



A CALL TO ACTION FOR THE CALIFORNIA DEMOCRATIC PARTY

Fight to Win Every Possible Election

The California Democratic Party must be prepared to compete for every possible seat, at every level. We must join with our County Central Committees and Democratic Clubs and organizations to prioritize and focus our energies, but no Democratic nominee should feel ignored and abandoned by their Party. We must incorporate 21st century strategies and technologies and finally create a comprehensive statewide voter file.

Invest in the Democratic Future

We must invest in every corner of our state. From voter registration to vote-by-mail to ongoing Party-building and GOTV, we must be committed to our Democratic Future. We must recognize that our activists are the heart and soul of our Party and need training, resources and respect if we are to succeed. We must also understand that young people are not only the future of our Party, they are the energy and driving force of our Party today.

Commit to Open and Transparent Operations and Dialogue

We Democrats must not fear open and honest discussion of our strengths and weaknesses. We must be willing to discuss our plans, priorities and opportunities and evaluate our failings, as well as our successes. We must hear the experience and wisdom of those on the ground, closest to our voters. As the true “big-tent Party,” we must respect our differences of opinion and neither fear nor inhibit their expression. That is the way we will maximize participation and support.

Hold Ourselves and Our Party Accountable

Democrats must be willing to undertake a comprehensive and honest evaluation of our programs, platforms and actions. We must accept criticism from within and without and use that criticism to positively redirect our energies, programs and philosophies. As a Party, we must expect our nominees and elected officials to represent our values and our platform, understanding the regional variations which may occur. When our representatives act in ways that contradict our core values, we must make them aware of our dissatisfaction.

Build and Grow Our Party in Every Corner of California

There is no voter in California whose vote does not count. We must strive to reach every potential Democrat, whether in the city, the suburbs or the most rural parts of our state. These voters must know that their Party cares about them, their needs and their community and that the California Democratic Party believes their vote is integral to the success of our Party, our candidates and our positions.

Harness the Energy of the Big Blue Wave of 2008

2008 is the year of the Big Blue Wave and we have seen extraordinary gains in voter affiliation with our Party. Now, going forward, we must capture that hope, excitement and energy to build even greater strength for the future. From the tens-of-thousands of new, young voters who joined our Party and registered to vote for the first time, to the thousands of older voters who returned to their political home, we must reach out and connect, to build and strengthen our Democratic family.