

### Mission

*The Jewish Democratic Council of America (JDCA) is the political home and voice of Jewish voters in support of Democrats who share our core values.*

### Vision

*A just and equitable society, safe and secure Jewish communities, and strong and vibrant democracies in the United States, in Israel, and around the world.*

### Strategy

*Advocate for policy, educate and mobilize Jewish voters, and elect Democrats, all consistent with our core values.*

### ***JDCA is committed to the following policy priorities, which shape its advocacy work:***

- **Combating** antisemitism, right-wing extremism, and white supremacy.
- **Defending** democracy from GOP attacks, voter suppression, and election subversion efforts.
- **Protecting** abortion access, access to affordable healthcare, Medicare and Social Security.
- **Supporting** the US-Israel relationship and aid to Israel, and preventing a nuclear-armed Iran.
- **Preventing** climate change and gun violence.
- **Promoting** economic, racial, and social justice.

### ***JDCA is committed to electing Democrats who share its core values. JDCA & JDCA PAC:***

- **Endorse** and support Democratic candidates who align with our [policy platform](#).
- **Campaign** on behalf of our endorsees, including a targeted JDCA PAC [digital ad program](#).
- **Organize** and engage Jewish voters in key elections, including through [state chapters](#).
- **Empower** Jewish Democrats to [take action](#) on a range of key policy issues.
- **Convene** voter engagement events, including candidate forums in Democratic primaries.
- **Mobilize** younger voters, including with a younger voter outreach and fellowship program.
- **Target** millions of Jewish voters in key districts and states, where the Jewish electorate is large enough to determine the outcome of close elections.

### ***Drawing on its record of success, JDCA & JDCA PAC will help ensure Democrats win in 2024.***

Since its inception before the 2018 midterms, JDCA and JDCA PAC played a key role in helping to flip the House, Senate, and White House from Republican to Democratic control. Building on its track record of success, JDCA is currently growing its capacity to play a vital role in the 2024 election, by strategically engaging and mobilizing Jewish voters where it matters the most. Jewish voter turnout is critical to Democrats holding the majority in the Senate, winning back the House, and **ensuring President Biden wins re-election**. JDCA's efforts to strategically and exclusively target Jewish voters in the lead-up to the 2024 election will directly benefit Democrats by delivering a key constituency in battleground states.

### ***Frequently Asked Questions***

#### **What did JDCA and JDCA PAC accomplish in the 2022 midterm elections?**

- In 2022, JDCA and JDCA PAC led an unprecedented national Jewish voter engagement and mobilization campaign to impact the outcome of the elections in support of Democrats by:
  - Expanding state chapters and grassroots organizing in battleground states.
  - Running ads viewed by Jewish voters **53.5 million** times, including [video ads](#).
  - Hosting **90** events with **4,400** volunteers who made **1.6 million** voter contacts.

#### **How did this compare to JDCA and JDCA PAC's work in past elections?**

- JDCA & JDCA PAC more than doubled the number of voter contacts made in the 2020 election.
- PAC ads were seen nearly ten million more times than in 2020 and by a larger number of voters.
- Our largest returns on investment were in states where JDCA's work contributed to the most significant wins for Democrats, including Pennsylvania, Georgia, Nevada, and Arizona.

#### **What makes JDCA unique compared to other organizations?**

- JDCA is the only national advocacy and political organization exclusively mobilizing Jewish voters in support of Democrats, and the only national counterweight to a well-financed Republican effort.
- JDCA focuses on the broad range of issues of importance to Jewish American voters. We advocate on domestic and foreign policy issues, including maintaining strong U.S. support for Israel.

#### **Why support JDCA?**

Your investment in JDCA helps to grow our national movement, advance our advocacy agenda, and expand organizing efforts in key districts and states to engage Jewish voters.

#### **Why support JDCA PAC?**

Your investment in JDCA PAC supports targeted advertising and voter mobilization in support of Democratic candidates. This allows you to diversify your political giving in an efficient, effective, and impactful way, in support of multiple Democratic candidates across the country aligned with our core Jewish values. A contribution to JDCA PAC allows you to maximize your political giving with support for many Democratic candidates in a single election cycle. JDCA PAC works in concert with JDCA.

