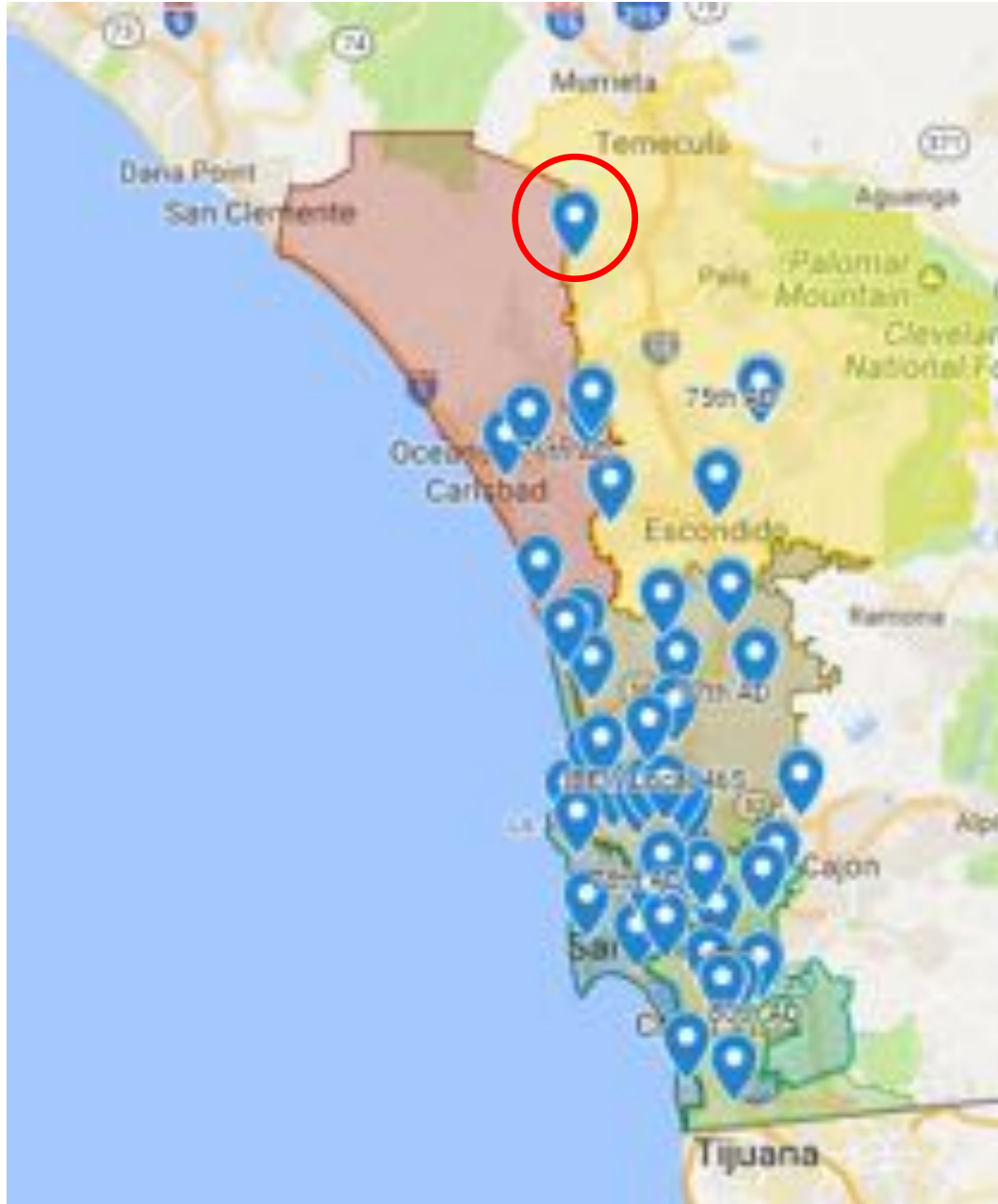




**Founded &
Chartered in 2004**

Democratic Clubs of San Diego County

John Loughlin map



Fallbrook Democratic Club

Far, Far away in **Red, Red** territory.

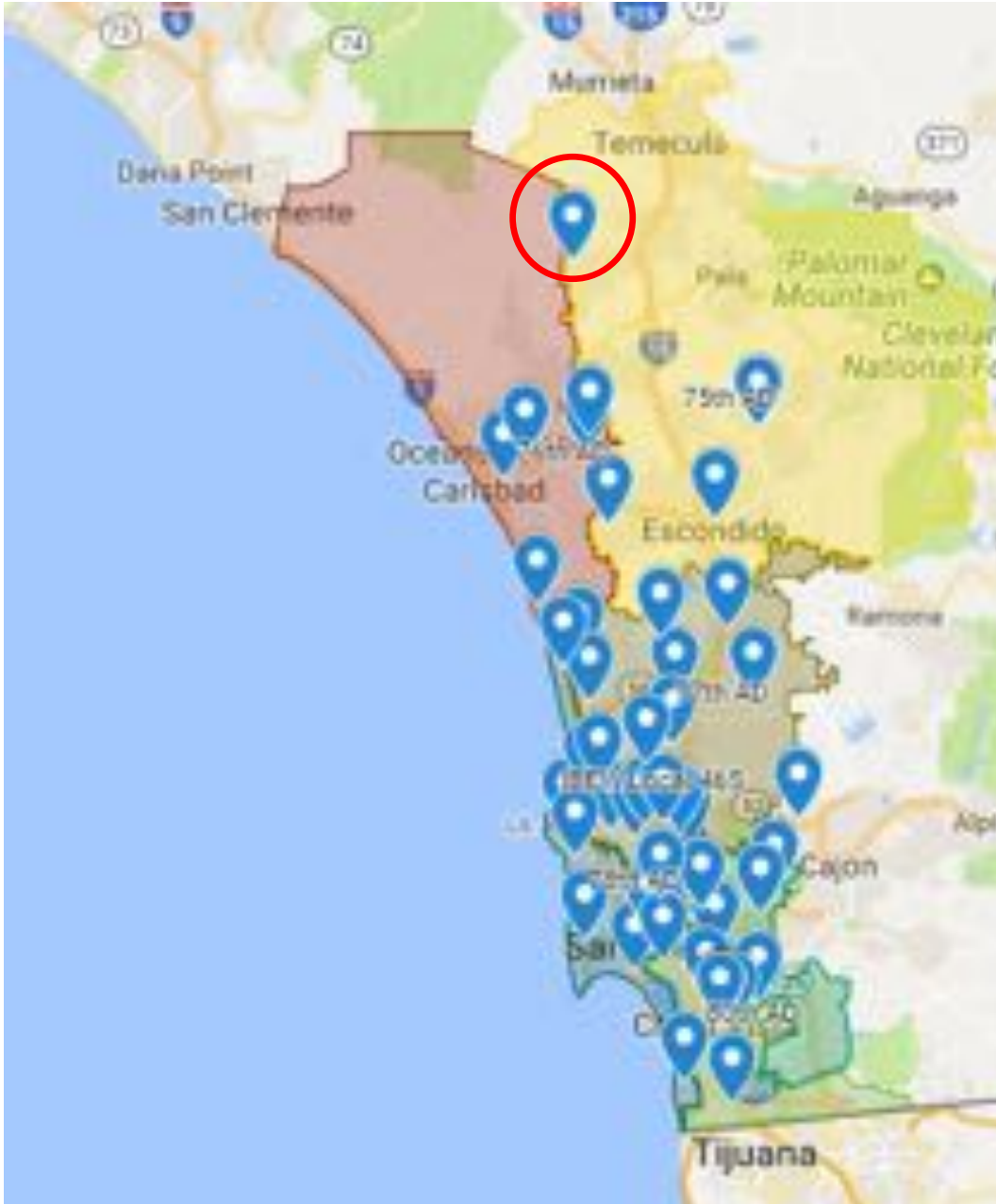
The Club furthest away from San Diego

Fallbrook Participation in SDCDP events

- Central Committee Members
- Alternates Associate member.
- Council of Clubs & North Area Caucus
- ADEMs plus delegates at CADEM 2018 convention
- Club Table & basket at Roosevelt dinner.

Democratic Clubs of San Diego County

John Loughlin map



Fallbrook Democratic Club

Far, Far away in **Red, Red** territory.

The Club furthest away from San Diego

Making Blue waves in Fallbrook

- **Involved** in our community
- Recruiting & **electing** local candidates,
- **Protesting** injustice
- **Mentoring** volunteers
- **Registering** Democrats
- **Growing** our Club
- Raising Democratic **turnout**.

Criteria Checklist

- number of general meetings held: 12
- Total 2018 membership: 168 New members gained in 2018: 77 renewing members in 2018: 91
- average # of members attending meetings: 49
- average # of candidates speaking at membership meetings in 2018: 5
- number of GO Team members: 50
 - Outreach: Parades, & festivals, Chamber of Commerce coffees, & lunches, Democratic Club monthly coffees, & pizza fundraisers.
Website, Facebook, Twitter
Weekly e-blast (distribution420), monthly Press Releases in Village News & U.T.
 - Participation in voter registration: Tabling at supermarkets, Live Oak County park, Club booths, GO Team going door-to-door
 - Representation & participation at Council of Clubs: Always present.
 - When last considered and or selected: Never nominated or selected.

Growing Our Club

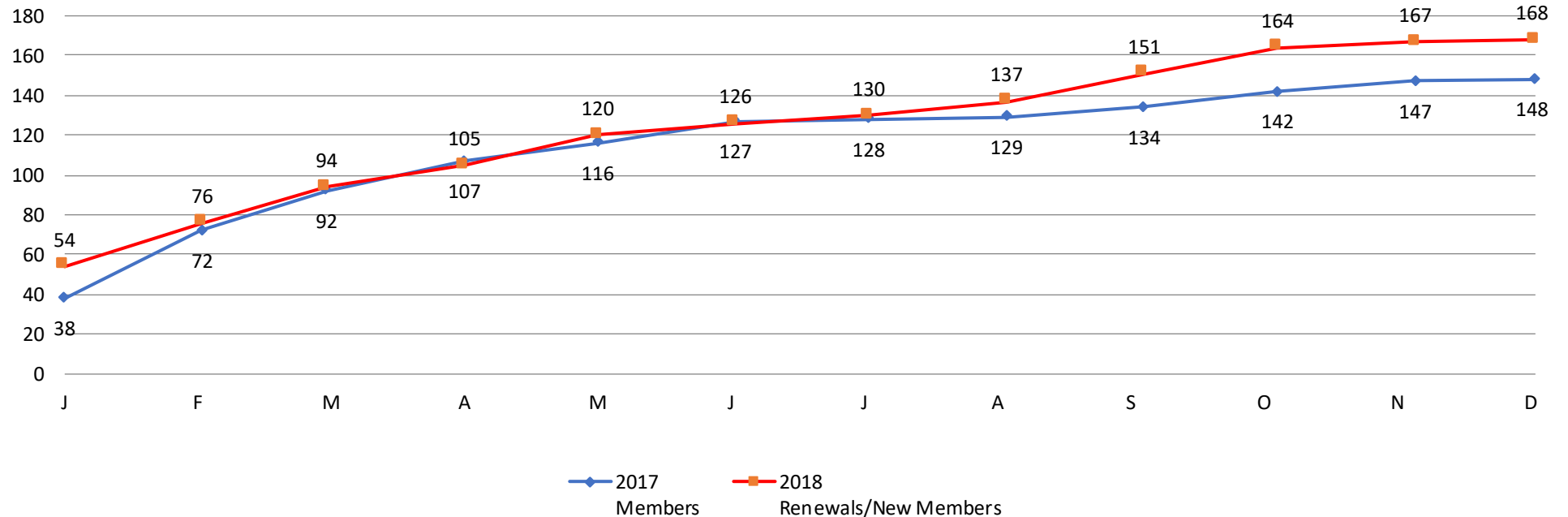
Membership

growing steadily by month.

❖ Lowest annual club dues in County @ \$10 for everyone

❖ On Line signup/renewal implemented

Fallbrook Democratic Club Membership
2017-2018



Meetings

Every month: Same time, Same place
Candidates & endorsements
Political Topics & Activism

Number of general meetings held: 12
Average # of members attending meetings: 49

2018 Topics

- Jan)** Fallbrook Planning Group (local govt.)
- Feb)** Kathy Rallings (Single Payer Healthcare)
- Mar)** Jessica Hayes SD County Chair
- Apr)** Wendy Wheatcroft Moms Demand Action (Gun Sense)
- May)** Endorse O’Rama (State candidates)
- Jun)** San Diego 350 (Climate Change)
- Jul)** Fallbrook Regional Health District (local govt.)
- Aug)** Fallbrook Human Rights Committee (immigrant rights)
- Sep)** Dave Myers (For Profit Prisons)
- Oct)** League of Women Voters (ballot propositions)
- Nov)** Pre-Election Phone Bank
- Dec)** North County Fire District (local govt.)



Recruiting & Electing Local Candidates

Local Elections Committee

- a) Identified local offices
 - b) recruited candidates.
 - c) Advised local candidates on campaigning basics
 - d) Advising on filing & finance procedures
 - e) Guiding 7 club members through SDCDP endorsement
 - f) GO Team working for our 7 plus the top of ballot candidates
- **All 7 members elected November 2018!**

With 7 new elected
Plus 2 incumbent members
And 1 Democratic incumbent joining our Club in December

Fallbrook Democratic Club members now occupy 10 seats out of the 30 local board seats in Fallbrook!

2020 Goal: is 10 more seats

7 members SDCDP endorsed
&

7 members elected to local office!
result:

10 Club members are now local elected officials



Protesting Injustice


Organizing & leading protests against military internment camps

with Comite de Deroches Humanos de Fallbrook
(Fallbrook Human Rights Committee)

5 Mondays in July


**¡LIBERACION PARA LAS FAMILIAS!
¡ALTO AL CAMPO DE DETENCION!**

**FREEDOM FOR FAMILIES, NOW!
NO INTERNMENT CAMPS - NEVER AGAIN!**



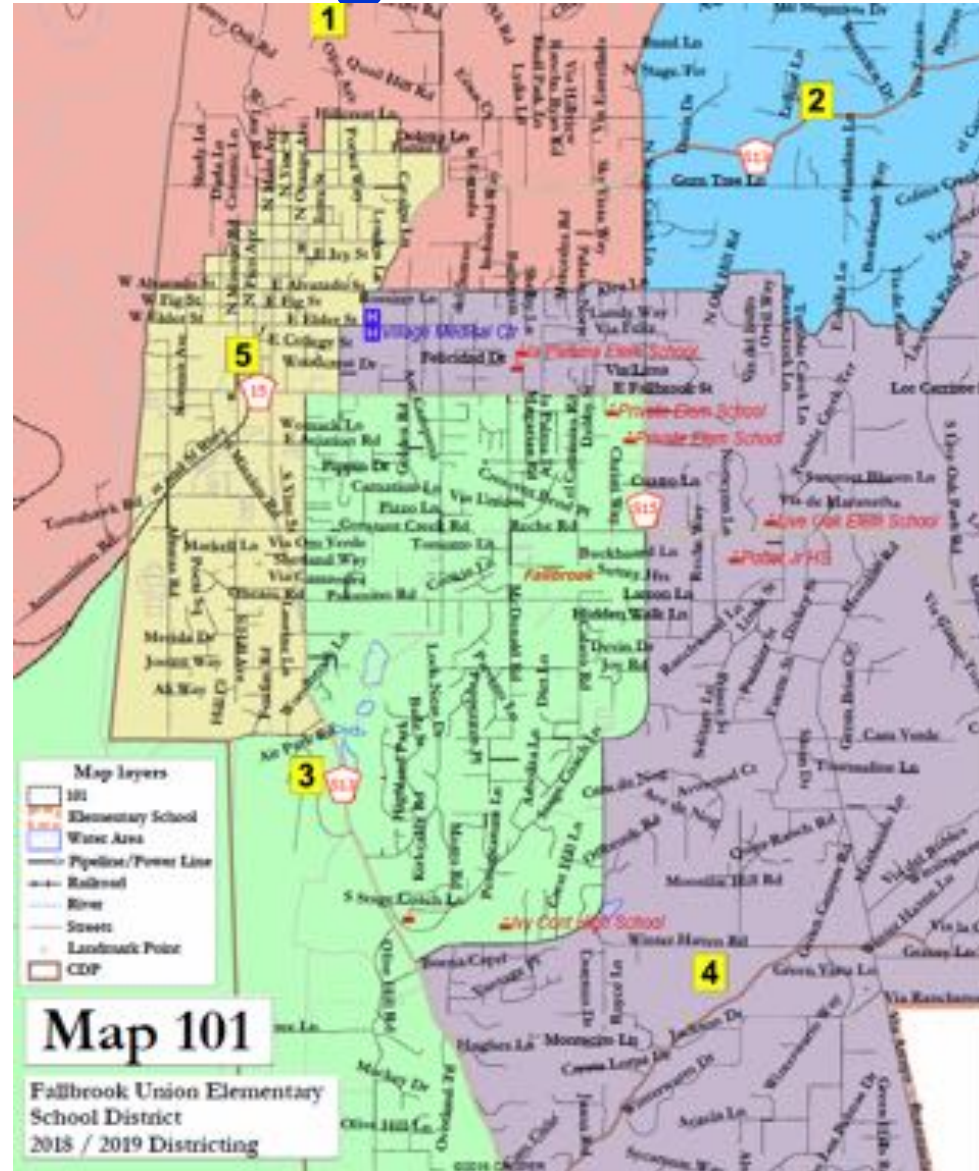
RALLY IN FALLBROOK
5:00 - 6:30 PM MONDAY, JULY 2ND
CORNER OF MISSION AND AMMUNITION RD.

TO STOP THE FAMILY DETENTION CAMPS
IN CAMP PENDLETON AND IN SOLIDARITY
WITH THE #FREEOURFUTURE ACTIONS IN SAN DIEGO



1,000 yards from Camp Pendleton gate

Applying our political leadership to change future elections



Fallbrook Democrats working with the Latino Community to change from at-large elections to create new electoral districts for:

- Elementary School Board
- High School Board
- Health District
- North County Fire District

The Plan:

Elect Fallbrook Latino Democrats to these boards in 2020.

Women's March Jan 20th 2018



Outreach

2018 Public Events

Avocado Festival Apr 15th



Candidates

- A. Geraci
- D. Myers
- Jones-Wright & Gomez reps

Harvest Faire Oct 28th; Candidates: Ammar, Griffith, Geraci, & 4 locals



Christmas Parade Dec 1st

3 of our local electeds; Mark, Kate & Diane



Avocado Festival Apr 15th



Events

- Holding monthly Coffees @ Fallbrook Coffee Co.
- Booths at Town Fairs
- Attending Chamber of Commerce Coffees, business lunches, & other events as a member

Meetings open to Public

Every month, same time, same place

Outreach

Public Meet & Greets

Geraci @ Starbucks



In the Media

- Website (always up to date), Facebook (added 100 likes in 2018), Twitter active with 444 followers (end of 2018)
- Press Releases in Village News and Union Tribune (monthly)



Fallbrook Dem Club
Christmas banner on Main St.

Jones-Wright @ Mountain Mikes Pizza



All candidates @ Summers



Outreach Canvassing

January 2018 Healthy Calif. SB562 with nurses union



2018 1st annual
Doorknockers
Award



Ammar Campaign last weekend before June primary.



Increased Fallbrook Democratic voter turnout from 68% in 2016 to 73% in 2018

Hugh Rothman@ May 2018 Orientation



50
member
GO
Team



Post election pot luck Nov. 2018

Sept 2018 Kickoff with Joy Frew & candidates



THANK YOU!

This is just the beginning. We are building our bench for the 2020 elections!

