

EARN AND SEEK ENDORSEMENT



- Purchase a list of voting members of your area of the Central Committee and/or full committee.
- Area Caucuses voting members include elected and ex-officio members, alternates and associates.
- Contact each member by phone or in person to discuss your campaign and ask for endorsement.
- Take advantage of opportunities to speak for a few minutes at area caucus meetings, clubs and full central committee
- Always get an endorsement – permission to use his/her name as an endorser in writing

- County Party endorses in county, municipal, school district, and special district races
- During filing period, County Party sends endorsement questionnaire to registered Dems who pull papers for local/nonpartisan offices
- Candidates are required to complete the questionnaire and should appear at the endorsement meetings.
- Most endorsements first considered and recommended (with a 60% vote) at Area-level Central Committee meetings. (North, Central, East and South)
- Candidates have a few minutes to speak and answer questions.
- All area members vote on endorsement recommendations.

- Area endorsement recommendations are placed on consent agenda of Full Central Committee for endorsement vote.
- Only elected members and ex-officio members vote at full Central Committee (about 75)
- It requires a 50% vote to pull a recommendation from consent for individual consideration. If pulled, speeches, debate and vote take place.
- Endorsements require a 60% vote. If no candidate receives 60%, the committee may vote to rate candidates as qualified
- County Party and State Party endorsements are reciprocal

CDP ENDORSEMENT PROCESS

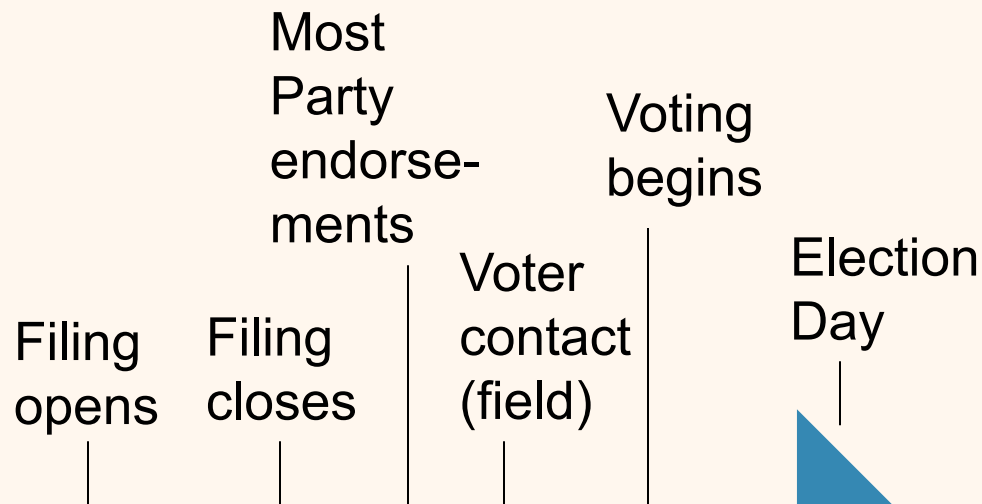


- California Dem. Party endorses in congressional, state legislative, and statewide races
- Democrats can apply for CDP endorsement (deadline Jan. 17) and pay fee; candidates may request a member list to seek personal support.
- Pre-Endorsement Conferences held Jan. 27-28; local delegates and club reps. may vote. 60% required for endorsement recommendation.
- Endorsements are ratified (or endorsing caucuses held) at the CDP Convention, which will be held Feb. 27-28, 2018 in San Diego.
- March is the deadline to include Party endorsements in official sample ballot.
- SDCDP and CDP endorsements are reciprocal

ELECTION YEAR TIMELINE

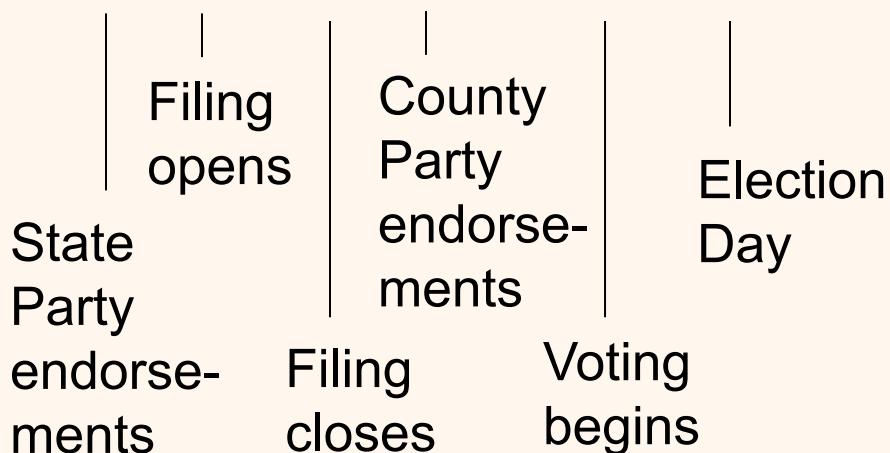


General Election



FEB. MAR. MAY JUN. JUL. AUG. SEP. OCT. NOV.

Primary Election



BENEFITS OF ENDORSEMENTS



- Listing on SDCDP Website seen by thousands
- Listed on Doorhanger slates distributed by over 500 GO Team members to thousands of voters
- Listed on personalized slate mailers mailed to hundreds of thousands of Democratic voters
- Access to enhanced voter data on voter file
- Access to online Candidate Tool Kit
- Support of SDCDP staff
- Support of phone banks in coordinated campaign offices.
- Eligible to participate in Member Communication services.

EXAMPLES



CANDIDATES AND PROPOSITIONS

CONGRESSIONAL DISTRICT 52
Brian Bilbray *
Member, US House of Representatives
 Reformer for Congress.
 Cut gov't spending and created jobs.
 Endorsed by Jarvis Taxpayers Assn.,
 National Tax Limitation Committee
 and US Chamber of Commerce.

STATE ASSEMBLY 77
Dustin Steiner *
Legislative Advisor
 Fight new taxes and protect Prop 13.
 Stand with taxpayers against special
 interests. Balance the budget and
 restore fiscal sanity!

SUPERIOR COURT JUDGE #24
David Berry *
Deputy District Attorney
 25 years experience as Prosecutor.
 Law enforcement's choice!
 Endorsed by Mayor Jerry Sanders
 and Former Sheriff Bill Kolender.

SUPERIOR COURT JUDGE #25
George F. Schaefer *
Deputy City Attorney
 SD Deputy City Attorney protecting
 taxpayers. Former District Attorney.
 Endorsed by SD County Democratic
 Party, Firefighters and Lifeguards

SUPERIOR COURT JUDGE #34
Gary George Keep *
Constitutional Law Attorney
 Proven fighter for Human Rights.
 UCSD, USD Law School Graduate
 Endorsed by Judge Victor Ramirez.
 One special interest: YOU

SAN DIEGO MAYOR
Nathan Fletcher
 Solutions, not political games
 Cap city exec's 6-figure pensions
 Protect beaches, bays, and open space
 Law Enforcement's choice.

BOARD OF EDUCATION #1
John Witt *
Member, County Board of Education
 John Witt is a Navy Veteran.
 He's an Engineer and Math Educator.
 Tenure saw fiscal budget restraint
 His service saw a rise in test scores.

STATEWIDE BALLOT PROPOSITIONS #28
No on 28 *
 Prop. 28 is a SCAM!
 It allows legislators to serve twelve
 years in office instead of six!
 Prop 28 weakens term limits!
 Vote No!

Notice To Voters

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COPS VOTER GUIDE

VOTE! TUESDAY, JUNE 5 2012 Primary Election Recommendations

U.S. SENATE



Dianne Feinstein
 Democrat U.S. Senate
 OFFICIALLY ENDORSED BY
 CA DEMOCRATIC PARTY
 Keeping California families
 safe from crime and drugs
 has always been one of
 Dianne's top priorities.



Elizabeth Emken*
 Republican U.S. Senate
 OFFICIALLY ENDORSED BY
 CA REPUBLICAN PARTY

"We will fight to end runaway
 spending - cut taxes & fees -
 secure U.S. Borders."

U.S. CONGRESS

Scott Peters*
 Boosted police and fire, added
 stations to cut response times
 without new taxes. Endorsed by
 Fire Fighters. Would be honored
 to serve you in Congress.

STATE ASSEMBLY

Brian Maienschein*
 Endorsed by San Diego County
 Deputy Sheriffs. Demonstrated
 strong leadership during the Wild
 Fires. Law Enforcement's Choice!

SUPERIOR COURT JUDGE #24

David Berry*
 Law Enforcement's Choice.
 Endorsed by every major law
 enforcement association in San
 Diego County, former Sheriff Bill
 Kolender, Mayor Jerry Sanders.

SUPERIOR COURT JUDGE #25

George Schaefer*
 Deputy City Attorney protecting
 taxpayer dollars. Former DA
 prosecuting murderers, rapists &
 child molesters. Endorsed by
 Firefighters & Lifeguards.

SUPERIOR COURT JUDGE #34

Gary Keep*
 Tough on crime. He will not let
 any dangerous criminal back on
 the streets to repeat their crimes
 against law-abiding citizens.

COUNTY BOARD OF ED

John Witt*
 John Witt is a Navy Veteran. He's
 an engineer and math educator.
 During his tenure, there was a
 dramatic rise in test scores
 supported by basic skills.

BOARD OF SUPERVISORS

Steve Danon
 Endorsed by San Diego County
 Deputy Sheriffs. An experienced
 candidate who will protect public
 safety. Law Enforcement's Choice!

PENSION REFORM THAT'S FAIR

Yes on Proposition B*
 Stops pension spiking. Savings
 from this Fair Pension Reform
 means more funds for road
 repairs, more library hours and re-
 opening parks and rec centers.

STOP BIG TOBACCO

Yes on Proposition 29*
 Save Lives. Keep Kids from
 Smoking. Fund Cancer Research.
 Join the American Cancer Society,
 American Lung Assoc., American
 Heart Assoc. and say Yes on 29.

Support Public Safety

You can show your support for
 the dedicated men and women
 who serve their communities as
 police officers and deputy sheriffs
 by electing candidates who
 pledge to keep public safety first.