

# Democratic Congressional Campaign Committee

## Who We Are

The Democratic Congressional Campaign Committee (DCCC) is the official campaign arm of the Democrats in the U.S. House of Representatives. The DCCC is the only political committee in the country whose principal mission is to elect and protect House Democrats. The DCCC is currently led by Representative Steve Israel (D-NY). The Committee's staff includes leading experts in the areas of campaign strategy, communications, finance, research, field, and new media.

## What We Do

The DCCC helps Democratic House Members and candidates in several ways. Our services range from providing political strategy to assistance with fundraising, communications, research, new media and voter contact programs. The DCCC also has a multi-million dollar Independent Expenditure (IE) arm which produces advertising to support House Democrats and candidates.

## Why Invest in DCCC

Supporting the DCCC is the single most important step that you can take to ensure that Democrats are in a strong position to take back the House in 2014. Approximately one-third of the DCCC's budget comes from generous individual contributions, with the remaining two-thirds coming from Member dues and grassroots support. Your financial support helps House Democrats build winning campaigns in a number of ways, including:

- Producing television, radio, and new media advertising
- Conducting comprehensive research to ensure that our candidates always know more than their opponents
- Building sophisticated voter contact programs on the ground using the latest technology
- Training candidates and staff in the latest best practices for all aspects of campaign planning and execution

The DCCC maintains a low overhead, allowing us to reinvest 90 cents on every dollar we receive from contributions to help Democrats win Congressional elections.

## Recruit, Train and Elect Democrats

The DCCC raises the funds that are essential to helping Democrats win back the House Majority in 2014. In addition to raising funds directly for the DCCC we also will operate the following two programs:

- Frontline –  
The Frontline Program is our key strategy to protect Democratic incumbents. It is a partnership between the DCCC and Members to lay the groundwork for success in 2014 with aggressive fundraising goals, accelerated volunteer and recruitment efforts, increased online networking, and working to address issues that are most important for their constituents and our nation.
- Red to Blue –  
The DCCC's Red to Blue Program will highlight some of our best opportunities to turn "red" seats to "blue" seats this cycle and offer candidates financial, communications, and strategic support. Red to Blue candidates must earn a spot in the program by surpassing demanding fundraising goals and demonstrating to voters that they will work to create jobs and put the interests of their constituents ahead of the special interests in Washington.

Paid for by the Democratic Congressional Campaign Committee.  
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