

# 2020

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# Year in Review



Jewish Democratic  
Council of America





Since its founding in 2017, the Jewish Democratic Council of America (JDCA) has established itself as the national voice of Jewish Democrats. While 2020 will be remembered as a year of immense challenges, it was also a year of great accomplishment. Jewish Dems played a critical role in restoring the soul of our nation by helping to elect Joe Biden the 46th President of the United States.

In the 2020 election, **77% of Jewish voters** supported Joe Biden, and the Jewish Democratic vote **proved decisive for securing wins** in key swing states such as Georgia, Pennsylvania, Arizona, Nevada, Michigan, and Wisconsin. In addition to Biden-Harris, JDCA endorsed **120 House and Senate candidates**. We contacted more than **700,000 voters** and deployed over **500 digital ads** for **73 Democratic candidates**, which reached voters **45.1 million times**.

Our **#JewishDemsInAction** movement proved that our values and organization can lead to victory, and we are incredibly grateful for your **support in 2020**. We look forward to working with you to advocate for Jewish Democratic values in 2021 and beyond.

*Halie Soifer, JDCA Chief Executive Officer*



# Grassroots Outreach

In 2020, Jewish Dems mobilized thousands of volunteers across the country to target **1.7 million Jewish voters** in swing states with **278 events** and community conversations. JDCA launched **15 chapters** and organized over **4,400 volunteers**, including **35 college fellows** in order to bring about change consistent with our values in 2020.

## #JewishDemsInAction Delivered the Jewish Vote for Democrats



**1.7 million Jewish voters targeted**



**15 state & regional chapters launched**



**35 college fellows hired**



**4,400+ volunteers mobilized**



**500+ ads for 73 candidates**



**45 million+ views on our ads**



**650,000+ voter contacts made**



**278 Jewish Dems events hosted**



# JDCA Chapters



In 2020, JDCA launched chapters in key states and regions where the Jewish vote impacted the outcome of the election. In 2021, JDCA's chapters will continue to be central to furthering JDCA's mission of giving voice to Jewish values, leading issue advocacy efforts across the country, and building out our voter mobilization efforts for future elections.

To learn more about joining a Jewish Dems chapter, email [outreach@jewishdems.org](mailto:outreach@jewishdems.org).



# JDCA in the News

In 2020, JDCA Board and NextGen members, staff, chapter leaders, and volunteers were regularly quoted in the press representing the voice of Jewish Democrats.

Key media outlets that covered JDCA included: **New York Times; AP; Washington Post; CNN; USA Today; NPR; Jewish Telegraphic Agency (JTA); Haaretz; Jerusalem Post; and many others.**

JDCA CEO Halie Soifer was named to **The Forward 50**. She and Board Chair Rep. Ron Klein wrote important op-eds published by **CNN, NBC News, The Forward, and JTA**.



**Halie Soifer** Trump's refusal to disavow QAnon is part of his pattern of encouraging hate for political gain

From Charlottesville to the Proud Boys to QAnon, the president simply won't denounce anyone who supports him. It's a dangerous habit.



# JDCA's Ad Campaign

JDCA gained wide praise for our hard-hitting ads in the 2020 election cycle, which were featured on *Jimmy Kimmel Live!* and *MSNBC's Morning Joe*, and shared by groups such as the *Lincoln Project*. In addition to **over 500 digital ads**, JDCA ran **16 print ads**, including in state and local media.

Click below to watch some of our top ads from 2020.





# Georgia

Joe Biden won Georgia by 11,779 votes and the Jewish vote was an essential component of the coalition that ensured his victory. JDCA knew that the Jewish vote would also play a critical role in helping Jon Ossoff and Rev. Raphael Warnock win the subsequent Georgia Senate runoff elections.

Building on our successes in the presidential election, JDCA established a *Georgia Election Hub*, mobilized over **1,000 volunteers** at **33 events**, and contacted Jewish voters over **70,000 times**. JDCA also launched a sophisticated digital, print, and mail ad campaign targeting over **86,000 Jewish voters** in Georgia.

## #JewishDemsInAction Got Out The Jewish Vote In Georgia



**86,000 Jewish voters targeted**



**33 Jewish Dems events hosted**



**54 print, mail, and digital ads**



**1,000+ volunteers mobilized**



**Over 70,000 voter contacts made**



**Over 50,000 mail pieces sent**



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Council of America**



# Growing Our Movement

In three years since its founding, JDCA has created a movement consisting of more than 60,000 supporters across the country. Since March, JDCA has hosted **26 community conversations** with thousands of supporters to hear from members of Congress, candidates, policy experts, community leaders, and activists.

Among our many guests were **Speaker Nancy Pelosi; incoming Secretary of State Tony Blinken; Senators Schumer, Booker, Coons, Cardin, and Rosen; Reps. Bass, Deutch, Hoyer, McBath, Schiff, Wasserman Schultz, Raskin, Schneider and Slotkin; candidates Jon Ossoff and Rev. Raphael Warnock; entertainers Mandy Patinkin, Ben Platt, Jon Lovett, Tovah Feldshuh, and others.**



Follow Jewish Dems on [Twitter](#), [Facebook](#), and [Instagram](#), and sign up for our email alerts.



# What's Next?

As the only national organization combining Jewish values with a Democratic political agenda, JDCA has delivered the Jewish vote for Democrats, which proved essential to flipping the House in 2018 and the White House in 2020. JDCA has rapidly grown as a national movement and organization in order to ensure political change consistent with our values.

In 2021, JDCA will continue to give voice to Jewish values, and help to ensure Joe Biden is successful in taking back the soul of America with a policy agenda aligned with our values, including efforts to **combat antisemitism**, racism, and white nationalism; **protect Americans from COVID-19** and ensure access to affordable healthcare; and **support the U.S.-Israel relationship**, defend our democracy, and further our national security interests. From expanding our grassroots movement to building out our ability to influence future elections, Jewish Dems will continue to take action in 2021 to ensure a better future for our country.

*Invest as a member of JDCA today so we can continue to grow as a movement, engaging key policy-makers, advocating for our values, and amplifying Jewish voices in 2021 and beyond.*