

Democratic Party of Georgia

2020 Victory Report



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A letter from **Chair** **Congresswoman Nikema Williams**

In 2020 and 2021, Georgia Democrats made history. After delivering 16 electoral college votes for Joe Biden and Kamala Harris, flipping the only red-to-blue Congressional seat in the country with Rep. Carolyn Bourdeaux, and electing Jon Ossoff and Rev. Raphael Warnock to secure the Democratic Senate majority, **it is no exaggeration to say that Georgia voters permanently changed the trajectory of this country.**

Looking back to November 3 and January 5, it's easy to speculate that these wins were the result of a miracle, a well-timed news cycle, or one candidate or campaign. But let's be clear — Georgia Democrats and organizers across our state had been building towards this moment for years. **These victories are neither a fluke nor simply demographic destiny, but instead the result of years of building and a relentless commitment to the vision of uplifting every voter, protecting every vote, and organizing year round to empower the diverse coalitions that make up Georgia.**

When I took office as chairwoman, Georgia Democrats had just finished the closest election in history, and as a party, we knew it would take new, strategic planning and early investment to close the gap. **Together, we used the lessons from 2018 to build the strong, year-round organization that would turn Georgia blue, empower a diverse coalition of voters, and ultimately treat every day like Election Day.** It worked — and now we have set a model for battleground states everywhere.

Georgia Democrats are positioned to build on our success; grow our investments in organizing, voter protection, and coalition-building; and change Georgia for good.

From the beginning, we said that the road to victory in 2020 would run right through Georgia. This report tells the story of those victories. Now, with Senator Warnock's seat along with the entire statewide slate on the ballot in 2022, Georgia Democrats are positioned to build on our success; grow our investments in organizing, voter protection, and coalition-building; and change Georgia for good.

Thank you to every organizer, volunteer, supporter, activist, committeeperson, staff member, and longtime Party member who made a bright blue Georgia possible. This work is never done alone, and **our victories stand on the shoulders of countless individuals who made this possible.** Most importantly, thank you to Georgia voters — all of this is because of you.



Chair Congresswoman Nikema Williams

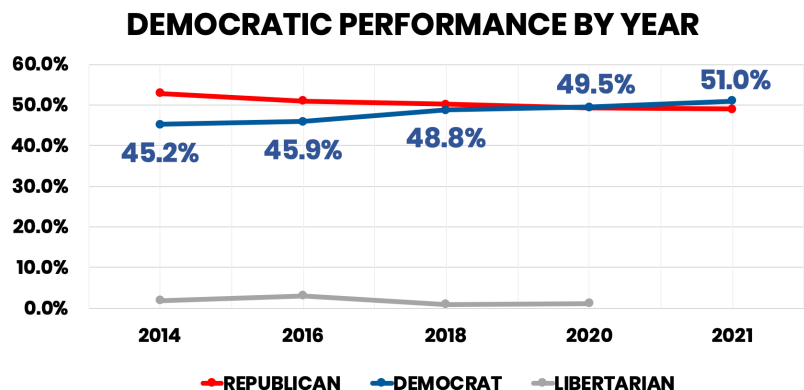
Executive Summary from **Executive Director Scott Hogan**

Friends:

Throughout this report, Georgia Democrats have outlined the specific strategic choices made from the onset of Chairwoman Williams' term to build the organization that would turn Georgia blue. While how we implemented those decisions were specific to and strategic for Georgia, **we highlight four building blocks that are essential for every battleground state in 2022:**

- **Building a year-round organizing program.** DPG built a strong year-round field operation and recruited a record number of candidates to meet voters across the state where they were.
- **Committed outreach and engagement with a wide and diverse coalition across the state.** DPG conducted targeted outreach towards the different communities that make up Georgia, including the African American, Asian American and Pacific Islander (AAPI), and Latinx communities.
- **Strengthening voter turnout.** DPG focused on expanding its electoral coalition by engaging low-propensity voters and non-voters, including voters that typically do not see engagement from either party.
- **Protecting every vote.** DPG invested heavily in helping every voter cast their ballot safely, including voter outreach, resource compilation and communication, and litigation.

At every stage of the last two years, these building blocks were central to how we did our work, from investing in special elections early in 2019 to creating the strongest voter protection program in Democratic history. As you read this report, you'll see how these elements took shape, how Georgia Democrats kept our focus, and how we used them to win.



As we plan ahead for 2022, the work starts now. **The lesson from Georgia is that we can no longer afford for state parties and campaigns to wait to build up their infrastructure or postpone strategic decision-making until the months before Election Day in November.** Especially as Republicans across the country step up their anti-voting agenda, we must fight hard, build fast, and present a strong, strategic front ready to fight for victory across the country in 2022. We need to continue investing early in organizing programs. We need to continue relationship-building across diverse coalitions. We need to continue expanding voter protection investments and efforts. We need to continue broadening the Democratic electorate.

More than ever before, the work of 2020 has made clear that we are all in this fight together. Thank you to every person who was a part of these victories, and to everyone continuing the hard work of making change and electing strong Democrats who represent our values. We are with you every step of the way.

Executive Director Scott Hogan

Organize **Year-Round** Compete **Everywhere**



2019

Jan.

Nikema Williams
elected chair of DPG.

“ We’re going to build a **year-round operation**... as we gear up for 2020. Democracy does not start and stop on Election Day. ”
– Nikema Williams, AJC, 1/28/19

Mar.

Blue Challengers Initiative launches as candidate recruitment effort to identify and support Democratic candidates in targeted races across the state.

2020 Blue School Training brings together leaders in all 159 counties for training.

Jun.

Scott Hogan hired as Executive Director of DPG.

Organizing Corps launches as joint DPG/DNC effort to train 25 rising college seniors as local organizing leaders in preparation for 2020 general election.

National Democratic Training Committee’s Blue Bench hosted by DPG in Bibb County to train candidates, campaign staff, and county committee leaders.

National African American Leadership Summit hosted by DPG and DNC.

Aug.

Voter Protection Coordinators recruited in every county to identify and train local volunteers.

Legislative Victory Fund (LVF) launches as a multi-million dollar effort with Fair Fight PAC to win additional seats in the state legislature. With immediate organizing and political staff additions, LVF immediately expands DPG’s ability to organize, as well as recruit a large slate of candidates representative of Georgia.

Sep./
Oct.

Organizing efforts ramp up by LVF and DPG ahead of municipal elections, including increased investment in voter turnout operations.

Nov./
Dec.

Fifth Democratic presidential debate held in Atlanta, emphasizing the state’s battleground status in 2020.

Non-partisan municipal elections net multiple Democratic victories, including City Council victories in Rome and Statesboro and mayorships in Dunwoody, Savannah, and Valdosta.



Credit: Alyssa Pointer, AJC

Organize **Year-Round** Compete **Everywhere**



2020

Jan./
Feb.

DPG staff grows to 30+ with increased investment in Legislative Victory Fund.

Mar.

Highest candidate qualifying numbers by Democrats in modern history.

Apr./
May

Massive vote-by-mail campaign in coordination with the DNC, including an effort to text over 1 million Georgia voters and a series of educational events, volunteer trainings, and voter outreach to help a record number of Georgia voters submit their vote-by-mail applications.

Jun.

Primary elections set a new all-time record of Democratic turnout in a primary, despite two date postponements and statewide reports of long lines and issues at precincts.

Jul./
Aug.

Voter Protection and Education Portal launches on DPG website as a central hub with resources for every step of the voting process.

DNC Convention: DPG hosts more than 300 virtual watch parties engaging communities across Georgia.

Peach Jam volunteer event attracts hundreds of volunteers for voter outreach and mobilization efforts.

Sep.

Virtual Vote-By-Mail Campaign Launch with Stacey Abrams and Democratic candidates.



Oct.



Credit: Democratic Party of Georgia

Jill Biden, Doug Emhoff, and Kamala Harris visit Georgia throughout October with events in Bibb, Chatham, Cobb, DeKalb, Fulton, Gwinnett, and Muscogee counties to promote early voting.

Joe Biden visits Georgia to give a historic speech in Warm Springs before attending a drive-in rally in Atlanta to promote early voting.

11 Victory Centers open across Georgia, coinciding with launch of socially-distant, in-person voter mobilization activities.

Second Peach Jam volunteer event hosted, again attracting huge numbers.

Organize **Year-Round** Compete **Everywhere**



Nov.

Kamala Harris hosts a GOTV drive-in rally in Gwinnett County.

President Obama headlines a GOTV drive-in rally in Fulton County.



Credit: Democratic Party of Georgia

Joe Biden and Kamala Harris win Georgia.

Jon Ossoff and Rev. Raphael Warnock force Senators Perdue and Loeffler into runoff.

DPG creates recount team focused on ballot curing and monitoring, with audit and recount confirming Biden-Harris win.

Georgia Runoff Coordinated Campaign launches as joint effort by DPG, DSCC, and the Ossoff and Warnock campaigns to lead multi-million dollar voter contact and turnout program.

Coalitions outreach includes 20+ constituency-specific events, including in-language phone banks, virtual events, and in-person rallies.

Voter Education Tours launch statewide, with 30+ weekly events to remind voters about vote-by-mail and in-person early voting dates and deadlines.

GOTV sees over 1,000 canvass launches in over 130 counties across the state, with 20,000 volunteer shifts completed and over 6 million voter contact attempts in the final three days.

The image shows a tweet from Georgia Democrats (@GeorgiaDemocrat) and a screenshot of the My Voter Page website. The tweet says: "Tomorrow is the last day to update your voter registration. Here's how you check it's up to date and you're all set to vote! Go to mvp.sos.ga.gov, and put in your name, county, and date of birth. (1/2) #gapol #gasen". The website screenshot shows the "My Voter Page" header with the Georgia Secretary of State Brad Raffensperger's name. Below the header is a navigation bar with links for Corporations, Elections, News Room, Professional Licensing Boards, Securities, and Charities. The main content area is titled "Welcome to MVP" and includes a list of services: Voter registration status, Mail-in application and ballot status, Poll location, Early voting locations, Elected Officials, Registration information on file with the counties, Sample ballot for the upcoming election, and Provisional Ballot status. There are also links for "Not Registered to Vote?", "Register", and "Key Election Dates". On the right, there is an "MVP Login:" section with fields for "Your Name and County" (First Initial, Last Name, County), "Date of Birth", and "Submit" and "Clear" buttons. Red arrows point from the tweet text to the corresponding fields on the website.

Dec.

Jon Ossoff and Rev. Raphael Warnock win Georgia's Senate runoff elections.

2021
Jan.

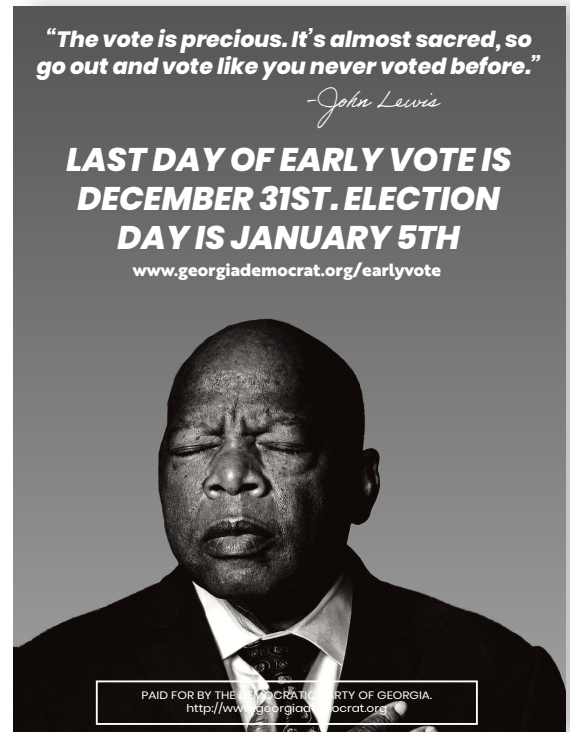
Engage **Diverse Coalitions**

Knowing that a broad coalition was needed to flip seats blue, we sought to expand our outreach to an even more diverse set of Georgia voters. Throughout 2020 and 2021, we conducted targeted outreach towards the different communities that make up Georgia, including African American, Latinx, AAPI, Women, Veterans and Military Families, Faith, Youth, Disability, LGBTQ, and Sportsmen and Sportswomen coalitions.

Tailored Outreach

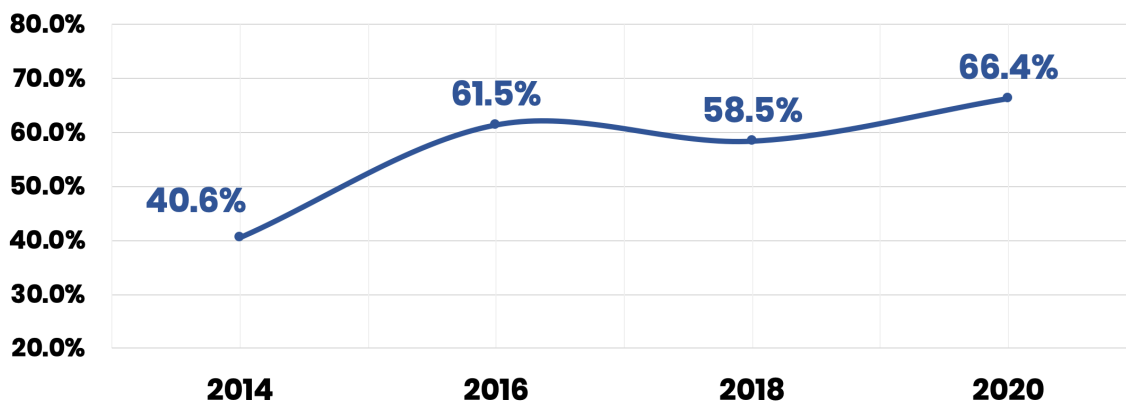
Our coalitions team hosted regular virtual outreach events to engage with different constituencies throughout the general election, pivoting to both virtual and in-person events during the runoff elections, including:

- Daily phone bank and canvass launch events with high-level surrogates, celebrities, and local leaders representing different constituencies to energize volunteers ahead of community-specific and in-language voter outreach.
- Coalition-specific virtual events, including Black Men and Women Lead, a conversation series with local African American leaders; Small Business Roundtables with minority small business owners; and Faith Leaders Roundtables with local community leaders representing a variety of faiths and constituencies.
- Large-scale, COVID-safe weekend events to distribute resources and encourage voting among constituency groups, including Pasado to the Polls, a weekly voter mobilization event for Latinx voters; the New Americans International Festival, an event to celebrate the diverse cultures that make up Georgia; a Virtual Gospel Concert; and Roll Out the Bollywood Red Carpet, a festival to celebrate the AAPI community.



Digital and Print Ad

STATEWIDE AFRICAN AMERICAN TURNOUT %



Engage **Diverse Coalitions**

In-Language Voting Resources

Beginning in 2019, we invested in creating voting resources in various languages spoken by Georgia voters in addition to English, in order to ensure that language was not a barrier in getting information needed to cast a ballot. In-language resources included:

- Canvassing materials distributed in several languages.
- The Voter Protection Hotline, which was available in 3 languages during the primaries and expanded to 7 languages by September 2020 – English, Spanish, Mandarin, Vietnamese, Korean, Hindi, and Urdu.
- In-language phone banks throughout the general and runoff elections in several languages. At its height during the runoff elections, in-language phonebanking resources were available to volunteers in 16 languages.

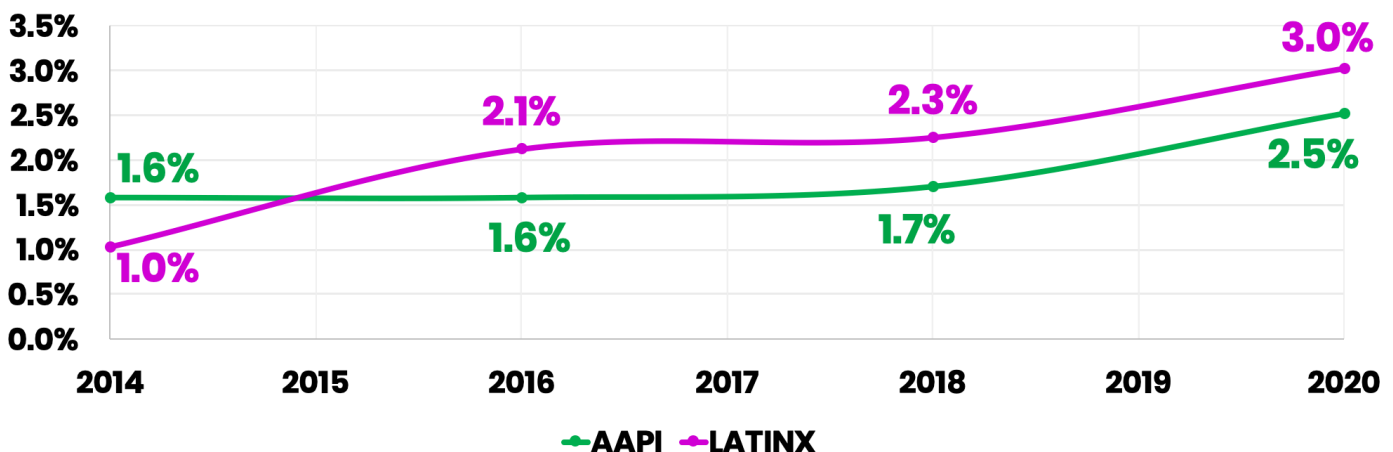


Digital Ad



Digital Ad

AAPI & LATINX PERCENTAGE OF ELECTORATE



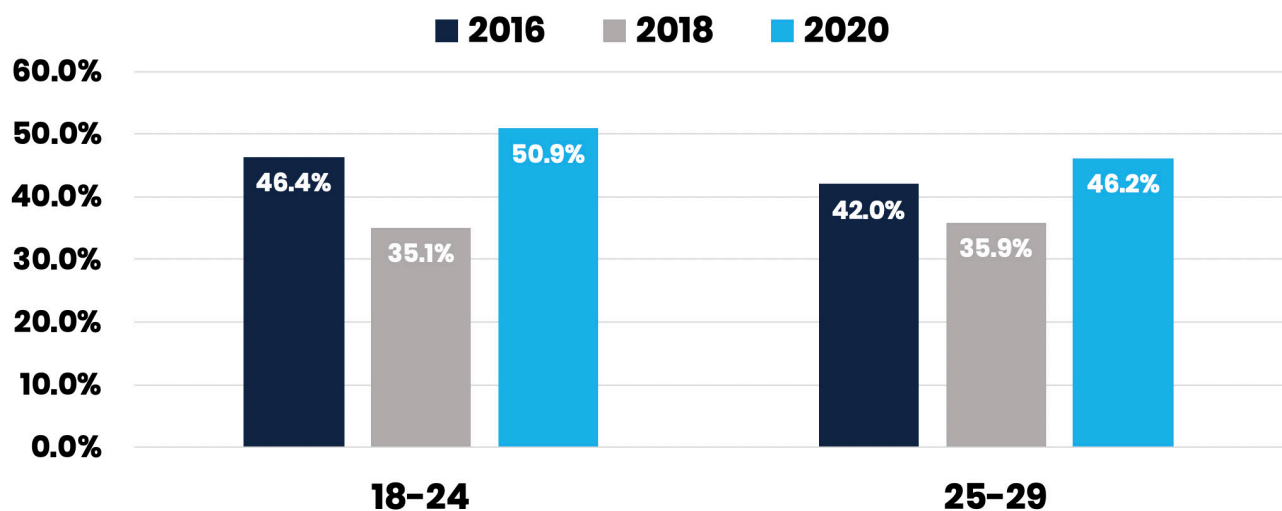
Engage **Diverse Coalitions**

Dedicated Staff

We prioritized dedicated staff for coalition-based voter engagement and outreach during the general and runoff elections, including:

- A dedicated Coalitions Director during the general election who oversaw organizing and events for several different constituencies, and numerous Deputy Coalitions Directors responsible for engagement with volunteers and voters in each distinguished constituency.
- A Coalitions Advisor during the runoff election and three Constituency Media Directors, including a Director of African American Media, Director of Latinx Media, and Director of AAPI Media, all of which led earned and paid media strategy and operations engaging key coalitions.

VOTER TURNOUT % AMONG YOUNGER VOTERS



Increased Investment

We invested heavily in reaching specific constituencies with in-language mail and ads in Spanish, Korean, Mandarin, Hindu, Urdu, and Vietnamese, as well as in African American media outlets, including:

- More than \$1.5+ million in coalition-specific, in-language targeted mail as well as radio, digital, and print ads during the general election.
- More than \$2.75+ million in coalition-specific, in-language targeted mail as well as radio, digital, and print ads during the runoff election.

Strengthen **Voter Turnout**

All of our efforts over the last two years – from beginning our organizing program early and engaging with voters in all elections year round, to growing our voter protection program into a robust operation, to the sincere, strategic investments in outreach to grow and diversify the Democratic coalition – were in service of our fourth strategic pillar: turnout. We knew that increased turnout, especially among a more diverse swath of voters and voters who had not been as engaged in the electoral process, was Democrats’ best chance to capture a larger share of the electorate.

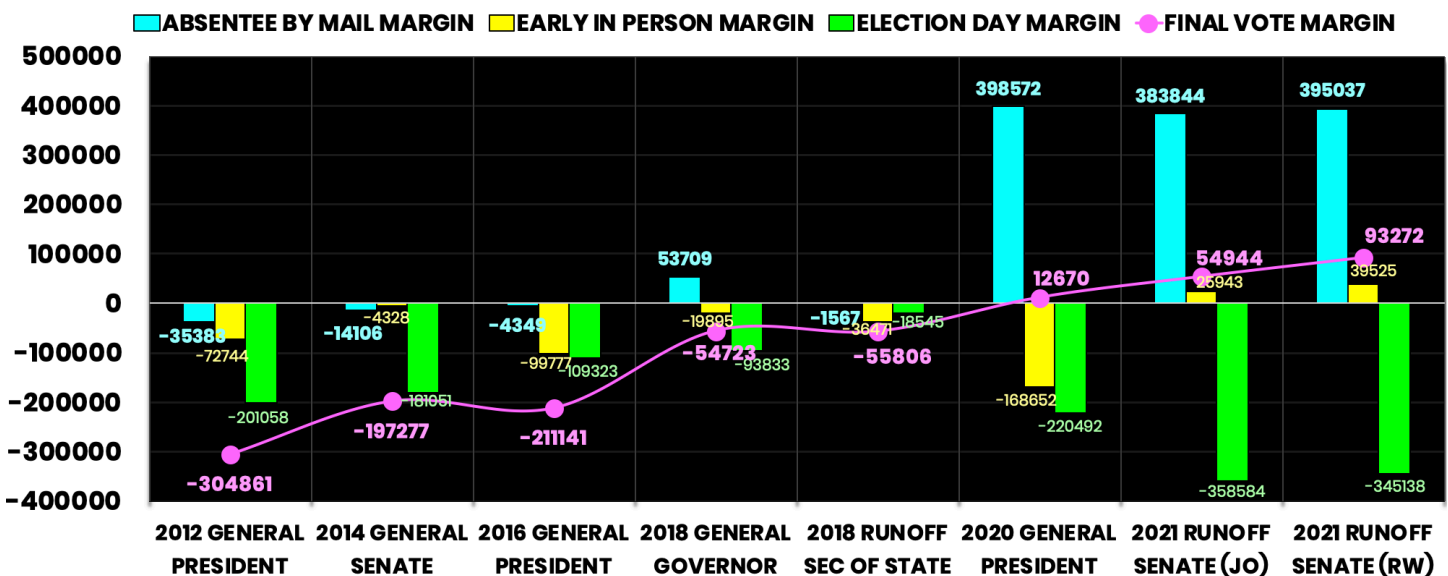
Voter Outreach Highlights

- Over **50 million voter contact attempts** during the general & runoff elections
- Over **2 million conversations** with voters
- Almost **25 million phone calls**
- Over **3 million doors knocked**



Credit: Democratic Party of Georgia

VOTE MARGINS BY VOTE TYPE BY YEAR



Strengthen **Voter Turnout**

GAINS IN VOTE MARGIN COMPARED TO 2016				
COUNTY	2020 COMPARED TO 2016		2020 DEMOCRAT	
	VOTE MARGIN	VOTE %	VOTE MARGIN	VOTE %
FULTON	64,636	3.7%	243,904	72.6%
GWINNETT	56,250	7.4%	75,414	58.4%
DEKALB	49,952	2.7%	249,854	83.1%
COBB	49,178	7.5%	56,387	56.3%
HENRY	20,756	8.8%	25,089	59.7%
CLAYTON	14,088	0.4%	79,663	85.0%
DOUGLAS	11,170	8.0%	17,358	62.0%
ROCKDALE	8,455	8.2%	18,232	69.9%
CHATHAM	8,415	2.8%	25,017	58.7%
RICHMOND	7,990	2.9%	32,343	67.9%
FAYETTE	6,877	7.4%	-4,887	45.9%
MUSCOGEE	6,605	3.5%	19,480	61.5%
NEWTON	4,895	4.8%	5,925	54.9%
CLARKE	4,716	3.5%	21,602	70.2%
BIBB	4,139	2.3%	16,883	61.4%
HOUSTON	3,575	5.3%	-9,302	43.1%
FORSYTH	3,470	8.6%	-42,919	32.6%
COLUMBIA	3,421	6.9%	-20,777	36.3%
PAULDING	1,816	6.9%	-24,821	34.8%
LIBERTY	1,718	2.0%	5,140	61.2%
DOUGHERTY	1,044	1.1%	14,123	69.6%
LOWNDES	997	3.4%	-5,574	43.4%
SUMTER	342	1.7%	586	52.0%

Leading up to the 2020 cycle, DPG worked with District Chairs in all 14 of Georgia's Congressional districts to build a robust, organized system of county committees. With this groundwork laid, DPG had a built-in infrastructure of grasstops leaders, volunteers, and activists in all 159 counties during the 2020 cycle. Because of our network of prepared, organized county committees in every part of the state, we could call on volunteers at a moment's notice and quickly mobilize.

“County committee members and officers are the backbone of our Democratic infrastructure throughout the state. As elected volunteers, they know their communities better than anyone. Thanks to their preparation, their adaptability, and their true community organizing, DPG was able to activate volunteers and turn out voters in every corner of the state. The 2020 cycle showed that with financial and staff investment, strong county committees can turn Georgia blue.”

- Sarah Todd, Vice Chair of Congressional District Chairs and County Party Liaison

Protect **Every Vote**



In 2019, the Voter Protection Team identified Coordinators in every county to recruit and train local volunteers ahead of the 2020 primary and general elections and begin year-round engagement and training with local boards of elections. By the primary campaign, we had five staff on the Voter Protection Team and 4,000 dedicated Voter Protection volunteers in place across the state. By the general election, our Voter Protection Staff grew to 20 and volunteers grew to 10,000.

Voter Education

The Voter Protection Team worked in coordination with the Organizing, Digital, and Communications Teams for a massive vote-by-mail education campaign, including:

- Large-scale texting campaign targeting 1+ million voters with vote-by-mail resources ahead of the primaries.
- Hosting a series of voter education events, trainings.
- Creation of a dedicated Voter Protection website and resource center ahead of the general election utilized by progressive groups across Georgia.

Hotline

The Voter Protection Hotline served as a one-stop-shop for Georgia voters in the primaries, general election, and runoffs who had questions about the voting process or encountered issues they needed help resolving. The hotline:

- Was available in 3 languages – English, Spanish, and Korean – by the primaries, and fully operational in 7 languages – English, Spanish, Korean, Mandarin, Hindi, Urdu, and Vietnamese – by September 2020.
- Answered more than 130,000 voter calls by the end of the election cycle.
- Had staff equipped to answer questions related to voting deadlines, vote-by-mail, early voting in-person, election day voting, absentee ballot curing, provisional ballots, precinct changes, and more.

Ballot Curing

The Voter Protection Team worked in coordination with the Organizing and Digital Teams for a massive absentee ballot-curing effort to ensure every absentee vote was counted. This effort:

- Had 3 dedicated staff coordinating thousands of Voter Protection volunteers.
- Contacted Democratic voters via phone and text, as well as through door-knocking after the general election, whose absentee ballots were rejected to help “cure” them so they would be accepted by the state.
- Saw a 58% cure rate among our target cure universe during the runoff elections, compared to just 45% among our non-target universe.

Protect **Every Vote**



Advocacy

The Voter Protection and Legal Teams engaged consistently and strategically with state officials to ensure free and fair elections and to protect every vote. The DPG:

- Advocated for the GA Secretary of State to mail absentee ballot applications to every active registered Georgia voter for the primary, giving voters greater choice on how they could safely cast their ballot during the COVID pandemic.
- Ensured every early primary vote would count even as the election was postponed (twice) due to COVID.
- Guaranteed tech support for voting machines at every precinct during the general and runoff elections.
- Pushed for expanded use of absentee ballot drop boxes during the primary and general elections, as well as improvements to the GA SOS's absentee ballot online portal.

Monitoring

The Voter Protection Team implemented a boiler room hub to triage incoming information from volunteers fanned across the state, including:

- Poll watchers during the primary, general, and runoff elections who reported up issues at precincts during early in-person voting and election day voting.
- Observers to monitor the processing of absentee ballots during the general and runoff elections.

Litigation

The Legal Team filed several emergency motions and either brought or defended against various lawsuits to ensure every Georgian's vote was counted. Legal wins included:

- During the primary election, extending the time voters had to cure rejected absentee ballots and provisional ballots by several days.
- Forcing several counties to turn over lists of voters who cast provisional ballots so DPG could begin cure efforts.
- Extending hours on election day at precincts that opened late or faced issues, with a 100% success rate.
- Fending off several GOP-led challenges to the voter rolls ahead of the runoff elections.



Credit: Democratic Party of Georgia

Thank You



“These victories are a testament to the power and resilience of our democracy and to the passion and grit of tens of thousands of Georgia volunteers. Together we turned the tide and made American history. Thank you!”

Sen. Jon Ossoff



“The Democratic Party of Georgia’s commitment to mobilizing voters in every corner of the state – including our smaller cities and more rural communities – was a key component of Democrats’ winning 2020 strategy in Georgia.”

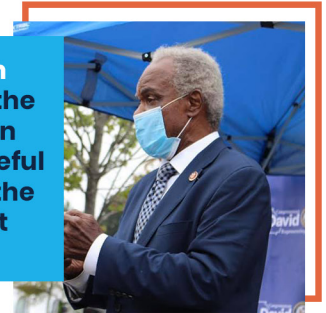
Rep. Sanford Bishop

“Georgia did not just make history with the 2020 and runoff elections: we changed the course of this pandemic by ramping up vaccine distribution, securing direct payments for folks whose jobs were lost and aid for small businesses struggling to survive, and we set our nation on a path to recovery. Still, we have more work to do to ensure that as we emerge, we build an economy with opportunities for all Georgians. As we focus on that work in the U.S. Senate with the Democratic Majority, I know the Democratic Party of Georgia is already putting in the hours to once again make history in 2022.”



Sen. Rev. Raphael Warnock

“Georgia Democrats put in the work to ensure one of the most important victories in Georgia’s history. I’m grateful for their tireless efforts in the 13th Congressional District and beyond.”

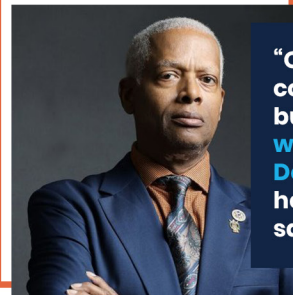


Rep. David Scott



“Flipping the 7th District, taking back the Senate, and winning the White House would not have been possible without the diverse communities in Georgia’s 7th District, and I thank the state party for all their help in reaching out and engaging those communities.”

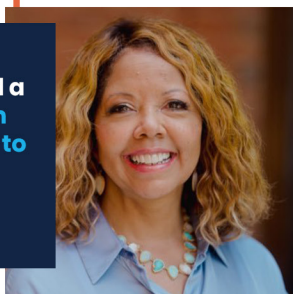
Rep. Carolyn Bourdeaux



“Our state helped change the course of our nation’s history, but it could not have happened without a strong state Democratic party working to help Georgians exercise their sacred right to vote.”

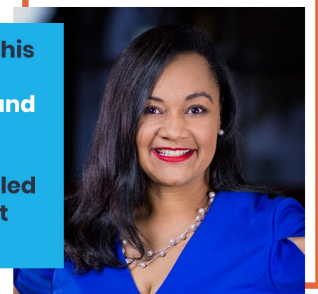
Rep. Hank Johnson

“The Democratic Party of Georgia has been an ally and a resource since day one. From organizing our communities to protecting our voters, we’re stronger for the efforts of Georgia Democrats.”



Rep. Lucy McBath

“Democrats were victorious this past election cycle thanks to hundreds of dedicated staff and organizers and thousands of volunteers, whose hard work over multiple election cycles led to the unprecedented turnout we saw across Georgia.”



Rep. Nikema Williams

Georgia Democrats



**Congresswoman
Nikema Williams**
Chair



Rep. Bee Nguyen
Vice Chair for
Constituency Groups



**Commissioner
Ted Terry**
First Vice Chair



Justin Holsomback
Secretary



Adrienne White
Vice Chair of Candidate
Recruitment



**School Board Chair
Jason Esteves**
Treasurer



Sarah Todd
Vice Chair of
Congressional
District Chairs and
County Party Liaison

DNC Members

Commissioner Wendy Davis
Commissioner Ted Terry
Congresswoman Nikema Williams
Steve Henson
Pallavi Purkayastha
Mayor Van Johnson
Alaina Reaves

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continue their historic progress to
build on our 2020 election successes!

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