

Elect Russell Drake President

Democratic Black Caucus of Florida

**Let's Build Black Power:
*Economic, Political, Social, Educational***

Greetings Black Caucus Members and Supporters,

I seek to **serve as State President** of the Democratic Black Caucus of Florida (DBCF) because **there is a need for CHANGE** – we need **Transparent Leadership, Efficient Communication, Solid Infrastructure, and an Energetic Voice & Presence**. I lift the theme “**Let's Build Black Power: Economic, Political, Social, Educational.**” Only through an **affirmative focus of Building Black Power, will the DBCF flourish to maximum potential**. Building economically on all fronts is directly related to political, social and educational growth. This will lead to a **new mindset placing economics at the forefront**, and re-appropriating dollars to **Build**. **Petty differences will be placed aside to achieve a greater purpose.**

I further seek the President office to **Lead the DBCF in an inclusive manner** – embracing and utilizing all the knowledge, experience, skill and talent we have across the Great State of Florida. **I lead by example**, for I can't expect anything of others that I don't expect out of myself. **There are some who like to be in charge, I actually like to Lead** – showing Respect and Responsiveness to all DBCF members.

You entrusted me as **First Vice President, Delivering the R-6 Power Initiative to Re-Energize, Re-Educate, Re-Engage, Re-Invest, Rebuild, Relate**. I now ask you to entrust me yet again. **I ask for your VOTE for DBCF State President – Let's Build!**

Russell Drake – *The People's Candidate*



Tallahassee, FL – State Capitol Building
Officiating DBCF Day on the Hill 2018
#LetsBuild

First Vice President Report – 2019 DBCF State Conference

Submitted by Russell Drake
June 21, 2019

Thank You for Allowing Me to Serve!!

Quarterly Executive Board Meetings

- Have submitted a written report at every quarterly meeting since election (May 2017)

DBCF Day on the Hill 2018

- **Chaired, Organized and Facilitated DBCF Day on the Hill** in Tallahassee at the Capitol (February 15, 2018)
- **Developed all material** (Agenda, Presentation, Brochures, Bills of Interest) and procured all items for day
- **Presented to all attendees and met with legislators** to advocate for issues and bills of interest

DBCF State Conference 2018

- Mass Marketed on web & social media; **Designed all flyers** (Main, Panels, Gala); **Generated Conference banner**
- Asked questions at Governor Candidate Interviews alongside Chairs Christina Forrest and Trevor Mallory
- **Developed and Facilitated Voter Mobilization Education Session**

Gillum for Governor 2018

- **Organized & Executed Days of Action and Rally Immediately after DBCF Endorsement Announced**
- **Built a strong base of Energized Voters & Volunteers in Central FL** – Canvassing, Phone Banking and more
- **Enthusiastically Hosted and Introduced Mayor Gillum at Several Rallies & Fundraisers to varying crowds**
- **Engaged broader audience by spreading Gillum message via social media and web through live feeding**

R-6 POWER INITIATIVE – www.TheRussellDrake.com/dbcf-vice-president.html

Re-ENERGIZE

- **Target:** Keep enthusiasm up by using web & social media and branding tools in mass form
- **Results: Created two DBCF banners** to be utilized at state functions and **Redesigned State Brochure**
 - Updated Website and Social media - Added more content, modern pics [@DBCFlorida](http://DBCFlorida.org)

Re-EDUCATE

Targets: Promote trainings to Educate Caucus Community

- **Results:** Worked to establish training of this sort
 - 2018 State Conference had 3 great education sessions – Presented at one session myself
 - **Created DBCF Power Initiative & Implementation Presentation**
 - **Shared Black History Month Fact Series** on Social Media pages and OrangeCountyDBC.org site daily

Re-ENGAGE

- **Targets:** Engage and Unite chapters – Reach out to assist with best practices
- **Results:** Have visited 15 chapters thus far and Presented DBCF Power Implementation Presentation
 - Shared **“Vote the Whole Ballot”** slate card format use in 9 counties in 2018 VoteTheWholeBallot.com
 - **Drafted bereavement memos**, as well as **supportive memos for members under political attack.**

Re-INVEST

- **Targets:** Put dollars into helping local caucuses, Invest in Black media, ensure others invest in them.
- **Results:** Worked with President and Treasurer to ensure line item is in budget for Chapter Support.
 - Attended and/or supported events in Bay, Brevard, Broward, Citrus, Duval, Lake, Hillsborough, Okaloosa, Orange, Osceola, Pinellas, Santa Rosa, Seminole, South Dade, Volusia Counties
 - **Donated to Caucus Members (candidates and incumbents) campaigns across the state**
 - Developed Black Media List leveraging knowledge from Media Chair Louis Ward and Roger Caldwell

Re-BUILD

- **Targets:** Be avenue for relationships amongst Black elected officials across Florida; Visibly support caucus members; Develop BENCH of future leaders and influencers
- **Results: Made pivotal relationships** with Black & Democratic Elected Officials and statewide candidates
 - **Highlighted Caucus members in state and local offices on social media**
 - **Recruited more youthful members with potential to lead and organize**

RELATE

- **Targets:** Relate to those we seek to serve; Dismay & destroy barriers (age, race, etc) that prevent unity
- **Results:** Relate through Common Issues - **Developed list of Black issues**, which are Democratic Party issues too
- **Developed “5 Reasons for Joining DBCF”** and **“5 Reasons for being a Democrat”** list – both adopted by DBCF



Vision of Building Black Power: Economic, Political, Social, Educational

Where There is No Vision, The People Perish – Proverbs 29:18

I ENVISION the DBCF being an Impactful & Influential organization in the State and Black community **striving to Sustain, Maintain and Gain Black Power.**

A **Renewed focus on Economics & Financial Literacy** is the first step. Knowledge of assets & liabilities, credit, savings, life insurance, ownership will aid in shifting community mentalities for the better. As a Caucus we can develop economic workshops, add Economic Opportunity tab to website (model after OrangeCountyDBC.org). Promote notion of **supporting Black Businesses and Black Media.** We must further **Know our Economic Worth**, and **stop being utilized by others for FREE.**

Building Politically is in strategy and relationships. **Extending a hand to the Legislative Black Caucus (LBC)** will lead to a strong strategy and **forming of a Black Agenda.** Through that relationship we can work in timely manners to establish Bills and Appropriations for Black Communities. We must vividly **support** our genuine local & state **elected officials and candidates.** Host webinars about *“How to Support Candidates”* publicly and financially. Taking a stance, we need **aid all DBCF chapters in developing slate cards and post on state website.** As State DBCF, interview and **endorse state candidates – announcing results in timely manner.**

Socially, we can no longer talk about issues and fail to take a position. We must take a stand & draft Resolutions on social issues; proactively releasing memos on current events. Being action-oriented, work to solve issues via legislation. In doing so extend olive branch to civic groups and activists. Elevate our stances to Florida Democratic Party (FDP) and candidates who want our votes.

Education is key – leveraging wisdom, knowledge experience with caucus to develop our own material for teaching about civics and political process. We must also empower others to know value of education - costs, risks, opportunities. Pertaining to schools, **host Educational Think Tanks** with Caucus members who are Educators leading to plans for **Supporting Public Education** and strategy to **Combat School to Prison Pipeline.** Preparing for the future, we must educate and **grow our leaders & influencers of potential – starting a fund for capitol hill unpaid internships and enhanced trainings.**

Building Black Power requires Next Level Thinking. The *Next Level* involves developing a **10-year strategy**, planning a **vibrant 40 Year DBCF Celebration in 2023**, and setting a **target for a Black Governor, Senator, President and more Gains at 50 Years!! LET’S BUILD!**



DBCF INFRASTRUCRE GOALS

Investment in Infrastructure is a long-term requirement for growth and a long-term factor that will make growth substantial – C. Kochhar

Effective Management

Within First 90 Days in Office:

- **Equip all members with bylaws** and policy & procedures
- Fill all Committee Chair Positions (*Right now several are vacant*)
- **Develop 2-year Strategic plan** – Work toward 5, 10-year plans
- Rebrand with new logo & enhance website
 - **Add web extension for every chapter** from state site
 - Ex: www.DBCFlorida.org/PinellasCounty
 - Set up state online dues payment portal
- Generate new business cards, brochures, **donation envelopes**
- Ensure **all officers and chapter presidents have VAN access**
- Quarterly Executive Board Meetings & Monthly Conference Calls
 - **Distribution of agenda prior to meeting**
 - Defined dates and locations 3 months in advance
 - Written reports from all Officers, Chairs and Presidents
 - **Develop & Provide template for reporting**
 - **Release of DBCF calendar** at each quarterly meeting

Improved Communication

- **Bi-Monthly Emails from State**
 - One for all caucus members, including **at-large members**
 - Feature internal updates: new chapters and more
 - One for General Following
 - Build mass email list of at least 100,000 people
 - Send updates, newsletter and a **donation link**
- **True Quarterly State Newsletter**
 - Highlight programs/initiatives from around the state
 - Have Copy ready for Review at Quarterly Meetings

Robust Programming & Presentation

- Present **Black Caucus Info Tables** at Democratic State Events
 - Leadership Blue, DCCA Retreat, FDP State Conf
- **Effective DBCF Day on the Hill**
 - Invite all DBCF members, Legislators and staff
- **Quarterly Educational Programs/Forum**
 - Millennial Roundtable, Financial Literacy, Think Tank
 - Utilize Web and Black Media to amplify broadcasting
- **Standardize “Vote the Whole Ballot” Slate Card**
 - Expand use for all DBCF Chapters and share on web: VoteTheWholeBallot.com

Build Healthy Financial Base for State and Local Caucuses

- **Capital Campaigns** for measurable targets, **Develop donor lists**
- **Redistribute funds donated to state from local (county/city) elected officials to respective DBC Chapter(s) in that county**
- Educate on **fundraising strategies** and best practices

BUILDING WITH FELLOW BUILDERS



**Hollywood – Congresswoman Val Demings
Orange County Mayor Jerry Demings**



**Coral Springs – Dr. Faith Harris, President FL
Association of District Instructional Materials
Administrators (FADIMA)**



**Fort Walton – Democratic National
Committee Vice Chair Michael Blake**



**Florida Classic – Florida Rights Restoration
Collation (FRRC) Executive Director Desmond
Meade, Civil Rights Attorney Benjamin Crump**



Washington, DC – Collective PAC Cofounder Stefanie James



**Jacksonville – St Paul AME Senior Pastor,
Reverend Dr. Marvin Zanders, II**



Orlando – St Mark AME Sr Pastor, Terence Gray



Gary, Indiana – Drake Family Showing Love to Andrew Gillum

#LetsBuild