



Dear [insert first name]:

I'm proud to announce that I'm running to serve as Chair of the Cuyahoga County Democratic Party. I'm writing today to ask for your support.

Before I dive into why, let's get one thing straight: *Congratulations* on your recent election to the Cuyahoga County Democratic Central Committee. Like you I was elected last week and look forward to building a county party that can help us win statewide.

With voter turnout falling drastically in many parts of Cleveland, once rock-solid Democratic communities in our county moving rightward, and Republicans clobbering Democrats statewide, we must confront the gravity and urgency of the fights before us. One thing is clear: not enough Democrats are voting. We need leadership that has the background and vision to lead us in this critical work, and that's why I'm running to be Chair of the CCDP.

As a Clevelander, I'm keenly aware that in Cuyahoga County today there are too many hovering on an economic cliff or suffering the indignities of discrimination. Many residents simply don't have the luxury of worrying about intra-party political squabbles and too often feel that the political system does not work for them. I believe we must keep our focus on people and be guided by our Democratic values.

WHY I'M THE RIGHT FIT FOR THE JOB OF DEMOCRATIC PARTY CHAIR

In my day job, I work at a housing non-profit on the east side. Prior to that, I taught 20th century American history at the college level. Thus, I have a genuine understanding of how we've reached this particular point in our country's history. Over the past several years I have engaged in, or helped lead, numerous endeavors to increase voter turnout and community engagement in our county.

- ◆ I'm a member of the CCDP Executive Committee and president of the Cleveland Ward 16 Democratic Club
- ◆ In 2020, I was one of the leaders of the "Amazing Ballot Race" in West Park, which expanded to five city wards and the city of Bay Village. This endeavor culminated in hundreds of volunteers making it to nearly 40,000 doors.
- ◆ During 2021, I worked on behalf of five candidates for Cleveland City Council, a majority of whom won. I've knocked doors, made hundreds of calls, and put in the work on many races.
- ◆ During this month's election I spearheaded a program to recruit and assist a diverse group of over 200 candidates for Central Committee.
- ◆ I was one of the original signatories for Clevelanders for Public Comment. Working with dozens of others, including elected officials, we achieved the long overdue introduction of public comment at Cleveland City Council meetings
- ◆ For the last four years I've also run a website, clevelandbrocks.org, where along with the aforementioned work, you can see that my passion for progress is not new.

VISION FOR CCDP



The Republican party of 2022 has no respect for truth or the American voter. The recently leaked draft Supreme Court decision concerning Roe v. Wade makes clear what is at stake – and the reality of what we face is frightening. But collectively we need to forge a path forward. As Democrats, we must reinvigorate and expand our base, and this is what I'll do as Chair:

- ◆ **Door-to-Door Canvassing:** Create a robust door-to-door operation. Too many elections have gone by without a comprehensive approach to knock more doors. Target and create networks of volunteers and activists in the county that will work year-round, not just before elections.
- ◆ **Utilize Data and Cutting Edge Tech:** In addition to creating a strong door-to-door operation, the party must utilize cutting-edge political tools like deep canvassing, relational campaigning, a vigorous texting program for notifications and fundraising, and produce or obtain a voter platform that is usable and available to Democratic groups and leaders in the county.
- ◆ **Support our Ward and City Clubs:** Develop and share templates (flyers, emails, fundraising requests, etc.) with ward and city Democratic clubs and affinity groups. We must also increase trainings and programs, including with partner groups, so that the next generation of leaders and the public at-large will be better prepared and better informed.
- ◆ **Appoint Vice-Chairs to Re-engage our Communities:** Appoint Vice-Chairs with specific portfolios for fundraising, outreach, racial justice, labor, faith communities, etc.
- ◆ **Labor:** As the son of two union parents, I believe our commitment to labor, and the cause of workers overall, must be central to our work and more quantifiable. We should stand in solidarity with our union Brothers and Sisters at every opportunity.
- ◆ **Ensure a party operation that is fair, transparent, and open to all Democrats desiring to help**

For the past century, the Democratic Party has been the preeminent vessel for socioeconomic advancements in this nation, from Social Security to the Affordable Care Act, the right to unionize to the Civil Rights Act, protecting women's reproductive rights to the Americans with Disabilities Act. **Our party must continue to strive for these high ideals, and this will not happen without us organizing in an unprecedented manner.**

Identifying what we need and who can do it—encouraging them and giving them the necessary tools—must be a primary goal of the county party as an institution. Whether that be hosting postcard writing parties, text-banking, door knocking, social media messaging, whatever it is, we must do more.

In the final analysis, my primary focus as Chair will be on voter registration, voter turnout, carrying the Democratic message, and an abiding commitment to justice and fairness. If you have any questions, I encourage you to contact me at the information below.

Onward Democrats!

Sincerely,

David Brock