memorandum

9/12/2013 5:34 PM

To: DCCC Chairman Steve Israel

Fr: Stella Ross

Cc: Missy Kurek, Kelly Ward, and Hayley Dierker

Dt: Thursday, September 12, 2013

RE: DCCC Chairman’s Council

**Chairman Israel – This memo includes our suggestions of how to expand and cultivate your Chairman’s Council. The points below include both what staff is currently working on, what we can do to expand those efforts and a few “asks” that we would like to make of you to develop the Chairman’s Council.**

**We welcome your feedback. Thank you**

**Current staff work on Chairman’s Council**

1. Identification of Israel for Congress donors that could become part of the Council – working with Lisa Deutch on this
2. Chairman’s Council Roundtables with Chiefs of Staff

Our DC team has arranged the first DCCC Chairman’s Council roundtable with Chiefs of Staffs on September 25th. Trish is attending as well as Chiefs for Reps. Himes, Van Hollen, Clyburn, Crowley and Slaughter. It will be held the downtown offices of Microsoft and gives our Chairman’s Council members a free event to attend that allows them to have an open dialogue with Members’ Chiefs off-campus. Following this meeting, we are gauge the level of success to determine if these should be set quarterly. We would also like you to email the people that attend to thank them for participating and supporting the DCCC if you are inclined to do so.

1. Chairman’s Council Events
   1. New York Chairman’s Council dinner on September 26th
   2. DC Chairman’s Council breakfast on October 11th

We would like to create a set schedule of all 2014 Chairman’s Council events in early 2014. We believe that setting more of a structure that our donors can plan around will help our DC supporter feel that the Council is more programmatic.

* 1. Working to schedule another Chairman’s Council dinner in NYC in September 2014

1. Conference Calls with all Chairman’s Council members

We agree with your suggestion to lock in these dates so they can be added as a concrete benefit to Chairman’s Council. We are working to schedule these calls now:

* 1. End of October 2013
  2. January 2014
  3. April 2014
  4. June 2014
  5. We may want to consider locking something in for October 2014. This could help push for our Red to Blue races that are in need.

1. Chairman’s Council DC Day

We are working to schedule your suggestion of offering a DC day as a benefit of being part of Chairman’s Council. We will brainstorm ideas for guests in addition to a political briefing from you and visiting with DCCC senior staff.

1. Engaging other Members of Congress in the Chairman’s Council expansion by asking them to make calls, pitch Chairman’s Council at meetings in-district and when traveling nationally. We need to do a better job of explaining the benefits to Members of the Council.
2. Chairman’s Council national donor prospect meeting identification

One strategy to help with these kinds of meetings would be for you to call and/or email the person beforehand to ask for a meeting.

1. Identification of New York City Issues Conference national and DC calls; see below
2. Distribution of the Battleground brief, clips, DCCC press releases to Chairman’s Council members
3. Flagging area events with Chairman’s Council current or prospective members that may be good for you to stop by to build goodwill
4. Invitation to DC political updates with DCCC senior staff
5. Weekend emails to DC & National donors; see below

**We would like to ask you to consider the following in order to grow and cultivate prospective and current Chairman’s Council Members:**

1. Weekend emails to DC & National prospective Chairman’s Council members

Finance staff will identify 8-10 people that you should check in with each weekend. These donors will be targeted so that your check-in will be timely. For example, emails may be a quick thank you for attending an event, a forward of an article that we believe the donor would be interested in seeing, quickly updating them about a recent DCCC development, etc. This is meant to be supplemental to the check-in emails that you are already sending to your supporters.

1. Two donor maintenance one-on-one meetings per month in DC with individuals and/or PAC representatives
2. National Chairman’s Council prospect meetings with new donors; may include political updates for groups
3. Chairman’s Council specific call time

We would like to start national calls for 2014 NYC Issues Conference in 2013. This will allow us more time to cultivate our supporter that like to participate in these types of weekend events and should be helping. Call time would not be limited to money asks. We need call time for thank you calls, prospect calls and current Chairman’s Council donor outreach.