



# April 2025 Recap: Building Momentum, Organizing Everywhere

Friends,

In this April recap, I am sharing the incredible progress your support has made possible this month. Under the leadership of Chair Ken Martin, the Democratic National Committee is implementing a bold new vision focused on organizing early, organizing always, and organizing everywhere. Your continued investment in our shared values has enabled us to build momentum across the country as we lay the groundwork for elections in 2025, 2026, and beyond.

This newsletter only scratches the surface of what we are doing every day to elect Democrats, hold the GOP accountable, and make people's lives better. As a partner in this work, I'd love to hear what's on your mind and answer any questions you have. Just let me know when you're available for a chat by emailing [leadershipcircle@dnc.org](mailto:leadershipcircle@dnc.org), or feel free to grab a time on my calendar using [this link](#). I look forward to hearing from you!

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## ELECTION VICTORIES AND MOMENTUM

Democrats continue to overperform in 2025 elections, demonstrating growing momentum:

- **Wisconsin:** Susan Crawford secured a seat on the Wisconsin State Supreme Court by nearly double digits, despite Elon Musk and the Republican machine investing heavily to try to buy the election. Jill Underly was also reelected as State Superintendent of Public Instruction.
- **Florida:** Our candidates in Florida's congressional special elections achieved historic overperformances, making significant inroads in Republican strongholds. Democrats are showing that we can compete everywhere, even in districts previously considered out of reach.



Democratic overperformances in elections have become an undeniable trend. So far in 2025, Democrats have overperformed in 17 of 19 special elections as voters send a resounding message: They want Democrats to fight for them, and they want the Trump-Musk agenda out of their communities.

## HISTORIC INVESTMENTS IN STATE PARTIES

This month, Chair Martin and ASDC President Jane Kleeb announced the most significant investment in state parties in DNC history:

- **\$1 million monthly** in transfers to Democratic state and territory parties
- **\$17,500 monthly** baseline for each state party (a \$5,000 increase)
- **Additional \$5,000 monthly** for parties in Republican-controlled states through our Red State Fund, bringing that monthly total to \$22,500.
- **Six regional training bootcamps** per two-year cycle
- **Five new ASDC regional directors** to strengthen coordination

This unprecedented investment is a direct reflection of Chair Martin's commitment to getting "the DNC out of DC" and building year-round organizing infrastructure in every state and territory.

## PEOPLE'S TOWN HALLS AND GRASSROOTS ORGANIZING

We have been taking our message directly to communities across the country:



## DNC LEADERSHIP CIRCLE'S APRIL RECAP NEWSLETTER

- **"People's Town Hall" series** in Republican-held districts, holding them accountable for supporting tax breaks for billionaires while cutting essential programs for working families.
- **Senior Democratic leaders**, including Senators Cory Booker and Chris Murphy, alongside Representatives Maxwell Frost, Greg Casar, and Ro Khanna, are fanning out across battleground districts.
- **100 town halls completed across 45 states**, with 12 more upcoming events planned.



Democrats continue to host "People's Town Hall" events across the country, meeting voters where their Republican representatives won't and keeping the drumbeat going on how Trump and Republicans are prioritizing billionaires over working Americans.

- **Nationwide:** [Washington Post](#): Democrats take fight to red districts as Republicans shirk town halls
- **In Colorado:** [Colorado Newsline](#): Rep. Gabe Evans absent as Colorado Democrats blast him at 'People's Town Hall'
- **In North Carolina:** [MSNBC](#): 'Welcome to the team': Chris Murphy, Maxwell Frost hold town halls where Republicans won't
- [Find a People's Town Hall near you!](#)

Meanwhile, another round of Republican-led town halls led to boos and jeers as constituents continue to press their Representatives on why they are choosing to stand by Trump's out-of-touch agenda that puts their livelihood at risk.

- **In Florida:** [The New Republic](#): Republican Rep's Town Hall Goes off the Rails as He Defends DOGE
- **In Iowa:** [Des Moines Register](#): Another town hall, another irate crowd. But Iowa Sen. Chuck Grassley says he's not stopping



- In Nebraska: [Nebraska Public Media](#): Nebraskans confront U.S. Sen. Pete Ricketts at contentious town hall

## THE DNC'S NEW VISION

New Organizing Principles:

Chair Martin released a comprehensive memo outlining seven organizing principles that will guide our work. Below are those organizing principles. [Click here](#) to learn how we are executing those principles.

1. **Organize Early, Organize Always, Organize Everywhere**
2. **Build Up and Support Community Leaders**
3. **Integrate Digital and Field Organizing**
4. **Equip Our Volunteer Army with the Best Technology** (*learn about our 2025 Organizing Tools RFP from the DNC's Chief Technology Officer [here](#)*)
5. **Coordinate Strategically Across the Ecosystem**
6. **Invest in People - Recruiting, Training, and Retaining Talent**
7. **Use Organizing to Hold Power Accountable**

Structural Changes:

READ: [Voters Should Pick their Candidates, Not Party Bosses | TIME](#) Op-Ed by DNC Chair Ken Martin

**Key Point:** "This isn't a personal stand, it's a principled stand for something greater than any one of us: the integrity of our party's democratic process. Our role is to serve as stewards of a fair, open, and trusted process—not to tilt the scales. **In the coming days, I'll introduce a new slate of structural reforms that codify these principles of neutrality and fairness into our official party rules, requiring all party officers—myself included—to remain neutral in all Democratic primaries.** A clear neutrality policy protects against the misuse or abuse of power by those in official positions."

## DIGITAL AND SOCIAL MEDIA IMPACT

Our digital team met Americans where they are with impressive results in April:

- **37+ million impressions** in a single week across platforms
- **Over 15 million views** for our #HandsOff rally video on Instagram
- **600,000 views** of Senator Booker's Senate floor speech
- **58,000 texts** sent to recruit town hall attendees in Colorado and North Carolina
- **60 phone bank shifts** completed for Wisconsin voter outreach



Our [@FactPostNews](#) social media team, which provides rapid response fact-checking on Republicans' lies, has seen remarkable engagement. They consistently publish content that cuts through misinformation and keeps Americans informed about Trump administration policies, court decisions, and election news. Their content has reached up to 2 million impressions in a single day throughout April. This team is vital to our strategy of providing voters with accurate, timely information about how policies affect their lives and actively countering the GOP's dangerous spread of misinformation and disinformation that threatens to undermine our democracy.

## LAUNCHING NEW INITIATIVES

April saw the rollout of several new initiatives to strengthen our party:

- **People's Cabinet** - A project leveraging policy experts, national and local leaders, and community voices to speak directly to Americans about the impact of the Trump administration's policies — [learn more about the People's Cabinet here!](#)
  - Watch DNC's People's Cabinet member and former CIA Intelligence Officer Ned Price call out Defense Secretary Pete Hegseth in a [new video](#) for repeatedly threatening our national security and risking the safety of our service members.
- **DNC War Room** - Led by veteran strategist Tim Hogan, the War Room will aggressively scale our rapid response operation, innovate in the media and information ecosystem, and build on efforts to hold the Trump administration accountable

Hear more about the [War Room](#) from DNC Chair, Ken Martin:



*Click the image above to hear Chair Martin's message.*



- **The Blue Print** - A new organizing-focused newsletter published on [Substack](#), sharing opportunities for involvement and updates on our organizing strategy — [subscribe today!](#)

## HOLDING REPUBLICANS ACCOUNTABLE

Democrats are effectively exposing the real impact of Republican policies:

- Highlighting how Trump's chaotic trade policy is leading to higher prices and economic instability
- Calling attention to Republican attempts to slash Medicaid, with twelve House Republicans breaking ranks over concerns about these devastating cuts
- Emphasizing threats to Social Security and Medicare from the Trump-Musk agenda
- Standing up for due process and the rule of law in the Kilmar Abrego Garcia case

What we're doing in the courts:

### North Carolina Supreme Court Election Case

- The DNC intervened to block efforts by the RNC and Republican Judge Jefferson Griffin to overturn Democrat Allison Riggs' narrow victory in the November State Supreme Court race
- The RNC is challenging over 60,000 valid votes and wants to use this case as a model for other election challenges
- This case is still being litigated

### Pennsylvania Supreme Court Brief

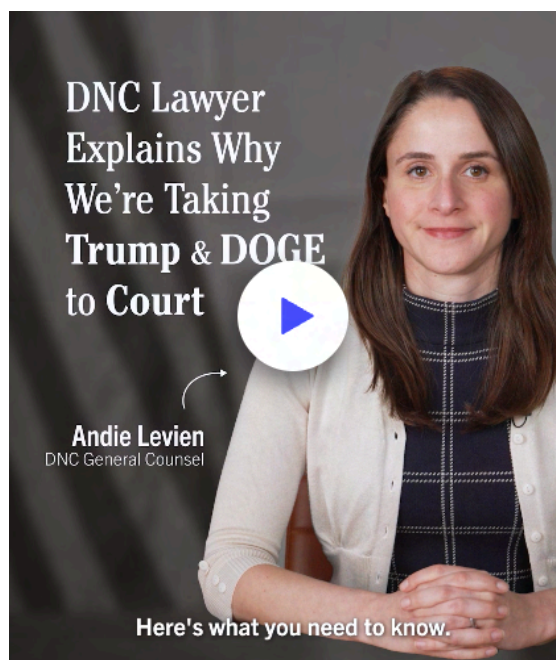
- The Pennsylvania Democratic Party, with the DNC's support, filed an opposition brief in the US Supreme Court to protect the rights of PA voters to have their vote counted. [More information here.](#)

### Executive Order Challenges

- The DNC, DCCC, and DSCC filed a lawsuit challenging a Trump executive order that attempts to dictate how the Federal Election Commission interprets the law
- The DNC, DSCC, DCCC, and DGA, along with Democratic Senate and House leaders, filed another lawsuit in the U.S. District Court for the District of Columbia to block a different executive order that attempts to suppress voters, disrupt voter registration systems, stop states from counting eligible mail ballots, and withhold federal funding from certain states. On April 24, the court blocked key provisions of the executive order from going into effect. [More information here.](#)

Learn more from the DNC's General Counsel, Andie Levien:





*Click the image above to hear Andie's message.*

## SPOTLIGHT ON EFFECTIVE MESSAGING

Our recent victory in Wisconsin's Supreme Court race offers valuable insights for upcoming contests:

- **Anti-Musk messaging resonating strongly** - Candidates across the country, including Virginia's upcoming state and local races, are seeing significant momentum as they center campaigns around opposition to Elon Musk's efforts to dismantle government services.
- **Economic concerns driving voter decisions** - Voters are responding to messages about Trump's trillion-dollar consumer tax and reckless economic policies that threaten a recession.
- **Health care and social services protection** - Highlighting Republican threats to Medicaid, Medicare, and Social Security continues to mobilize voters across demographic groups.
- **Democracy protection** - Standing against attacks on voting rights and judicial independence energizes our base.

These lessons help us in the biggest fight we have this year — the Virginia gubernatorial and legislative races. In Virginia specifically, the anti-Musk strategy has been, and we expect it to continue to be, particularly effective, as the state has been acutely impacted by DOGE's disruptions to government services, with many federal workers voicing their concerns during town halls and community meetings. Musk's \$21 million failed effort to buy the Wisconsin



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Supreme Court seat demonstrates that voters reject the influence of unelected billionaires in our democracy.

We're also seeing considerable enthusiasm for our digital content, particularly our [long-form conversation](#) between **Senator Chris Murphy** and **DNC Vice Chair Malcolm Kenyatta** discussing Trump, tariffs, and Democrats' future vision for America.



## LOOKING AHEAD

Your support is fueling momentum that will carry us through crucial electoral contests and legal fights this year:

- **Virginia gubernatorial and legislative races** - We are working on flipping the governor's mansion from Republican control and fighting to maintain and expand our one-seat Democratic majority in the Virginia House of Delegates.
- **New Jersey gubernatorial and legislative races** - Building on our strong infrastructure to protect and expand Democratic power in the Garden State.
- **North Carolina ballot curing efforts** - Actively preparing to assist voters after Republicans attempted to throw out over 60,000 valid votes in the state Supreme Court race, with Chair Martin calling it "January 6 with a robe and suits."
- **People's Town Halls** - Continuing throughout the spring. [Click here to find a People's Town Hall near you!](#)

## WHAT YOU CAN DO RIGHT NOW

1. **Stay informed:** Subscribe to [the Blue Print](#), our weekly Substack newsletter for the latest updates on our work.





2. **Uplift our content:** We need to make sure as many people as possible hear our message. Keep up with our [@FactPostNews](#) and [@TheDemocrats](#) social media accounts and share with your networks!
3. **Continue to invest in our work:** There are no off-years at the DNC. We need [resources](#) to:
  - a. Hold town halls in competitive GOP districts
  - b. Support candidates in special elections
  - c. Elect Democrats running in 2025 races
  - d. Take legal action to protect the right to vote
  - e. Build campaign infrastructure in all 3,244 counties across America
4. **Share your ideas:** Have an idea for the DNC that you'd like to help execute? Let me know! Submit feedback and suggestions to [leadershipcircle@dnc.org](mailto:leadershipcircle@dnc.org).
5. **Leverage Your Network:**
  - a. Fill out [this form](#) if you are interested in using your network to help Democrats fundraise.
  - b. Send your own newsletter about upcoming elections, events, and volunteer opportunities – you are the best person to talk to your community about why they should get involved.
6. **Attend a People's Town Hall:** People's Town Halls are your chance to connect with neighbors, community leaders, and organizers to discuss the issues that matter most and hold Republicans accountable.
  - a. Keep an eye out for People's Town Halls in your area by visiting [this page](#).
  - b. Don't see an upcoming Town Hall in your area? Organize your own!
7. **Get Involved in State and Local Politics:** Strengthening state and local Democratic Party infrastructure in red, blue, and purple areas is how we create and maintain long-lasting power. Look into how you can support your local county Democratic committee.
  - a. A great first step is reaching out using the contact information on your [state or county Democratic Party's website](#)
  - b. Join its leadership
  - c. Help organize local actions
  - d. Ensure local elections don't go uncontested
  - e. Organize to hold power accountable
8. **Run for Office:** Or encourage others to run locally to counter the GOP's Project 2025 agenda.
9. **Train with us:** The new [National Training Department](#) is building and strengthening Democratic Party infrastructure to ensure electoral success for years to come. Getting involved is easy and fun!
10. **Volunteer:** Fill out our [volunteer interest form](#) to share how you'd like to get involved.
  - a. Share Democratic wins with your network. Help us hold Donald Trump, Elon Musk, and the GOP accountable for their extreme agenda by sharing posts from [this toolkit](#) on your social media! Write your own caption that will resonate best with your audience.



## HOUSEKEEPING

**Update your contact preferences:** I cannot control the communications volume of other committees, organizations, PACs, or campaigns, but I can ensure you do not receive fundraising solicitations from the DNC. If you prefer to **only receive updates from me**, I'm happy to adjust your communication preferences accordingly. Click [this link](#) to share your preferences.

Your involvement matters tremendously, and we want to communicate with you in ways that honor the full value of your partnership with the Democratic Party.

**Beware of misleading solicitations:** I've received reports from donors of PACs using misleading tactics, including mimicking official DNC communications. Before contributing, verify the organization's track record and how funds will be used. Official DNC communications will always include proper disclaimers and our verified contact information. You can always confirm with me at [leadershipcircle@dnc.org](mailto:leadershipcircle@dnc.org) before contributing.

Feel free to put time on [my calendar](#) if you'd like to discuss your political giving strategy in more depth.

## THANK YOU

Your continued support makes all of this possible. Together, we're building a Democratic Party that organizes everywhere, fights for working families, and holds power accountable. As Chair Martin has emphasized, there are no off-years — we're building the infrastructure for long-term success up and down the ballot.

With deepest gratitude for your partnership,

**Peri Kessler**

Development Manager

[Support the DNC today!](#)

she/her | cell: 771-215-0041