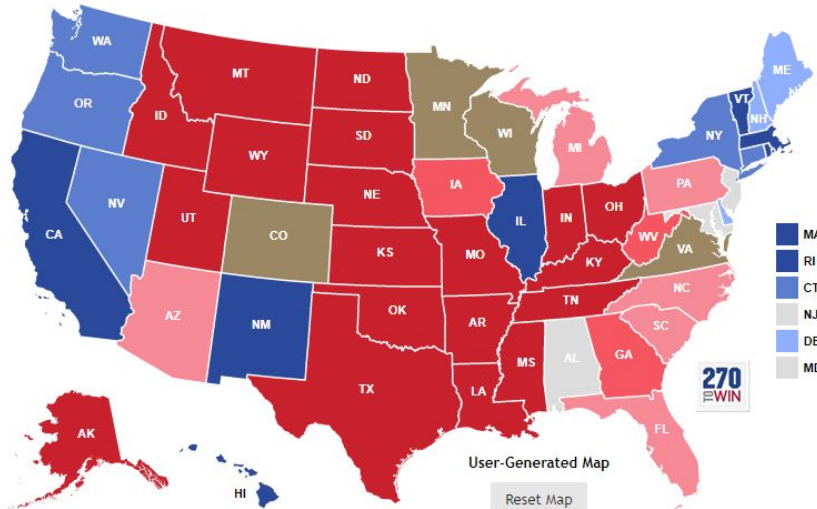
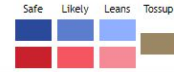
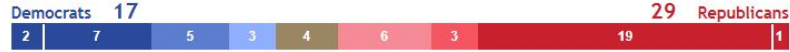


United States ▾

+ - Full Size



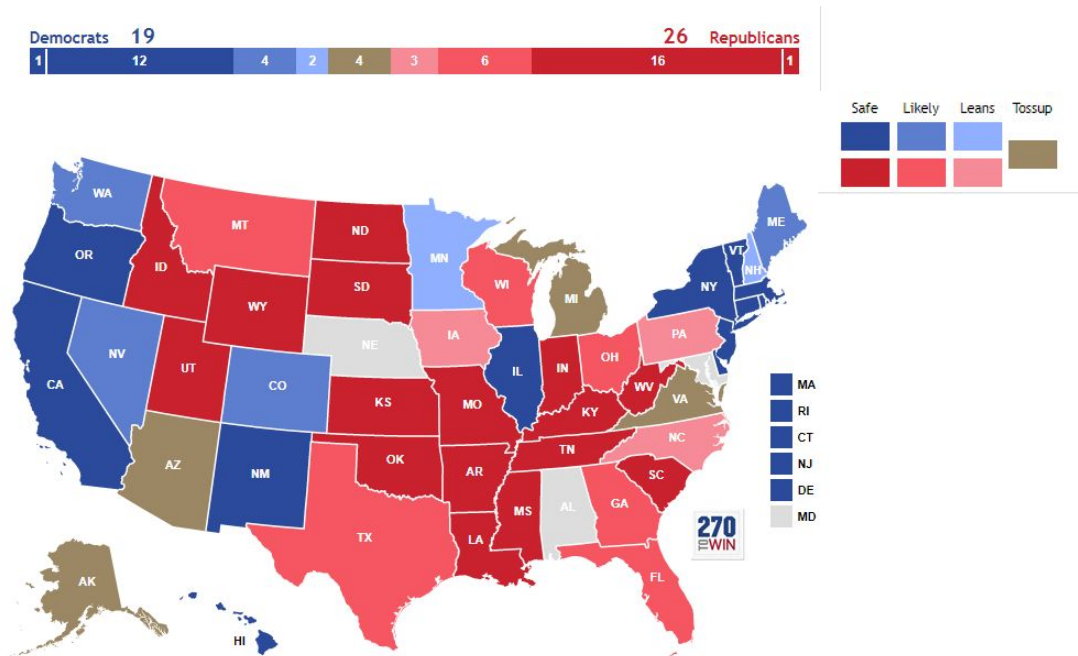
State Senate Races



State Senate Elections Through 2020

2019: 3 Elections, Currently 3 (R), 0 (D)
2020: 44 Elections, Currently 26 (R), 18 (D)

State House Races



State House Elections Through 2020

2019: 4 Elections, Currently 3 (R), 1 (D)
2020: 43 Elections, Currently 27 (R), 16 (D)

Big Picture, by the numbers

- Hold 1500+ events
- Raise \$400k
- Support our voter help desk
- Phone bank all of our callable members
- Text all of our members
- Run digital ad campaigns around the world
- Support country committees w local media ads
- Engage 65% of current membership in voting
- Grow our membership 80%

Our Messaging Goals in 2020

To reach as many left leaning Americans abroad as possible and let them know....

- **You CAN vote from abroad**
- **Here's how, and here's help**
- **Your vote counts**
- **This is #whywewote**

Our Messaging Goals in 2020

To reach as many left leaning Americans abroad as possible and let them know....

- **You CAN vote from abroad**
- **Here's how, and here's help**

Request your ballot every year! Go to votefromabroad.org to fill in the form, sign and send it in. Questions? Ask help@votefromabroad.org!

- **Your vote counts**
- **This is #whywewote**

Our Messaging Goals in 2020

To reach as many left leaning Americans abroad as possible and let them know....

- **You CAN vote from abroad**
- **Here's how, and here's help**
- **Your vote counts**

Wins - Florida's statewide win in 2018 and its 29 electoral votes in 2020, how our votes saved the ACA in 2017 (yay Maggie Hassan in NH!)

Close losses - Virginia's state leg in 2017, that ONE vote and the ERA

Numbers - IN 2018, 1 in 25 races were won or lost with a 1% margin

- ***This is #whywewote***

Our Messaging Goals in 2020

To reach as many left leaning Americans abroad as possible and let them know....

- **You CAN vote from abroad**
- **Here's how, and here's help**
- **Your vote counts**
- ***This* is #whywewote**

Use your social news sharing to bring home the message of why we vote from abroad.

How We Reach Our Goals

- **Raise** to mobilize
- **Engage** volunteers, campaigns, partner orgs, and the media
- **Go to the voter.** Put ballot requests in their hands. Make voting easy.
We are their local fire station, the library, or middle school where they vote!
- **Go back to the voter.** Got your ballot? GOOD, next steps...
- **Stay focused** and efficient
 - Will this action get out the vote? How many voters will it reach?
 - Will it energize our volunteers?

How to Mobilize Donors? Donor Messaging

Small donations make big differences abroad. Why?

- Our outreach is the **ONLY voter outreach** directed to Americans abroad
- **Your investment goes far** - we don't have to *persuade* Americans they need to vote blue. We just need to *let them know they can vote*. That takes far less outreach, which keeps spend low per successful voter.
- **Our outreach is efficient \$ for \$** - money goes straight to mobilization with no overhead to support
- **Our impact is also efficient** - we can flip every 1% race across the country blue, making investment a sure shot rather than a long shot

How to Mobilize Donors? Donor Messaging

Help Donors Understand their Impact

- In 2018, **\$85k** of digital ad spend helped drive the overseas civilian vote up by **322%** from 2014 (DA helped over 50% of all civilian voters in 2018)
- Thanks to the large increase of civilian voters, Florida's razor thin margins flipped to blue for one statewide race, which Americans abroad won by more than 6000 votes.
- In 2020, we cannot step back our outreach to those Florida voters - that's **29** electoral votes in the balance. We must step UP our outreach to Florida, to Michigan (10k in '16), Wisconsin (lost by 22k in 2016), Pennsylvania (44k in '16), Minnesota (44k in '16) and other states where margins will be tight next year.

Electoral votes in Florida = 29, Michigan = 16, Pennsylvania = 20, Wisconsin = 10

Engage, Energize & Educate Volunteers

- Engage them on their interests
- Make the direct ask
- Make sure all vols know our messaging and mobilization goals
- Make sure vols know the impact of their work & feel they are part of the solution
- Provide bite-sized project chunks and partners to work with
- Stretch beyond your leadership
- Look for voting champions in demographic pockets
- Engage & educate NOW, so you can quickly mobilize in 2020
 - Kitchen Table Talks, Fundraisers, and Debate watches are all great practice opps
- Check out our [Country Committee Volunteer Role Descriptions](#) and send in your own!

Go to the Voter

- Engage through events that reach beyond your core
- Engage across channels creatively
- Put voting directly in their hands through their devices
- Follow up follow up follow up

**The times have found us.
Let's get ready.**