

# MARTIN O'MALLEY

## DNC CHAIR

FR: Gov. Martin O'Malley, Democratic National Committee Chair Candidate  
TO: Interested Parties  
DT: December 9, 2024  
RE: O'Malley Platform: Diversity Is Our Strength

This memo outlines Governor Martin O'Malley's vision for building a Democratic National Committee that's inclusive of the rich, diverse talent that makes up the Democratic Party across all 57 states and territories.

### OVERVIEW

In the two weeks since we joined this race, we've been talking with DNC members, allies, and friends across all 57 states and territories and one thing is clear: our party's diversity of thought and experience is our competitive advantage. We must do a better job of tapping into the deep wealth of expertise that lives in our party.

While valiant efforts have been made to diversify who gets a seat at the table, we must commit ourselves to an intentional review of our processes, make clear our values, and allow both to inform our actions when it comes to hiring staff, consultants, vendors, and organizational partners that represent every background in America from across all 57 states and territories.

Too often Democratic Party members, vendors, and staff – current and present – have expressed deep concerns about being maligned and taken for granted within the party. These individuals know their states, counties, districts, and communities best and should be at the decision making table in places of authority. They will be in our administration.

Over the course of this campaign, we'll make our case for a platform informed by our conversations and decades of collective experience turning around organizations, winning campaigns, and building collaborative teams to do it.

### O'MALLEY PLATFORM ON INCLUSION

To ensure that those guiding campaigns reflect the diversity of the Democratic Party, the DNC must prioritize building an inclusive vendor and consultant ecosystem. By fostering diversity, the party can align its strategies more closely with the communities it seeks to represent. Our priorities will include:

1. **O'Malley Inclusion Standard:** In first 100 days, assess and set minority business enterprise inclusion standard to ensure representation among diverse-owned firms through an aggressive plan to invite new vendors into a transparent RFP process, provide resources to support successful applications, and work intentionally to build tables of experienced leaders across work. We'll also build a system to improve our candidates to participate in new inclusion standards.
2. **Diverse Staff:** DNC will work closely with its union partners to build an operation that staffs up with diversity in mind along lines of race, background, region, and more.

Additionally, this priority will extend across our leadership structure and inform what we can do to influence campaigns.

3. **Hire In All 57:** DNC will create a database of Democratic vendors who will have the opportunity to learn our processes and be invited to participate in RFP's local to the regions they know best and national projects which have traditionally been reserved for larger DC firms.
4. **Measure Impact:** Establish clear metrics to evaluate the effectiveness and contributions of vendors and consultants, ensuring accountability and alignment with party goals.
5. **Train + Expand:** Create opportunities for underrepresented consultants to gain hands-on experience in local campaigns, building a deeper bench of talent for future races.
6. **Call In Experienced Partners:** Build a taskforce of veteran and emerging diverse-owned firms to help guide and inform our processes for establishing a more inclusive vendor ecosystem.

**BOTTOMLINE:** As the party of working-class people from the Virgin Islands to Wyoming – and every state and territory in between – Democrats stand a better chance of winning when we lean into one of our competitive advantages: our diversity. As Chair, ensuring we have a team that fully represents our party will be a core priority.