

DEMOCRATIC PARTY of WISCONSIN
2012 YEAR IN REVIEW



Fellow Democrats,

I hope this finds you resting and spending time with your family and friends over the holidays.

You, the grassroots of our Party, deserve a bit of rest after all you've done in 2012 — and all you will be asked to do in 2013 as we move Wisconsin forward.

Powered by engaged and caring citizens like you, the Democratic Party of Wisconsin accomplished incredible feats this year, not the least of which was getting up off the mat after the disappointing

results of the gubernatorial recall elections in the summer, only to come back and help re-elect President Obama — and to send a true progressive fighter like Tammy Baldwin to Washington.

At the legislative level, Democrats received 200,000 more votes than Republicans, thwarted only in retaking our majorities by a redistricting scheme by Scott Walker Republicans.

We saw hard-fought Congressional contests; fresh new faces in the Assembly and in the Senate; and record growth in Party membership, as we remain among the most powerful voices for progressives in Wisconsin.

In 2013, we will continue to stand up to the radical budget efforts of Scott Walker, as well as Republican attempts to limit ballot access and to derail President Obama's plan for affordable health care, first-class education, and investments in our infrastructure.

We will continue to call Walker to task for his extreme plans that have left Wisconsin vastly under-performing the rest of the region and the nation when it comes to job creation. And we will continue to stand up for those institutions that have helped to create and sustain our middle class for generations.

2012 was a whirlwind for us as a Party, but because of our shared beliefs and core values, our foundation not only withstood the tempest, but has grown stronger.

And for that strength, we owe you.

Forward,

A handwritten signature in black ink, appearing to read "Mike Tate". The signature is fluid and stylized, with a long horizontal stroke at the end.

Mike Tate
Chair, Democratic Party of Wisconsin

Tammy's Rise

Tammy Baldwin was an underdog. Under attack by national Tea Party groups like the Koch Brothers, and running against probably the most popular Republican in Wisconsin history, she faced steep odds in replacing Sen. Herb Kohl in Washington. But Tammy has a history of surprising people. Raised by her grandparents, she was instilled a long time ago with the faith that if you do right for the people of Wisconsin, the people will do right by you. Tammy took that faith with her to several terms in the Wisconsin Assembly, and into the Congress where she was the chief sponsor of the Buffett Rule to require millionaires and billionaires to pay their fair share in taxes. In her run for Senate, she continued the conversation about fairness for everyone, and fighting for seniors, farmers, students and working people. And on election night, Tammy blazed new trails and was elected to the U.S. Senate with her promise to be a progressive fighter for all of us.

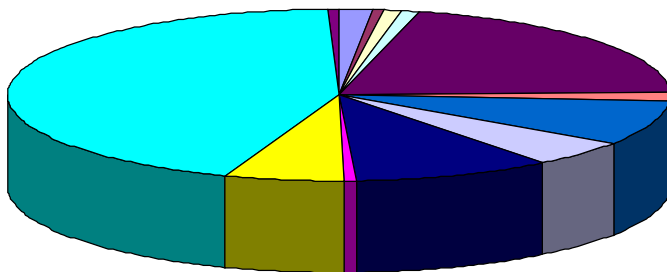


2012 BY THE NUMBERS

\$18,829,849 Dollars Raised	197,861 Individual Contributions	15,073 2012 Memberships In The DPW
1,769,376 Pre-GOTV Door Knocks	64,100 GOTV Shifts Filled In 2012	71 Counties That Had GOTV Staging locations
4,257,604 Pre-GOTV Phone Calls	7 New Women Elected To The State Assembly And State Senate	27,000 New Volunteers
\$41.34 Average Individual Contribution		\$0 Amount of debt DPW has going into 2013
67 Listening Sessions with DPW Chair Mike Tate	54 Field Offices	

2012 BUDGET OVERVIEW

Admin	1.6%	Fundraising	5.0%
Communications	0.6%	GOTV	9.9%
Community Events/		Legal	0.6%
Constituency Outreach	1.8%	Literature	5.8%
Data/Modeling/Voterfile	0.8%	Membership/Convention	0.8%
Direct Mail to Voters	20.5%	Merchandise	0.6%
Field Operations & Field Overhead	8.2%	Organizing Staff	43.7%

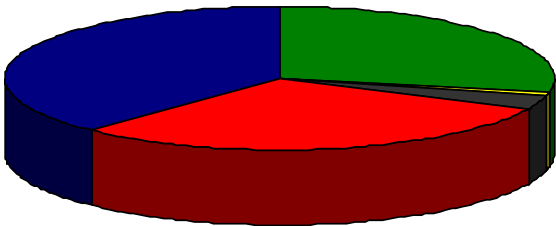


FUNDRAISING

Since 2009, the Democratic Party of Wisconsin has made it a priority to take a balanced and sustainable approach to fundraising. Our fundraising program emphasizes growing our base of grassroots, low-dollar donors and providing diverse methods for donors to give in whatever way is easiest for them.

In total, the Democratic Party of Wisconsin received almost 200,000 donations from individuals in 2012 with an average contribution of \$41.34, for a total of more than \$8 million. These contributions made up just less than 50% of the total DPW budget in 2012, and were raised using the following tools:

■ Chair, Staff and Candidates calling for dollars	28%	■ Events	3%
■ Direct Mail & Telemarketing	38%	■ Field	1%
		■ Online	30%



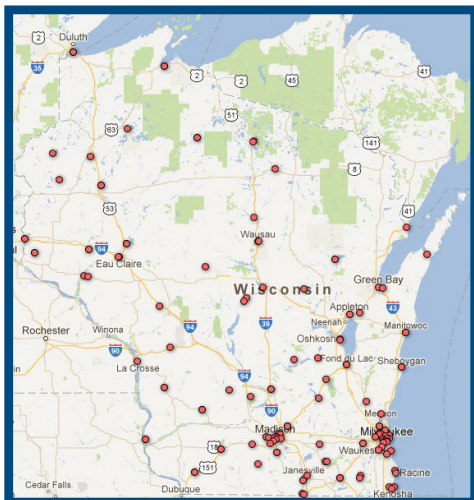
Our success in 2012 was due in no small part to this large and energetic group of low-dollar supporters. The Republicans had the Koch brothers; we had thousands of grassroots donors, each giving what they could to elect Democrats up and down the ticket.

As we move into 2013 we are confident that we can continue to build upon our success in maintaining a strong infrastructure for candidates and local parties around the state. The DPW will be launching some exciting programs in 2013 which will only be possible because of our strong and sustainable fundraising base of grassroots supporters.



OFFICES & STAGING LOCATIONS

Democrats had an impressive footprint in 2012, with offices or GOTV staging locations in 71 counties. In 2013 we will continue to grow our efforts in rural Wisconsin where we have opportunities to make inroads at the state legislative level.



A CHAIR'S PERSPECTIVE ON THE RECALL ELECTIONS

By Erin Sievert, Jefferson County Democratic Party Chair



I was elected chair of the Democratic Party of Jefferson County in December of 2010, so I didn't have a lot of time to settle in before Governor Walker dropped his bomb. In the ensuing months, I would meet hundreds of new volunteers in the subsequent recall movement and campaign for Jess King. Momentum grew as we saw people step into roles they never imagined for themselves. People like Julie Wells, a mother, grandmother, and forklift operator from Fort Atkinson, volunteered to be a county coordinator and had the honor of filing the petition to recall Scott Walker. The

same day Julie filed, another Jefferson County resident was making history of her own. Lori Compas, a small business owner from Fort Atkinson, decided that Sen. Scott Fitzgerald must also be held accountable. Lori became the toughest electoral opponent Sen. Fitzgerald had ever seen. Working closely with the great team at the DPW, the recall movement awakened something. Groups started around the recall have mobilized to attend important city council and county board hearings, they organized fundraisers and did field work for Senator-elect Baldwin and President Obama, and candidates down the ticket. These bonds of community, friendship and Democratic values forged in the recall will not be broken.

2012 DEMOCRATIC NATIONAL CONVENTION

Badgers Storm Charlotte

Sometimes, it pays to be a swing state.

That was evident for Wisconsin's 130-plus member delegation to this year's National Convention in Charlotte.

By night, they were treated to the unforgettable speeches of President Obama, the First Lady, Bill Clinton, and rising stars such as Julian Castro and Jennifer Granholm.



But each morning, the Wisconsin delegation kicked off the day with visits from a diverse list of Democratic A-listers who helped to inspire and rally our state leaders.

These included Democratic National Committee Chair Debbie Wasserman Schulz, Governor Howard Dean, presidential confidantes Valerie Jarrett and Stephanie Cutter, Agriculture Secretary Tom Vilsack, NARAL President Nancy Keenan and AFSCME President Lee Saunders.



Combined with our own current and former elected leaders, such as Tammy Baldwin, Herb Kohl, Jim Doyle and Russ Feingold, the four delegation breakfasts amounted to a mini-Founders day apiece, and allowed for some close interaction between delegates and a Democratic leadership eager to further the president's message of moving "Forward."

It wasn't all business, of course, with delegates gathering for family fun at a Charlotte-area aviary, taking part in Labor Day functions in the Sun Belt city, as well as a special post-convention delegation party hosted by the Potawatomi tribe with special guest Tom Barrett.

Democratic Party of Wisconsin

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MARK YOUR CALENDAR!

Spring Primary: **February 19th**

Spring General: **April 2nd**

College Democrats of WI
Convention: **April 5th-7th**

Congressional District
Conventions: **March-May**

State Convention: **June 7th-8th**

For more information on upcoming
events and the Democratic Party
of Wisconsin, visit our website at
www.wisdems.org.

Paid for by the Democratic Party of Wisconsin, Mike Tate, Chair