



Questions for the DNC Chair Candidates - 2017
From Democrats Abroad - Liz Jaff

1) Why are you running for DNC Chair?

I am running for Vice Chair because I come from a unique intersection of technology and grassroots organizing, and the DNC is in desperate need of reconnecting with voters. They can do this through smart technology. I can help the DNC provide the tools that will improve how democrats organize, engage, run for office, and fundraise. In this low moment, we all need to step up and use our skills to improve the party that fights for our values.

2) How would you describe your management style? What is your relevant organizational management experience? Would you work as a full time or part time Chair, and if part time, how would you manage?

Firstly, I would be a full time Vice Chair. I am currently VP of Business Development of Crowdpac Inc. and run a shop of seven people. Before this role, I ran multiple campaigns and field operations. In addition, I managed a team of 25 while at USAID. My style is typified by my delegation. I am most interested in defining clear deliverables and give staff the space and resources to work out what works best for them. I have planned direction for the DNC, but I believe those closest to the problems should be empowered to opt for solutions themselves. This is analogous to how I feel about the role of state and local democratic officials. The DNC should provide every state with the tools, support and marketing resources to hit their own goals.

3) Do you think the position should be filled by a single Chair or by two Co-Chairs, as has sometimes been done in the past? I think a single chair, with an excellent staff and an exceptional executive officer. the importance of effective management by an experienced staff is made doubly important if the new Chair is someone with little experience previously running a state party apparatus.

4) What lessons should we learn from the 2016 elections and what do they mean for our strategy going forward? How are we going to attract voters who did not turn out for Democrats in 2016? First -- we should acknowledge that we left 5m votes on the table overseas... but that overlaps with other institutional issues with the DNC we will fix.

2016 was a brutal year that provided us a lot of lessons. To start, the

Democratic message has grown increasingly unpopular outside of metropolitan areas. Democrats can't continue to rely on only a national message -- we need to go back to targeting states, cities, rural districts with specific messages that resonate with those voters. Otherwise, Democrats feel completely disconnected. In 2016 believe it or not we did no local messaging! Second, many who were sympathetic to democratic policies but felt left behind by the new economy lacked enthusiasm and failed to show up this election. Lastly, partisanship is blindingly strong in today's electorate. In short, Trump won because he got nearly all the Republican vote while attracting white and rural voters to a degree that was not true of Clinton nor the progressive and minority communities. I also believe we lost touch with our base -- the grassroots activists and organizers that help make us who we are. We, as Democrats, need to reconnect with those groups and we can: online and through modern technology. We can't expect them to come to the DNC - an institution that they do not trust or know - and so we need to be prepared and equipped to go directly to them.

5) What changes should be made at the DNC to make it a more effective organization?

The Democrats abroad understand well what I want to change about the DNC because they are already doing a lot of it. I want to bring more of the party online and build a tech platform that connects the state and local parties to their grassroots. Dems Abroad has by necessity had to organize online because of the extreme geographic dispersion of your constituents. Looking at your website the "Events" page is fantastic. I want to expand this type of online organizing to the 50 states by building out the tech infrastructure of democrats.org and training all the state parties to use it. In this way I hope to empower state and local party groups as well as grassroots organizers to work locally and in coordination with the Democratic party.

6) Democrats Abroad members vote in all 50 states. What are your views on implementing a 50-State Strategy? What role do you see for Democrats Abroad?

My plan is to offer every state and territory, including Democrats Abroad, the tools necessary to connect and build within their home states. In addition, Dems Abroad will see greater opportunity to work with their previous home states. Dems Abroad are more energized and organized now than ever. You must maintain that energy through the upcoming elections. For instance, voters abroad from North Carolina need to gear up for the 2017 elections. Then the start of the 2018 cycle will be upon us with so many pivotally important governors, state houses, and representative races.

7) Concerning Democrats Abroad (DA):

- How would you plan to include Democrats Abroad in the DNC's resource allocations in future election cycles?

Most candidates running for Vice-Chair are content to promise more money for every forgotten part of the DNC. I am not interested in top down resource allocation. What I am interested in is giving every part of the DNC the tools and training it needs to raise its own funds, promote its own ideas, and build its own base of voters. Democrats Abroad has one of the best ROIs (return on investment) of any state, in that you have 9 million votes on the table and your cost effectiveness of turning in those votes based on money you receive is amazing. By investing in simple online tools to make GOTV, voting and community engagement for all dems abroad to take direct action easy- we win.

- Would you ensure that DA is allocated funding (like other state parties) under the State Party Program (SPP) to use for an Executive Director as well as Communications and GOTV initiatives abroad?

Yes. Democrats Abroad represent a larger share of democrats than many states. And furthermore they vote in every area of the nation. Understanding and organizing Dems Abroad will pay dividends in both understanding Democrat voters nationwide and winning elections.

- Would you agree to designate a point person within the DNC for Democrats Abroad, allowing us easy and effective interface with the Party?

Of course yes.

8) Like voters in all states, Democrats Abroad members have concerns specific to overseas Americans. What is the best medium for state parties like us to raise these issues within the Democratic Party and see them addressed?

As part of my plan, Democrats Abroad will be empowered to voice their concerns and organize around them. For instance, if Dems Abroad want to organize around Trump's attacks on the USAID budget, they will be given the tools to do so. The issue areas to focus on are yours to highlight. Furthermore, if your campaigns gain traction, other Democratic entities will respond to your leadership on the issues with support and campaigns of their own. Crowdsourcing responses, petitions and call-tools will show action and momentum. You can show how many dems abroad care about these issues through simple tools and how they are taking action. States can then partner up with you to help get you to goal - eg calling every Senator about Betsy DeVos and showing publicly for PR that 50,000 calls were made from

abroad. We want to always be showing deliverables online of our actions.

9) What other remarks would you like to make to Democrats Abroad?

I am personally invested in Democrats Abroad, as both my parents vote from South Africa! I myself was a Democrat Abroad until I moved to the US in 2007. So I know well the difficulties in voting and staying connected while abroad. I know how isolating it can feel to be out there, and seeing what is happening to your country. We all want to play our part and help our party. That means getting every single online resource we can to mobilize our communities and take action. I know how to do this clearly, I understand the bureaucracies and the intraparty politics, , and I feel very confident I can help get it done. The DNC has no choice but to adopt this platform and open up its data to become an online resource kit to Democrats Abroad and the states. This way, we can empower all democrats to take clear action. If we don't do this, our party becomes obsolete. This is my best way to fight Trump - to take my skills and give them to the DNC as a Vice Chair who will open up the DNC to technology and empower all the states and grassroots activists to take action - so we can win in North Carolina 2017, across the nation in 2018 and defeat Trump in 2020.