

FL DEMS

PATH TO POWER

COMMISSION REPORT



A MESSAGE FROM FLORIDA DEMOCRATIC PARTY CHAIR TERRIE RIZZO

Dear Florida Democrats,

November 6, 2018 was filled with conflicting emotions. Across the state, Democrats saw many important gains for our Party. Commissioner Nikki Fried became the first Democrat to win a statewide cabinet post in over ten years and the first Jewish woman to serve as Florida Agricultural Commissioner. We flipped two congressional districts, sent a strong delegation to Congress, and sent the largest Democratic delegation to Tallahassee in more than 20 years. We also saw gains at the local level, including major victories in Miami-Dade, Orange County and Hillsborough -- for the first time all of the five largest counties in the State have Democratic leadership at the helm.

But in spite of these wins, 2018 was not the year we expected it to be, losing Senator Bill Nelson's Senate seat and the Governorship by fewer than 50,000 votes combined. As Chair of the Florida Democratic Party, I am committed to learning lessons from 2018 and moving forward with a plan that expands what was successful and corrects what was not. As soon as the election was over, I tasked the FDP staff with creating new initiatives so that we may begin building a strong infrastructure for 2020. This year, FDP will make record investments in communications, voter registration and turnout efforts, and municipal elections. The path to a Democratic White House will go through Florida, and we will waste no time charting that path.

One of the most important actions I took after the election was to commission a group of dedicated

and diverse Democrats to find innovative solutions to our challenges. The Path to Power Commission is made up of Democratic leaders, volunteers, elected officials, donors, and activists. The members of the Commission represent a microcosm of our Party: people from all walks of life, with diverse viewpoints, each working to move our state forward.

The recommendations made by the Commission are crucial to electing Democrats in 2020 and for many elections to come. Putting this plan in motion will require hard work, dedication, and persistence, but we are up to the challenge. This agenda will lay the foundation for success and I am committed to ensuring that it is implemented.

I want to thank the members of the Path to Power Commission for their tireless effort and tremendous work. I also want to thank all the members of our Party who contributed their ideas, insights, and stories so that this could truly be a comprehensive and inclusive agenda. Your drive to make Florida a better, more fair state for all Floridians inspires me every day to keep fighting.

Sincerely,

Terrie Rizzo
Chair
Florida Democratic Party

A MESSAGE FROM THE PATH TO POWER COMMISSION CO-CHAIRS

Dear Florida Democrats,

It has been an honor and a highlight in our time as Democrats to lead the Path to Power Commission. We took this task with the utmost seriousness and dedication because we understood how hard the results of the last election were on our Party and the repercussions it will have on the people of our state.

We would like to thank the members of the Path to Power Commission. We are immensely proud of their work and inspired by their commitment to Democratic values. Although the Commission did not always agree, it came together to recognize the biggest challenges facing the Party and found innovative and creative ways to solve them. They have worked tirelessly to create a comprehensive report that humbled us by looking at our Party's shortcomings, but filled us with a renewed drive to keep fighting.

We would also like to thank the Party's grassroots. Throughout this process, the most enlightening moments came from the people who make up the backbone of the Florida Democratic Party; the passionate activists who fill DEC phone banks, knock on doors, carry clipboards filled with registration forms, and regularly volunteer their time and treasure to move our communities forward. This report would not have been possible without their contributions.

We would also like to thank the Florida Democratic Party staff who supported this endeavor. As always, they stand at the ready to implement our ideas and bring a great many ideas of their own to the table.

One of the greatest challenges that we faced in 2018 was insufficient time to prepare for the election. 2020 will be one of the most consequential years in history and we must act now. Our most important recommendation is that this agenda is put into place fully and swiftly. There is no time to waste.

We present to you this report with a sincere belief that these strategies will flip Florida blue in 2020 and for years to come. It is our hope that these recommendations will serve as the foundation that will elect Democrats who will create a more progressive and equitable Florida.

Sincerely,

Commissioner Nikki Fried
Honorary Chair
Path to Power Commission

Dr. Cynthia Chestnut
Co-Chair
Path to Power Commission

Sean Michael Shaw
Co-Chair
Path to Power Commission

Senator Jeremy Ring
Co-Chair
Path to Power Commission



HONORARY CHAIR

Commissioner Nikki Fried

CO-CHAIRS

Dr. Cynthia Chestnut
Sean Michael Shaw
Senator Jeremy Ring

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Karen Clay, Disability Caucus of FL President
JoAnne DeVries, Sarasota DEC Chair
Patricia Farley, Democratic Women's Club of FL President
Karen Green, FDP Diversity and Inclusion Co-Chair
Samantha Herring, Walton DEC State Committeewoman
Lydia Hudson, FDP Vice Chair and Democratic Black Caucus of FL President
Fedrick Ingram, FDP Vice Chair
Annisa Karim, Collier DEC Chair, Vice President of the American Muslim Democratic Caucus
Mayra Macias, Vice President, Latino Victory
Raul Martinez, District Director, Office of Congresswoman Donna Shalala
Noemi Morales McGregor, Democratic Hispanic Caucus of FL President
Judy Mount, FDP First Vice Chair, DNC Member and Jackson DEC Chair
Roxey Nelson, Director of Politics and Strategic Campaigns, 1199 SEIU UHE
Antonio Rodriguez, Former President, Florida College Democrats
Wendy Williams, Citrus DEC and Small County Coalition Chair

INTRODUCTION

2018 saw a blue wave sweep across the United States as Democrats won back the House of Representatives and saw important gains in state governments throughout the country. In Florida, election results were more complex.

Democrats began the new electoral cycle with several special election wins: Margaret Good was elected as the State Representative in a district that Donald Trump won by four points, and Commissioner Eileen Higgins, Senator Annette Taddeo, and Representative Javier Fernandez had big wins in Miami-Dade.

As the midterm election kicked into gear, the Florida Democratic Party convened the largest coordinated campaign in its history. Despite changes in Party leadership and a very short time to prepare, the unprecedented collaboration resulted in more successful field efforts than previous years. The 2018 coordinated campaign knocked on 2,960,243 doors vs 1,398,258 in 2014.

Similarly, Florida Democrats also saw an increase in voters, especially people of color. Compared to 2014, the coordinated campaign saw the following increases in voter turnout:

- African-American voters turnout increased by +54%.
- Hispanic Democratic turnout nearly doubled at +97%.
- White Democratic voters increased by +36%.

These efforts resulted in some difficult losses but a record number of midterm wins. Nikki Fried became the first Democrat to win a statewide cabinet level position since 2006. Two congressional seats were flipped by Democrats, both in Hispanic districts, and Democrats held all Congressional swing seats in 2018.

Eight legislative seats were flipped from red to blue and Hillsborough, Miami-Dade and Orange Counties saw their local governments turn Democrat. In addition, counties that had long been considered Republican strongholds turned blue, including Duval county.

However, Democrats also faced tough setbacks. Incumbent Senator Bill Nelson lost his seat to Rick Scott by only 10,033 votes. Despite an unexpected primary win, Andrew Gillum lost his bid for governor by just 32,000 votes. These losses were especially surprising given that several state and national polls predicted both Democrats winning their respective elections.

Statewide losses included Sean Shaw's bid for Attorney General and Jeremy Ring's election for Chief Financial Officer. Democrats also missed opportunities in pink congressional districts and legislative seats.

We need to learn from 2018, and in order to do so Chair Terrie Rizzo created the Path to Power Commission, made up of 35 Democrats selected for their expertise, commitment to Democratic values, and experience with campaigns and grassroots organizing. Commissioner Nikki Fried served as the Honorary Chair, and Chair Rizzo nominated three co-chairs representing different parts of the state: former Representative Sean Shaw, former Senator Jeremy Ring, and former Representative Cynthia Chestnut. The Commission was tasked with reviewing the 2018 election strategy and using these lessons to create a path toward winning in 2020.

This report details the Commission's analysis through concrete recommendations that will improve strategies that worked well in 2018 and implement new ideas that will help us deliver Florida in 2020. These recommendations will help push forward FDP's 67 County Strategy, so that all Floridians hear our Party's message. This report can and should be used as a guide to navigate the path to power as Democrats build a better and stronger operation that will win elections far beyond 2020.

AFRICAN-AMERICAN TURNOUT

+54%

HISPANIC DEMOCRATIC TURNOUT

+97%

WHITE DEMOCRATIC TURNOUT

+36%

IN 2018 COMPARED TO 2014

VOTE BY MAIL, VOTER REGISTRATION, AND VOTER EDUCATION

VOTER REGISTRATION

The Florida Democratic Party is rededicating itself to expanding the voter base and increasing vote by mail registration. In 2017, all of the FDP organizations (including DEC and State Caucuses) registered 7,377 voters, a significant decrease from previous years.

The Party is committed to a robust and ambitious plan, dedicating \$2.8 million towards voter registration with a goal of registering 200,000 voters before the 2020 Democratic Convention. FDP will partner with a digital strategy firm to reach potential Democrats who have just turned 18 on social media through targeted ads. The Party will also leverage smart data to identify and engage unregistered Democrats who have recently moved into the state.

Additionally, FDP will start a grant program aimed at DEC and Caucuses to give local Democratic groups the resources they need to register their communities. State Democrats have also joined forces with the DNC to form the Organizing Corps and train young organizers to register voters throughout the state. In order to register Floridians affected by the passing of Amendment 4 (the Voting Rights Restoration for Felons Initiative), the Party will invest in permanent staff that will specialize in engaging and registering these members of our community.

VOTE BY MAIL

Vote by mail flourished among Democrats in 2018, especially among sporadic voters. 323,347 Democrats who requested a VBM ballot during the last election cycle had never voted in a mid-term, while 25% of all Democratic VBM voters had never voted in a midterm. The Party aims to increase the success of these programs through greater investment in patch-through phone banking to low propensity voters, DEC and caucus grants dedicated to VBM enrollment, and digital ads. FDP will budget \$436,000 to these programs.

RECOMMENDATIONS

Voter Education: In addition to registering new voters, the Party must ensure that Democrats are fully empowered and informed when they step into the voting booth or place a ballot in the mail. Investing in voter education is key to making sure that Democrats turn out at the ballot box. This Commission strongly recommends a voter education program that includes the following:

- Ensure that Floridians fully understand how and when to fill out a ballot so that it is counted. It is imperative that this program especially target immigrant communities, as voting may be different in their home countries (for example, using an "x" to mark a candidate instead of filling out a bubble).
- Voter education programs in immigrant communities should also emphasize when and

\$2.8 MILLION INVESTMENT TO REGISTER 200,000 VOTERS



- where elections (including voter initiatives) are happening.
- Additionally, it should ensure that disabled voters are aware of all methods and modes of voting, including knowledge of all Voter Interface Devices that can be utilized. It should also target other groups at a high risk for making mistakes on a ballot, such as young people, sporadic voters, and new Florida residents.
 - The staffers who will register new voters through Amendment 4 should be trained on voter education efforts to ensure that this new group of voters has the information they need to vote correctly.

Data sharing: The voter registration programs that will use technology to identify and sign-up new voters present a unique opportunity for engagement beyond registration. In order to take full advantage of this data, FDP should share this new voter information so that DEC and State Caucuses may conduct robust outreach around a number of initiatives, including volunteer recruitment and the importance of voting for Democrats. An efficient way to share this information would be by creating a new tag in VAN used to identify the new voters.

Regaining trust in vote by mail and voting machines: The large amount of press attention garnered by the 2018 recount caused an erosion of trust in the vote by mail system. Although the vast majority of VBM ballots cast in 2018 were counted, many Floridians now doubt that they can safely vote through the mail. Similarly, reports about Russians hacking voter systems in the

state are also discouraging many Floridians from thinking that their vote counts.

This wariness could result in Democrats losing some of their 2018 VBM successes, therefore, the expanded programs need to include messaging that underscores the convenience and efficacy of voting by mail and the importance of voting. These programs should also focus on messaging that busts myths about voting.

Create a GOTV plan for when a natural disaster strikes during an election cycle: Hurricane Michael created many challenges for voters. FDP should have a plan that it can set in motion which includes best practices for dealing with an emergency situation and bringing FDP staff and GOTV support to a disaster area if residents are unable to engage voters due to lack of utilities and other resources.

Build lists of voter protection volunteers and train them early: The FDP should encourage counties, clubs, and caucuses to create lists of voter protection volunteers and train them early to be ready for the election cycle.

MESSAGING AND COMMUNICATIONS



The Path to Power Commission reviewed the Party's communications strategy from two primary angles: external communications (how we communicate with voters) and internal communications (how we communicate within the organization). Each category was given time for discussion and analysis.

EXTERNAL COMMUNICATIONS

The Democratic Party prides itself on being inclusive and fighting so that all Floridians have the same access to opportunity. This will naturally result in the need for a messaging strategy that is flexible enough to be adapted to different audiences while still being firmly grounded in the Party's values.

In 2018, the message used by many campaigns failed to resonate with several communities due to a variety of reasons, including: inefficient outreach and messages that were too complex or rigid. This meant that many communities did not understand our message or simply never heard it at all.

RECOMMENDATIONS

Adapt our message to the needs and concerns of each community: Democrats succeed when we talk about our values, and this was true for the Democrats who won in 2018. As we communicate our values to different communities, we must make sure to connect those values with how Democratic policies will address their specific needs and concerns. This will allow us to engage more deeply with communities throughout the state. Localizing the Democratic message will help the Party implement its 67 County Strategy.

Hire experts to help craft and develop a strong message: The Commission recommends that FDP hire messaging experts to help create a strong message for Florida in 2020. In addition, those experts should help create strategies to ensure the message is reaching voters throughout the state.

Test our message regularly: Just creating a message is not enough. We must make sure that the messages we use are effective. Consistently testing our message and the mediums we use to distribute it will keep us informed on what voters are thinking and any changes we may need to make.

Update the Party's values statement: The current values statement on the FDP website should be updated and strengthened.

Use the values statement and the resolutions to create a platform: The new values statement and resolutions approved in 2017 should be used to create a platform that all DEC, clubs, and caucuses can use in communicating with their constituencies and that the Party can use in their messaging materials. The language should be simple and concise.

Expand press operations to develop communications strategies and improve rapid response: The party should expand its press operations to further develop communications strategies with a strong emphasis on rapid response.

Create general issue talking points that are regularly updated and distributed to DECs and Party groups: Our DECs and Caucuses are speaking with voters every day. We must make sure that they are informed and trained on how to speak about the issues that voters care about. This Commission recommends that FDP create general issue talking

points that are regularly updated and sent to DECs and Caucuses to ensure they are having quality conversations that stick to our message.

Provide daily press clipping service with brief messaging for elected officials and party leaders: Talking points should be included with daily press clippings and brief messaging to elected officials and party leaders.

Create a messaging toolbox for DECs and Caucuses (see attachment 1): In addition to talking points, the Commission recommends creating a toolbox that can be distributed digitally. This toolbox should include resources around how to effectively talk to voters and which messages have the greatest impact. It should also include templates and instruction on how to create different communications materials, such as press releases, media advisories, statements, and social media posts. In addition to traditional communications materials, it should include tools to make digital organizing easier and more effective, such as sample tweets, graphics, and how-to videos on organizing communities using social media. These materials should be updated regularly.

INTERNAL COMMUNICATIONS

Among the areas that needs the most urgent improvement is internal communications. One of the most common complaints about the 2018 cycle was information not reaching DECs, Caucuses, and down-ballot races. The lack of information resulted in duplicated efforts, materials not reaching offices, and several other issues that can be avoided with a more comprehensive internal communications system.

RECOMMENDATIONS

Hire a new staffer to focus on internal communications: The Party should hire a staffer dedicated to internal communications who will work across departments to ensure that information is being sent to DECs, Caucuses, and candidates and that FDP responds in a timely manner to DEC and Caucus inquiries. In addition to more staff, the Path to Power Commission recommends the actions outlined below.

Create formalized communications systems: Hiring a new staffer opens the opportunity to create formalized methods of internal communications including regular emails and conference calls that increase transparency on strategy development and planning for party

members, especially DECs, Clubs and Caucuses. This should be a major part of this staffer's duties. This staffer should also create a formalized method of communication for effective coordination, development, and planning between FDP and DECs during GOTV (this includes statewide and local races). The Party should also allow for operational flexibility within DECs, Clubs, and Caucuses when developing and implementing strategy.

Develop a GOTV planning program: The FDP should develop a GOTV planning program, using the Palm Beach County Precinct Development program as a model.

Create a leaders' table comprised of FDP and third-party organizations: In order to avoid the duplication of efforts among progressive organizations, this Commission recommends creating a committee made up of FDP leadership and the leaders of other like-minded groups working across the state. The members should speak regularly to provide updates on priorities and initiatives to allow for greater collaboration and division of work. DECs should strive to replicate these committees at the local level.

Improving the database: The Party's voter engagement and turnout databases must be reviewed and improved. This Commission has heard many complaints about the database containing obsolete or incorrect data and strongly recommends that the FDP work with DECs to help update and clean up data throughout the state. This also includes uploading new data as quickly as possible (such as information on newly registered voters) to ensure that databases are up to date and reviewing and improving security measures to prevent data tampering and hacking. This Commission recommends that the FDP bring these issues to the DNC.

Develop a transparent process for hiring consultants, including payments: The FDP should outline and develop a process for hiring consultants that is transparent, especially when reporting payments to these individuals or groups.

Respond to emails in a timely manner: The FDP should guarantee a 24-hour response time for calls and emails.

MUNICIPAL VICTORY

Municipal and local elections present a unique opportunity for Democrats. The Party has seen an increase in Democrats winning local elections throughout the state. FDP recognizes that organizing around local elections would help advance Democratic policies and build a bench of candidates that can continue running for higher office.

In response to this opportunity, FDP will create a new department and hire a director to lead it. The Municipal Victory Department will focus on identifying winnable local races, supporting those races with strategy and support, and recruiting candidates to run for office. The Municipal Victory Department will help the FDP broaden its presence throughout the state, a major goal of the Party's 67 County Strategy.

RECOMMENDATIONS

Create a candidate bootcamp: New candidates often feel overwhelmed when running for office. This Commission recommends creating candidate trainings throughout the state that will walk candidates through the process of running for office, with a special focus on setting-up a winning campaign structure.

Create resources for candidates: The Path to Power Commission recommends that the Municipal Victory Department develop resources for local candidates, including:

- A digital toolbox with training videos and materials in communications, field, and fundraising. It should also include templates with instructions for communications materials, including but not limited to press releases, talking points, fundraising emails, and phone/canvass scripts. Templates for marketing pieces such as door hangers, mailers, radio spots, and more should also be included. These materials

should be available in English, Spanish, and Creole.

- A set of regularly updated issue talking points that includes the Party's general messaging guidelines.
- A network of issue experts willing to donate their time and expertise, so they may provide guidance to the candidates on local issues.
- Gain assistance from state and national disability organizations and advocates emphasizing the need for accessible campaign offices and venues.

Trainings for campaign staff and volunteers:

Well-trained staff can be the difference between a loss or a victory. It can often be difficult to find enough campaign staff and volunteers during election season. In addition to candidate trainings, this Commission recommends training campaign staff and volunteers on the jobs and tasks that are vital to a successful operation, such as campaign treasurer, communications, field, scheduling, and fundraising. Staff should also be trained on how to treat volunteers to ensure we retain those who are volunteering to help elect Democrats.

Place a special focus on candidate recruitment:

This Commission recognizes that running for office can imply a major personal sacrifice, and this fact can discourage potential candidates. This is why it recommends that the new department place a significant amount of effort into candidate recruitment. It also recommends the following specific tactics to aid in this objective:

- Use digital tools like texting and social media outreach to recruit people who may be interested in running for office.
- Meet regularly with DEC's to assist in identifying potential candidates in the community.

Leverage the FDP's buying power: This Commission recommends using the significant buying power of the FDP to coordinate discounted rates for candidates purchasing media buys and other materials. DEC's and Caucuses should also be included in buying groups.

DEC, CLUB, AND CAUCUS DEVELOPMENT

Our DEC's, Democratic Clubs, and State Caucuses are the face of the Democratic Party. Ensuring that these entities have access to precinct development tools, training, a speaker's bureau focused on swing issues and messaging, with the overarching goal of the inclusion of all communities is key to victory in 2020 and beyond. Coupled with effective messaging and outreach efforts, targeting key precincts within counties could swing municipal, legislative, statewide, and even national elections.

RECOMMENDATIONS

Data analysis: Access to voter data and the correct analysis of this data is key to precinct targeting. The Commission recommends utilizing data analysts that already work within the Party to share their data analysis methods to identify and train designated members within DEC's and Caucuses to help with data analysis.



OUTREACH



Similar to communications and messaging, the Florida Democratic Party's outreach strategies are in need of improvement.

The Path to Power Commission reviewed the areas that require extra attention and make the following recommendations.

RECOMMENDATIONS

Begin outreach efforts sooner: A common complaint within Democratic constituencies is that outreach begins only near election time. This Commission recommends that outreach happen year-round and during non-election time.

Deepen outreach efforts to core constituencies: Our Party can easily identify our base groups that align with the Party's values. However, turnout can lag among these groups due to a lack of outreach to voters we may erroneously believe will automatically turn out and vote for Democratic candidates. Below is a list of groups this Commission believes needs stronger outreach efforts, as well as actions to help achieve this goal.

AFRICAN-AMERICANS AND COMMUNITIES OF COLOR

- This constituency must be engaged regularly and involved in key Party decision making processes.
- The Party should hire an African-American Outreach Director.
- Money invested in paid communications for traditional and digital mediums.

HAITIAN VOTERS

- Increased hiring of Haitian staff, in particular individuals who speak Kreyol. This also includes putting out more communications in Kreyol.

- The Party should hire a Haitian Outreach Director.
- Greater involvement with local civic organizations who interact with and service the Haitian community.
- Money invested in paid communications for traditional and digital mediums.

LATINX VOTERS

- The Party should hire a pollster or conduct a focus group to help craft nuanced messaging to the Latinx community.
- Better training must be developed to engage Latinx voters and develop messages that appeal to this diverse group.
- The Party should hire a Latinx Outreach Director by August 2019 and second outreach staffer focused on South and Central Florida by March 2020.
- Money invested in paid communications for traditional and digital mediums.
- Expand Latinx outreach to counties with 25,000+ registered Latinx voters.

WOMEN VOTERS

- FDP should increase outreach and messaging to women voters, including women in suburban areas.

SENIORS

- The Party should develop stronger strategies to reach senior-aged voters. The messaging should have a special focus on healthcare and Social Security.

DISABILITY COMMUNITY

- This is an important constituency that presents an opportunity for greater engagement and activation. Messaging to this group must move beyond Medicaid expansion to include the issues that resonate most with them.

YOUTH VOTERS

- Greater digital organizing is key to further engaging young voters.
- Young Democrats often find themselves in need of resources and guidance as they organize within their community. This Commission recommends creating a mentoring program that pairs more experienced Party activists with high school Democratic groups to help them grow, flourish, organize on college campuses, and remain active beyond college.

FAITH OUTREACH

- The FDP should increase focus and programming on reaching out to voters through their places of worship.
- This programming should ensure that no faith constituency is left out, including Jewish, Muslim, Christian, and other groups.

RURAL AND SMALL COUNTIES

- Small County/Rural County empowerment involves creating strategies aimed at the unique challenges facing small and rural counties.
- The FDP should develop support tools that can help reach those constituencies effectively.

- These actions include but are not limited to digital tools such as a digital toolbox (see attachment 1) that empower DEC's and political candidates, and further develop clubs and caucuses in these areas.

Hiring within our constituencies: Campaign and Party hires should come from within our core communities as often as possible. This includes, but is not limited to, positions that deal with outreach, field (especially canvassers), communications, and fundraising.

Strengthen the FDP's 67 County Strategy: In order to ensure that we are talking to Democrats in every corner of the state, FDP must continue implementing the 67 County Strategy. Strengthening the outreach team to ensure that the Party's message is reaching all Floridians will be key to winning in 2020. This includes increasing efforts to create DEC's in areas where there is no official Democratic infrastructure.

Increase local outreach events: Due to Florida's size, it can be difficult for Party members to travel to statewide events. This Commission recommends the FDP hold regular town halls and trainings on different topics to better engage local activists and allow for greater public input on the issues of the moment. These events should be held quarterly and be low-dollar or free.



CONCLUSION

In 2018, Florida Democrats celebrated great successes and mourned tough losses. Our Party is closer than ever to flipping Florida blue and we must take the lessons of the last election cycle - what went well and what did not - and apply them to 2020. The 2020 election will rank amongst the most important in our nation's history and Florida will play a critical role in deciding the path our country takes.

In order to ensure that these recommendations are being implemented, this Commission suggests reconvening at Leadership Blue 2020 to review the status of the recommendations.

It is imperative that the Florida Democratic Party implement the recommendations outlined in this report. Our Party has come a long way and faced many internal and external challenges. The Path to Power Commission strongly believes that by improving the strategies driving our messaging, internal communications, outreach, and candidate recruitment, we will reach our goals in 2020. This, along with the commitment and hard work from our DEC's, Caucuses, clubs, activists, staff, and Democrats around the state, will serve as our map to victory.

Now is the time. It is on all of us to take action, rise to the challenge, and win.



ATTACHMENT 1: DIGITAL TOOLKIT

WHAT IS A DIGITAL TOOLKIT (DTK)?

A DTK is a user responsive digital support system developed by FDP for three focused areas:

1. DEC's
2. Clubs/Caucus
3. Candidates

The DTK should be accessible to DEC, Club, and Caucus members. It should require authentication through a username and password assigned by FDP. The user can choose their county by using a drop-down menu. The user would have access to templates for:

1. County Bylaws shell that can be customized
2. How to run a DEC Meeting video and support documents
3. How to file financial reports with your SOE
4. Press kit for your DEC with templates the user can fill in
5. Local media list (template to build and store press contacts)
6. Loyalty oath and local races, a primer for DEC members
7. How to file a grievance and other accountability information
8. Website template for your county DEC
9. Social media guidelines and how to's for your DEC
10. How to hold a fundraiser for your DEC
11. VAN training for precinct leaders (video)
12. Meeting notices
13. Templates for building county lists of donors and volunteers

The user can choose different options, edit and save the tools in their account for future reference or use.



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