

Resolution

Enhancing Voter Registration Through Paid Voter Registration Companies

WHEREAS, the California Democratic Party is committed to ensuring that every eligible Californian is registered to vote and has the opportunity to participate in the democratic process, recognizing that higher voter registration leads to increased voter participation and representation in elections; and

WHEREAS, the use of paid voter registration companies can significantly enhance the efficiency and reach of voter registration efforts by leveraging trained personnel with expertise in outreach strategies, compliance with legal requirements, and the ability to connect with diverse communities across California; and

WHEREAS, employing paid voter registration companies allows for the strategic allocation of resources, ensuring focused efforts in underrepresented and underserved communities, thereby promoting a more inclusive and representative electorate that mirrors California's diverse population;

THEREFORE BE IT RESOLVED, that the California Democratic Party supports the use of paid voter registration companies as a critical component of its voter registration strategy to maximize outreach, particularly in communities with historically low voter registration rates; and

BE IT FURTHER RESOLVED, that the California Democratic Party will allocate resources to employ paid voter registration companies to effectively engage and register new voters throughout the state in collaboration with local Democratic organizations.

Sponsored by the Napa County Democratic Party | Napa County Democratic Central Committee

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