



2024 Digital Outreach Toolkit

In 2024, Democrats throughout the state will **elect over 1,000 delegates and alternates** to the Washington State Democratic Convention and will elect 92 delegates to the Democratic National Convention.

These delegates will be elected in online elections conducted by the Washington State Democratic Party, and the voters in these elections will be the members of the Local Party Organizations in each legislative district—or, in some cases, the State Committee members elected by these LD organizations. **The process will depend heavily on recruitment and outreach by each of our Local Party Organizations** in order to fill each of the available delegate spots.

Below is a toolkit that LPOs can and should use to help ensure a smooth delegate selection process for each of their districts.

Digital Outreach Toolkit for LPOs

- [Digital Flyers](#)
 - Digital Flyers Folder
 - Instagram/ Facebook/ Twitter graphics
 - These flyers are ideal for sharing on your social media pages (personal pages or pages run by your organization), email blasts, blog posts, or on your organization's website.
- Post on Instagram/Facebook/Treads etc.! ([See Example](#))
- Ask colleagues, friends, community members, or ally organizations in your area to share these materials in their circles and on their platforms
- Write emails to friends, community members, and colleagues who may be interested. See the email draft below.

Instagram/ FB Post /Event Description:

WASHINGTON STATE DEMOCRATS

Want to Represent Your Community at the State and National Convention?

RUN FOR DELEGATE

The Washington State Democrats will be electing delegates virtually

Register to run for State Delegate

Register to run for National Delegate

Register to run for delegate at www.wademsdelegates.org

Why Should I Run For Delegate?

Represent
Ensure your community's needs and values are represented in the Democratic Party by having a voice in passing party resolutions

Vote
Vote on behalf of your fellow Washington state voters for the next Democratic nominee for President of the United States

Impact
Have an impact on the Democratic Party's official position on today's biggest policy issues across both Washington State and the Country!

Teach and Learn
Inform and learn from others about some of our biggest issues with other activists in your community, state, and country!

State Key Dates:
March 31st - State Delegate Registration Closes
April 6th - State Delegate Election
June 21st -23rd - State Convention

National Key Dates:
May 12th - National Delegate Registration Closes
May 18th - National Delegate Election
August 19th -23rd - National Convention

Any questions should be emailed to delegateinfo@wa-democrats.org

Caption:

Do you want to make a difference in 2024?

Do you want to vote for the Democratic Presidential nominee and help shape the voice and future of the Democratic Party? Then run for delegate in Legislative District **(Your LD Here)** to the Washington State Convention!

Delegates elected from their respective Legislative Districts will get to vote on the adoption of a platform for the Washington State Democratic Central Committee at the WA State Convention from June 21-23, 2024 in Bellevue. A virtual option is available for participating at the State Convention. Additionally, they will also get to vote for delegates to the Democratic National Convention, who have the power to vote on the Democratic Presidential nominee and Democratic National Committee's platform! It's an incredible opportunity to make a political impact and represent your community on the State and National level!

Email Draft:

Hi _____,

I am reaching out to you today to talk about an incredible opportunity to make a political impact in these next few weeks, through the election of delegates to the WA State and Democratic National Conventions. Running for delegate is exciting not only because you get to vote on the Democratic Presidential Nominee, but it is a way to build communities that have been historically underrepresented in the democratic party. These groups can make a political impact in shaping the State and National platforms into one that is more supportive of our communities.

Running for delegate process is all virtual this year - candidates fill out a short [registration form](#) online. Once you register online, each legislative district will virtually elect a total of over 1,000

delegates across the State, who then have the opportunity to shape the State Platform and elect the delegates to the National Convention. Your engagement in the WA State delegate selection process this year has become all that much more important, as each person who registers to run for delegate will be vital in ensuring that the delegate seats are filled with candidates who will support and advocate for their communities.

If you'd like to learn more, the Washington State Democratic Party is hosting some special virtual training sessions on the delegation selection process, covering how to run for delegate. Please consider running for delegate and learn how to build a strong and diverse delegation to represent Washington at the Democratic National Convention on Aug. 19th-22nd in Chicago Illinois. Visit <https://www.wademsdelegates.org/get-involved/run-for-delegate/> or more information.

Thank you,
