



# THE DNC

BUILD TO **WIN**. BUILD TO **LAST**.





## WHAT WE DO

The DNC is often talked about as if it were a national campaign, or a messaging machine, or a political referee. In reality it is much simpler and more foundational: to build and maintain the infrastructure and shared resources that Democratic parties and candidates rely on to compete and win.

Every election cycle, people ask: “What does it really take to win?” Not just one race, not just one place, not just one year, but consistently, up and down the ballot, across every city, county, state, and territory. The truth is, winning elections doesn’t start when a candidate files their paperwork to launch their campaign, or with their first door knock or paid ad. It starts long before that, with infrastructure: the shared resources like data, cutting-edge technology, messaging strategy and organizing capacity that makes victories possible. That is what the Democratic National Committee provides to candidates, campaigns, and state parties nationwide.

Just as important is what the DNC does not do. It does not choose candidates - the voters do that. It does not run individual campaigns. It does not dictate local strategy or override the voices of the community. It also does not develop policy - elected officials do that. Instead, the DNC provides the architecture necessary for Democrats to win elections, and makes the long-term investments necessary for Democrats to maintain and grow a governing majority. Simply, the DNC’s mission is:

**BUILD TO WIN.**

**BUILD TO LAST.**

# BUILD TO WIN

## AN ENDURING DEMOCRATIC MAJORITY IN THE MAKING

Permanent campaigns beat seasonal campaigns. The DNC functions not like a boom and bust candidate campaign, but as the central hub for core infrastructure that will impact not only the 2026 and 2028 elections, but every election to come.

We know that by 2030, nearly 40% of the U.S. population is projected to live in the South, shifting the pathway to electoral college victory in the 2032 Presidential election. **That is why the DNC has a 10-year strategy (not a 10-week plan), encapsulated in ten pillars:**

### 1 THE LARGEST EVER PARTISAN VOTER REGISTRATION PROGRAM

#### Democrats gave up on partisan registration which led to a growing registration gap

From 2020 to 2024, Democrats lost 2.1 million voters while Republicans gained 2.4 million voters.

Nonpartisan registration often yields nonpartisan registrants; to grow durable Democratic support - especially among younger cohorts - the party must set goals, invest early, and treat partisan registration as a core strategy.

#### When We Count

The DNC's When We Count fellowship is the largest partisan voter registration program in its history. It deploys trained organizers to focus on young voters, communities of color, rural and suburban areas, and infrequent or newly eligible voters.

The program will send **300 paid fellows into Arizona and Nevada to register 145,000+ voters. With additional investment, 600 fellows can register 250,000 voters in priority Congressional Districts nationwide.**

when  
we   
count



**LOST ~186,000  
REGISTERED  
DEMOCRATS**  
(2020-2024)



**DEMOCRATS ONLY HOLD  
A +5,523 REGISTRATION  
MARGIN COMPARED TO  
REPUBLICANS**

## 2

## A 57 STATE AND TERRITORY STRATEGY



### Disinvestment in state parties created compounding losses

Pulling away from a true 50-state model weakened the ecosystem and limited growth in ignored regions. The explosion of independent spending outsourced core party functions and distorted incentives away from long-term infrastructure.



### Building and Investing in Strong State Parties

#### State Partnership Program (SPP):

The DNC is making historic, **monthly investments of \$17,500 to state parties in blue states and \$22,500 to state parties in red states** - more than \$1 million every month - the most robust investments in State Parties to date - to ensure stable staffing, organizing, and outreach that is consistent, continuous, reliable and effective.

To ensure these major DNC investments are spent wisely, the DNC ran comprehensive **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats analysis in every state.

**\$17,500**  
TO STATE PARTIES  
IN BLUE STATES

**\$22,500**  
TO STATE PARTIES  
IN RED STATES

## 3

## EVERY COUNTY MATTERS



### Voters in Key Counties Cannot Be Left Behind

As part of our 57 State and Territory Strategy, Democrats can no longer assume that there are states, districts, and counties that Democrats can never win. Democrats live even in the reddest counties, and they must know we need them, will reach out to them and that their voice matters.



### The DNC's Every County Matters Strategy

This new initiative will recruit party leadership and candidates in all 3,143 counties in our country to make sure that every Democrat and aspiring Democrat can plug into campaigns, help us grow the party, and win elections in the future.

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# THE NATIONAL COORDINATED CAMPAIGN

## ENDING BOOM & BUST CYCLES

 **Maximizing Investments Across the Campaign Landscape**

For too long, Democrats have acted in campaign silos. Without strategic coordination, resources are wasted as critical tasks are duplicated or dropped.

 **Bring Them All to the Table**

For the first time in decades, the DNC has recreated the National Coordinated Campaign to bring national Democratic organizations together to run a coordinated strategy to win up and down the ballot in 2026 and build long-term power.

**NATIONAL COORDINATED  
CAMPAIGN FOUNDED:**

# 2025

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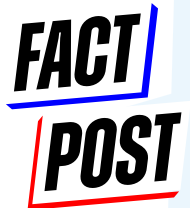
## CUTTING EDGE MESSAGING IN THE NEW MEDIA LANDSCAPE

 **Competing in a Fragmented Media Ecosystem and Combating GOP Lies**

To win in 2026 and beyond, the DNC must compete in a radically transformed attention economy. Voters no longer receive news through a handful of traditional gatekeepers, and our ability to shape the information landscape (one defined by silos, influencers, and misinformation) requires us to modernize the party’s communications infrastructure.

 **The DNC’s War Room**

**Breaking into new information spaces with micro and macro influencers:**  
The DNC has cultivated an allied influencer ecosystem of political content creators, working with creators big and small **who speak to an audience of over 50 million.** We are also strengthening our network of non-political creators and influencers who have built audiences around sports, entertainment and leisure.



**Daily Rapid Response:**  
The DNC Communications team provides coordinated guidance, talking points, and research to key communicators across media platforms. From hyperlocal press to national news outlets, we are proactively pushing an affirmative Democratic agenda and highlighting the damaging costs of the chaos and corruption of the GOP.

**Combating Misinformation and Disinformation:**  
Using social-listening tools to identify and respond to misleading content, our team catches trending narratives and deploys counter-messaging and guidance to our top messengers, enabling them to respond with truth and facts in real time.

**Opposition Research:**  
The DNC Research Department team develops robust opposition research files on potential General Election opponents in the Presidential race. This research gives not only the DNC, but all partners in the ecosystem, a deep understanding of GOP vulnerabilities and allows our party to make the sharpest possible contrast.

# BUILD TO LAST

## THE PERMANENT DEMOCRATIC CAMPAIGN: YEAR-ROUND ORGANIZING IN EVERY STATE AND TERRITORY

Strong effective campaigns push information out while also pulling people in, through consistent year-round, multi-year, two-way engagement. This requires listening, community presence, and trained staff to execute over the long-term. The DNC will achieve these goals with these programs:

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### Democrats Weren't Listening

In 2024, **10 million voters who voted in 2020 chose the couch instead of the ballot box.**

Democrats need to move from a transactional organizing model to a relational organizing model. What you hear from voters on the ground must inform advertising strategies and persuasion – campaigns must listen and organize first. We can't "advertise first, organize late," which weakens persuasion and feedback loops.

### The Local Listeners Program

The DNC launched the Local Listeners program to reach over one million infrequent voters across key battleground states and districts in early 2026. The program, an intensive volunteer training series and early voter contact push focused on active listening with voters, already has **2,000+ volunteers signed up – 90% who are taking action for the first time since 2024.**

**2,000+**  
**VOLUNTEERS**  
**SIGNED UP**

**90%**  
**TAKING ACTION**  
**FIRST TIME**

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# THE NATIONAL TRAINING INSTITUTE

**?** **Build and Retain a Professional Talent Pipeline**

A recurring failure in the ecosystem is insufficient training, career sustainability, and workforce development for organizers and staff- leading to churn, learning loss (especially post-COVID), and weak institutional memory.

**💡** **Training the Next Generation of Staff**

The DNC is strengthening the campaign talent pipeline through three major initiatives:

**NEXTWAVE**

This year, **600 aspiring and current staff** will be trained through four 3-day intensive in-person trainings.

**BATTLEGROUND LEADERSHIP PROJECT**

The DNC has **made an early six-figure investments** in recruiting, placing, and training leadership in Q1 of 2026 to run Coordinated Campaigns in key battleground states.

**BlueMatch**

A new resume-matching service **connects applicants from the DNC Talent Bank with state parties** to fill critical staffing needs quickly.

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# THE VOTER FILE AND INNOVATIVE NEW TECHNOLOGY

The DNC maintains the national voter file and core data used by thousands of campaigns each cycle. To keep campaigns effective, it must also provide states with strong cybersecurity and modern organizing tools that help teams use this data efficiently.

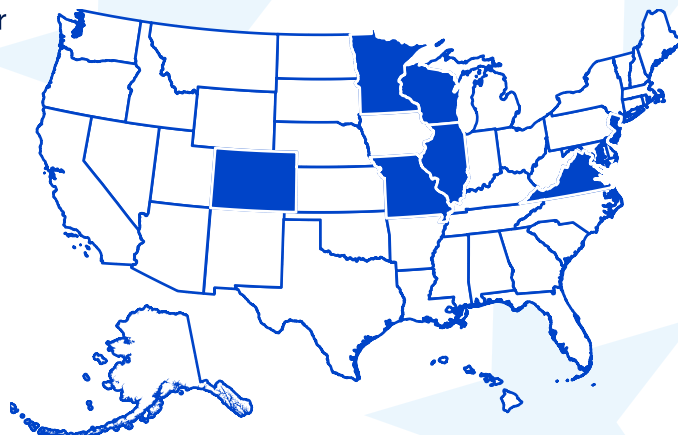
**?** **Building A Lasting, Permanent Technology And Data Framework**

Outdated technology and tools lead to less effective voter contact.

**💡** **Identify The Next Generation Of Tools And Technologies**

In 2025, the DNC launched a major effort to identify the next generation of campaign technology, selecting five tools to pilot across 11 states- including improved platforms for volunteer events in-person and virtual, tools to gather real-time voter data, AI-powered analytical platforms, cutting-edge organizing protocols, and campus voter registration abilities.

In 2026, these tools will be scaled, with a focus on voter registration, volunteer management, and technologies that make organizing more efficient and impactful.



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# VOTER PROTECTION AND LEGAL IMPERATIVES

## Trump and Republicans' Shameless Efforts to Attack the Right to Vote

For decades, Republicans have tried to diminish and weaken the ability of Democrats to vote and for their votes to count. They know that the more Americans vote, the more Democrats win.


The DNC is running the most robust and coordinated voter protection program in the ecosystem. This work, coupled with our litigation strategy, is directly addressing GOP voter suppression.

### The DNC is Protecting the Right to Vote

  
**Election Administration and Relationship Management**

  
**Voter Education and Access**


  
**Legislative Monitoring and Advocacy**


  
**Early Vote and Election Day Operations**


**I WILL  
 VOTE**

### The DNC Fights Back in Court

The DNC, with state and local Democrats, is standing firm against Republican-backed voter suppression efforts across the country. After hiring litigation talent leaving DOJ, the DNC has the infrastructure and expertise to tackle these issues in court.

  
**Executive Order on Elections**  
 The DNC, along with its sister committees and congressional party leaders, **filed a lawsuit contesting Trump's executive order that claims power over federal elections.**

  
**Voter Files Demands**  
 After Trump's DOJ sued 29 states and DC demanding complete, unredacted voter files in an attempt to federalize elections, the **DNC filed briefs in 17 states.**

  
**Fighting Back at the Supreme Court**  
 After Trump's DOJ abandoned its longstanding defense of a key federal campaign finance law and state mail ballot grace periods at the Supreme Court, **the DNC fought back, intervening as a party in the campaign finance case and filing a brief in defense of voters who cast mail ballots by Election Day.**

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# 2028 WORK - PREPARING TO CHOOSE OUR NEXT PRESIDENT

The DNC is the entity responsible for coordinating the selection of our next Presidential candidate:

## Setting The Presidential Nominating Calendar

The DNC is responsible for determining the order of states that vote in the early presidential nominating window, a decision with significant influence in the nominating contest.

## Running DNC Sanctioned Debates

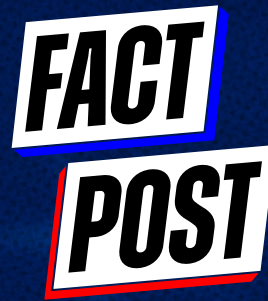
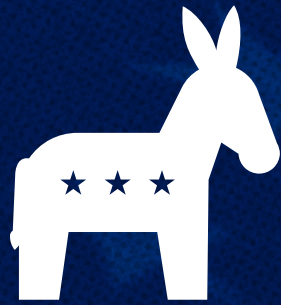
Since 1988, the DNC has sponsored a set number of “party-sanctioned” presidential primary debates, typically between six and twelve per cycle.

## Exciting Delegate Selection and a National Convention

The DNC oversees the full presidential nominating process, setting the rules for primaries and caucus across all states and territories and managing the translation of state election results into Convention delegates.

**ELECTIONS ARE WON BY CANDIDATES AND CAMPAIGNS—BUT THEY  
ARE MADE POSSIBLE BY THE INFRASTRUCTURE BEHIND THEM.**

The DNC is that infrastructure. And with your partnership, the DNC can build to **win** and build to **last**. It can continue to be the force that helps Democrats win races at every level, in every state, year after year.



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