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four waters

California Democratic Party

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Visit: cadem.org

Your involvement keeps the California Democratic Party strong!

- **SIGN UP FOR EMAILS** Receive updates, action alerts and the latest news.
- **CONTRIBUTE** Keep our Party strong by making a contribution.
- **JOIN DEM2010** Help fund voter registration, outreach and training.
- **TAKE ACTION ONLINE** Voice your opinion on current political issues.
- **VOLUNTEER** Make a difference in your own community.
- **GRASSROOTS TRAINING** Attend a "Learn to Win 2010" seminar.

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2009 Year in Review:
It's a New California Democratic Party

Fellow Democrats,

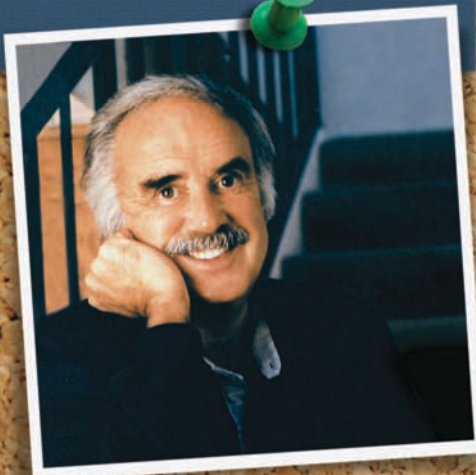
The California Democratic Party has reinvented itself – launching new programs and aggressively preparing for elections in 2010 and beyond.

The stakes couldn't be higher as next year's Gubernatorial, Senatorial, Congressional and Legislative races fast approach.

We've accomplished a lot in the administration. With your support, this is just the start!

Peace and friendship,

Chairman John Burton
California Democratic Party



Big Changes are Taking Place at the California Democratic Party!

New Outreach to Regional Directors

Regional Directors are the backbone of the California Democratic Party. To improve two-way communication, the CDP has launched monthly conference calls with Regional Directors. To build an even stronger team, our first-ever peer-to-peer Regional Director training session is happening at the November eBoard. The Party has also begun monthly calls with Caucus Chairs.

Grassroots Coordinator Hired

You are one of the thousands of activists who make our party strong. And you have questions, suggestions – even occasional complaints. That's why the CDP has hired a grassroots coordinator to help the Party work better with activists and to ensure your needs are met and your voices are heard.

Unprecedented Online Organizing

In recent months, the California Democratic Party has enhanced online communications and organizing to an unprecedented extent. The Party is using technology to communicate regularly with grassroots activists, so you can lead the charge and make your voices heard on everything from the state budget to climate-change legislation to health reform.

"Learn to Win" Grassroot Training

In August, the CDP started offering popular two-day campaign skills training camps across the state in areas where President Obama outperformed the Democratic nominee for Congress, Senate or Assembly. These are prime areas of base growth for the Party. For information: cadem.org/trainings

| TRAINING MODULES: | LOCATIONS: |
|----------------------------|-----------------|
| Voter Registration | San Diego |
| Traditional Field | Santa Clarita |
| Community Organizing | San Bernardino |
| Data & Data Management | Riverside |
| Campaign Messaging | Ventura |
| Integrating New Technology | Irvine |
| Fundraising & Finance | San Luis Obispo |
| | Concord |
| | Fresno |
| | Merced |
| | Citrus Heights |
| | Stockton |
| | Grass Valley |



Voter Registration Drive

Mid-September, we began a voter registration drive in the overlap of CD3 and AD5 with both paid and volunteer components. Exceeding projections, the drive has registered more than 2,600 new Democrats to date – nearly all of whom signed up as permanent absentee voters. If funds allow, this will be the first of many extensive voter registration drives leading up to November 2010.

Enhanced Communications

One of the Party's priorities has been to beef up internal communications. Party members now receive regular talking points, emails about volunteering, action alerts to put our beliefs into practice and more. We have more resources online, making it easier to register for trainings and eBoard or submit a resolution. The communications team is working to soften up Republicans, promote Democratic issues and help local activists plan events and garner media coverage.

"Protect All Californians" Campaign

Two weeks into the new CDP administration, we launched the "Protect All Californians" campaign. Coordinating with labor and other partners, we gave activists the tools needed to play a significant role in the state budget debate. Through innovative online programs, along with in-person phone banks, activists sent 10,000 letters to lawmakers, 500 unique letters to the editor and made countless phone calls to legislators and the Governor.

New Literature

In response to popular demand, the Party updated the "Why We're Democrats" brochure and distributed it for local fairs and events. To make the CDP more user-friendly, we also created a "Menu of Services" brochure listing all the services the Party offers and how to easily access them.



New Small-Donor Program:

Of course, none of this is possible without funding. Historically, the Party has existed on large-donor contributions, which the Chairman is successfully raising. But our goal is to grow our small-donor base too – which is why the CDP rolled out the DEM2010 (Donate Every Month) program. A strong small-donor base will ensure the Party's overall financial sustainability in coming years. When Controller Hilary Crosby first launched the program in July, nearly 200 small donors signed up to give on a monthly basis. For more information on how you can become a DEM2010 team member, please visit: cadem.org/dem2010.

Claire Black Slotton
Christophe Bouteille
Rhonda Breshears
Jose Briones
Robert Browncombe
Duff Caldwell
Deborah Caplan
Rebecca Cason
Lucy Cole
John Alan Connerley
Colonel Jim Cook
USMC
Norma Smith Davis
Shelley Davis
Laura Declercq
George Dias
Jill Diemore
Deborah Dobish
Julian Donahue
Diane Edge
Elaine Edwards
Susie & Art...

When will Congressman Wally Herger apologize for praising a self-described terrorist?

When an attendee at Wally Herger's recent town hall in Redding stood and declared, "I am a proud right-wing terrorist," the Congressman said, "Amen" and called him "a great American."

Tom McMahon
Justin Meyers
Derek Millard
Lee Miller
Teena Miller
Sheila Monaghan
Jack & Carolee Monroe
Virginia Murphey
Stephen Ng
Barbara-Ann Nikl
Sybil Nisenholz
Brian Novak
Jane O'Donnell
Linda Olivenbaum
Pia E. Parker
Donna Patterson
Al Pavangkanan
David Peever
Carmen Perez
John Richard Petersen
Petersen

Rep. Wally Herger Exposed

In August, we cast an unflattering spotlight on Republican Rep. Wally Herger (CD-2) after he publicly praised a self-proclaimed "proud right-wing terrorist" during a health care town hall meeting. The CDP publicized the gaffe, making both local headlines and national news. With the financial support of small donors, the Party purchased two newspaper ads demanding an apology from Herger and activists flooded his office with more than 1,000 critical letters.