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**Sent:** Monday, January 04, 2010 4:48 PM

**To:** Bender, Michael (CNI-Palm Beach)

**Subject:** Memo: Analysis Shows 2009 A Fundraising Failure for RPOF



# FLORIDA DEMOCRATS

*Putting Floridians First Because Security Begins At Home*

## NEWS FROM THE FLORIDA DEMOCRATIC PARTY

For Immediate Release: Jan. 04, 2010

Contact: [Eric Jotkoff](#), (850) 222-3411

### Memo

To: Interested Parties

From: Eric Jotkoff, Florida Democratic Party Communications Director

Subject: Analysis Shows 2009 A Fundraising Failure for RPOF

Before we can look forward as we begin this New Year - a year which is shaping up to be one of the most exciting election years in Florida history with Democrats poised to continue making major gains - we must look back at the 2009 fundraising totals as the 4<sup>th</sup> quarter fundraising reports are being prepared.

While Florida Democrats expect to have another banner fundraising quarter to cap off a record setting year, history shows that despite their internal conflicts the Republican Party of Florida should have outraised the Florida Democratic Party by a 3-1 advantage. Since they did not, this is a huge victory for Democrats up and down the ballot in 2010 across the Sunshine State.

### Off Year Fundraising Totals

The past year was an excellent fundraising year for the Florida Democratic Party, where we shattered not only our historical averages but also the goals we set as we entered the 2010 election cycle. With a record number of new grassroots donors, the Florida Democratic Party has never been in better financial shape entering an election year.

A historic analysis of campaign finance data from the Division of Elections shows that the Florida Democratic Party is in an extremely strong position, where Democrats have significantly closed the fundraising gap between the two parties.

Through the 3<sup>rd</sup> Quarter of 2009, the Florida Democratic Party raised \$4,641,566. Once our 4<sup>th</sup> quarter finance report is finalized, we expect to smash our 2007 fundraising record.

During the same period, the Republican Party of Florida raised only \$8,838,708, which is

\$6,256,023 short of their 2007 record. Even if the RPOF raised \$4.5 million in the 4<sup>th</sup> quarter as is being reported, their 2009 fundraising can be viewed as nothing more than a failure since the RPOF will have raised \$1,756,023 less than they did in 2007.

Additionally because of the Republican Party of Florida Chairman Jim Greer's grandiose spending, much of their money has already been spent.

### Chart 1: Money Raised by Off Year

	<b>FlaDems</b>	<b>RPOF</b>
1997	\$2,270,133	\$5,729,468
1999	\$3,159,917	\$7,478,112
2001	\$4,012,956	\$10,376,203
2003	\$2,484,716	\$8,639,237
2005	\$4,023,059	\$11,945,719
2007	\$4,995,755	\$15,094,731
1 <sup>st</sup> - 3 <sup>rd</sup> Q of 2009	\$4,641,566	\$8,838,708

[Source: Florida Division of Elections]

### Fourth Quarter Fundraising

#### Chart 2: Money Raised by Off Year Fourth Quarters

	<b>FlaDems</b>	<b>RPOF</b>
10/01/1997 - 12/31/1997	909,372.15	1,622,174.66
10/01/1999 - 12/31/1999	855,354.18	2,467,297.65
10/01/2001 - 12/31/2001	889,024.98	2,424,233.55
10/01/2003 - 12/31/2003	779,619.37	2,710,939.02
10/01/2005 - 12/31/2005	1,772,547.23	4,973,997.53
10/01/2007 - 12/31/2007	1,571,266.12	4,304,171.47

[Source: Florida Division of Elections]

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