

# Strengths:

What do we do well?

What unique resources can we draw on?

**DEMOCRATS  
DELIVER!**

**10 million  
CA Dems**

**Voter  
turnout**

**Commitment  
to yr-round  
organizing**

**Unafraid  
to try new  
things**

**Passionate  
and persistent**

**Good at  
building  
community**

**Broad &  
Diverse  
Networks**

**Rural Dems  
work across  
party lines**

**Big  
tent**

**Diverse  
viewpoints**

**Voter  
engagement**

**Our values to  
respect,  
connect, and  
protect**

**Governor's  
commitments  
to rural  
communities**

# Weaknesses: What can we improve? What are others likely to see as a weakness?

Inadequate  
messaging about  
accomplishments

Perceived  
divisions  
within the  
party

Negative  
perception of  
rural CA

Organizing  
investment is  
uneven ...  
especially for  
rural

Not enough  
small \$\$\$  
supporters

Need to  
present a  
unified  
front

Don't listen to  
communities  
of interest

Need local  
leaders to step  
up, message  
honestly &  
often

Need to  
counter "tax &  
spend" label

We aren't taking  
credit for our  
accomplishments ...  
and need to!

Don't do  
enough to  
support  
down-ballot  
races

Need  
better  
outreach

# Opportunities:

What opportunities are open to us?  
What trends can we take advantage of?

**Stand up  
for rural  
CA**

**Commit to yr  
'round  
organizing**

**Better,  
stronger  
messaging**

**Elect  
candidates  
who will  
protect right  
to vote**

**Build strong  
allyship to  
win/defend  
seats in the  
mid-terms.**

**Educate about  
importance of  
voting in  
every election.**

**Educate about  
volunteerism**

**Building  
allyship w/in  
the party and  
between  
caucuses**

**Tackle  
substance  
abuse and  
mental health  
issues**

**Ask for  
what we  
need from  
legislators**

**Build  
public  
media in  
rural areas**

**Go after  
small \$  
donations**

**Take responsibility &  
promote  
accomplishments**

**Bring in  
outside,  
like-minded  
groups**

# Threats: What threats do we face? What is the opposition doing?

Threats to  
democracy

**The big  
lie**

Voter suppression -  
purges,  
gerrymandering

Disinformation, fear  
mongering, lies,  
personal attacks

**GOP also  
working  
on  
turnout**

Perception  
that Dems are  
no different  
than GOP

Redistricting -  
GOP  
influencing  
their COI

Efforts to  
make rural  
Dems look  
fringe

**Stopping  
Republicans  
from claiming  
credit for  
what they  
voted against**

**Don't handle  
Dem diversity  
well**

Threat of conspiracy  
right wing, white  
supremacists -  
physically &  
politically

Not showing  
up at  
meetings to  
counter  
right-wingers

**Threat of  
far-right  
running  
for office**

**Perfect  
being the  
enemy of  
the good**

Not prepared for  
right-wing  
confrontational  
tactics

**Need rural  
candidates**

**Need  
content to  
push out**

Homelessness  
in rural  
communities

# Actionable Items

**Shout out  
Initial  
Broadband  
Projects**

*Press releases, op ed articles,  
bill boards*

**Letter writing  
campaign to inform  
and educate on  
Democrat-led  
accomplishments.**