**Mobilizing for Big Fights: Democracy Messaging from the DI**

**Annual Meeting: November 28, 2018**

***THE NEED/OPPORTUNITY:***

**After breaking turnout records, the 2018 mid-term elections made one thing crystal clear: when democracy is on the ballot, it wins. From restoring and protecting voting rights to ridding states of gerrymandered districting, voters from all sides are hungry to cast their ballots for a fair, safe, accountable political system.**

**No matter what issue matters most to *you*—from good jobs and fair pay to clean water and air—none of us can win without a healthy democracy. Because when special interest money dominates our political process, candidates and legislators answer to *them*, not everyday people’s concerns. When the people drawing our political districts use partisan math to stack the odds in their party’s favor, no amount of voter turnout matters. When working parents, Black and brown people, and the young find themselves purged from voter rolls or facing hours-long lines at the polls, they lose the chance to make their voices heard.**

**A healthy democracy means accessible, secure voting for everyone who’s eligible and limits on special interests’ money pouring into candidates and elections. It means political districts drawn fairly, transparently, and without partisan bias. And if we want government that works for the *people*—Black, white and Brown--we need to show up when and where these decisions happen, not just at election time.**

* Democracy is the great unifier; it is the North Star by which we must navigate troubled times.
* Disagreement on issues does not weaken us. Instead, we are only brought down by our failure to seek solutions to our common concerns.
* Government won’t work for *us* unless we demand it. If we want change on the issues that matter to people—Black, white and Brown—we need to be the ones fighting for it.
* Our battles are winnable: we’ve seen it before. People’s power is what brought us the civil rights movement, advances in women’s rights and marriage equality.

***WHAT WE DO/HOW WE DO IT:***

**Together with our partners, we fight for policies that blunt the influence of money in politics, protect voting rights and make government work for the people. But our work is more than changing laws—it’s changing minds about people’s power to make a difference on the issues that matter to them.**

**VISION:**

**The numbers are on the people’s side. We can refuse to be denied the chance to have our say in elections and the policies that matter to us. We can insist our neighbors, friends and loved ones choose action over apathy. Because when we show up, we can’t be ignored; and when we don’t back down, we win.**