



2020 Readiness: A Four Step Guide

~What you can do now to prepare our eventual nominee to win your state~

The 2020 Democratic presidential primary will be the most fair, inclusive, accessible and transparent nominating process ever. A deep field of candidates are competing hard to win, and our eventual nominee's campaign will be proven to be well-organized and battle-tested. When the nominee pivots to the general election, they will be short on a very precious resource: time. That's why they need your help now.

When the general election begins, our eventual nominee must immediately build a massive outreach program. It's a tremendous logistical and operational burden, and this practical guide outlines four actions to make sure our eventual nominee has the tools they need to win next year.

1. Help the nominee hire local, diverse talent.

- **What:** Help source resumes for prospective general election staff who reflect the diversity and geography of the state. If you know someone who should work on the general election campaign in your community, encourage them to submit their resume in the [DNC Talent Bank](http://www.democrats.org/ready) at www.democrats.org/ready.
- **Why:** Hiring is one of the most important and difficult tasks any organization faces. We know our campaigns are better when our staff understands local issues, can leverage local relationships, and reflects the diversity of a winning coalition. When the general election begins, we want to hand our eventual nominee a resume bank stocked with prospective staff from every county who reflect the diversity of our coalition.
- **How:** Send people to the [DNC Talent Bank](http://www.democrats.org/ready) (www.democrats.org/ready) and encourage talented community members to apply!

2. Help the nominee communicate through local voices and personal stories.

- **What:** Share your story in our [2020 Personal Story Bank](#) so that our eventual nominee can drive their message through the voices of local leaders and community members.
- **Why:** The most effective way to reach and persuade a voter is through a trusted, relatable, local messenger sharing a personal story on a substantive issue that

All resources in this document are available at www.democrats.org/ready.



matters. That's where you come in. Poll after poll shows that health care and the economy are consistently rated as the top issues to voters in every state, so when the general election begins, we want to hand our eventual nominee a bank of personal stories on Trump's broken health care and economic promises that are ready to deploy.

- **How:** [Share your own story at www.democrats.org/ready](http://www.democrats.org/ready), and then reach out to friends who have kids with preexisting conditions, grandparents who face high prescription drug costs, and families whose premium costs continue to rise with the Trump Administration's relentless efforts to sabotage Obamacare. Ask them to [share their stories](#), too, so our eventual nominee has a bank of persuasive, personal, issue-based stories ready to deploy.

3. Identify the perfect spaces for campaign offices and events.

- **What:** Submit prospective locations to our list of [recommended campaign offices and event spaces](#) at www.democrats.org/ready. Share your recommendations for great offices and accessible spaces that could potentially be available in 2020, and identify local supporters who work in real estate and could help identify a perfect office when the time comes.
- **Why:** Just as with hiring, general election campaigns face a race against time to open a statewide network of local offices, which are a foundation for community engagement and a hub for relationship-building. Campaign offices are more than just a workspace; they're an important signal about the campaign's commitment to the local community. Finding and opening a good campaign office is like any other real estate endeavor -- it takes time, effort, and knowing how to find an accessible office in the perfect location. The same holds true for identifying temporary spaces for campaign events (e.g. rallies, trainings, roundtables, etc.).
- **How:** Submit locations of good former campaign offices, current local party offices that could be used, and keep a watch out for potential openings. In addition to identifying prospective offices, ask local businesses and organizations who have great spaces if they'd be willing to host campaign events, and add them to [our database](#) at www.democrats.org/ready

4. Identify the important local leaders and influencers to be surrogates for the general election.

- **What:** Tell us who the important local leaders are in your community, and [share their name, contact information, and recommendations for how to leverage their knowledge](#) at www.democrats.org/ready so we can work with them to prepare for

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the general election. Our community engagement team will regularly host calls and convenings for key leaders from across our diverse coalition to share important updates, collect feedback, and ensure that the first time that local influential leaders hear from the campaign isn't in fall 2020 as GOTV ramps up.

- **Why:** Ensuring that the knowledge and wisdom of important and influential local community leaders is fully leveraged for the general election requires campaigns to focus time and effort to intentionally build lists, collect contact information, and engage them over time. But the nature of the primary is such that campaigns will spend over ten times longer in the early primary states (IA, NH, NV, SC) than they will in most other general election battleground states. Absent our early organizing now, the eventual nominee will need to dedicate substantial time and effort to simply identify local influencers and collect contact information before their campaign can even start to collaborate with them. This will also help inform the campaign in advance to prepare to be logistically and culturally accessible to all constituencies in the community. But by the time that happens, it's often too late to fully leverage their local network and wisdom. That's where you come in.
- **How:** Let us know who we need to talk to in your community to most effectively prepare for the general election by submitting your recommendations for our [2020 State Leadership List](#) at www.democrats.org/ready. And when the general election begins, we will pass along your recommendations with the eventual nominee's team, so they can reach out directly and get to work with them right away.

Thank you

We need a general election campaign that's built from the ground up and is informed, shaped, and powered by local knowledge and local leaders. You know what our eventual nominee will need to win. Let's get to work.

For questions about this guide or how to work with our battleground states team on general election readiness, please reach out directly to Lila Jaafar at jaafarl@dnc.org.