



## DĒMOS MEANS “THE PEOPLE”

Dēmos is a public policy organization working for an America where we all have an equal say in our democracy and an equal chance in our economy.

Dēmos is the root word of democracy, and it reminds us that in America, the true source of our greatness is the diversity of our people.

Our nation’s highest challenge is to create a democracy that truly empowers people of all backgrounds, so that we all have a say in setting the policies that shape opportunity and provide for our common future.

To help America meet that challenge, Dēmos is deploying original research, advocacy, litigation, and strategic communications to reduce both political and economic inequality and create the America the people deserve.

## CONNECT WITH US

Learn more: [www.demos.org](http://www.demos.org)

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Twitter: [@demos\\_org](https://twitter.com/demos_org)

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## OUR GOALS

Dēmos’ work is guided by three overarching commitments to help realize the promise of America:

- Achieving true democracy by reducing the role of money in politics and guaranteeing the freedom to vote;
- Creating pathways to ensure a diverse, expanding middle class in a new, sustainable economy; and
- Transforming the public narrative to elevate the values of community and racial equity.

## OUR APPROACH

**IS BOLD** | Dēmos does not constrain our thinking to the politics of the day; we have high aspirations for our nation. We regularly move ideas that have been excluded from the debate on behalf of people who have been excluded from the conversation.

**HAS STORY** | Recognizing the power of narrative in shaping people’s worldview and building public will for change, Dēmos is telling new stories about our country and our future.

**BUILDS MOVEMENT** | Our work supports advocates in almost all 50 states who are working to increase economic opportunity and democratic participation in their communities.

## OUR WORK

### Reducing the Role of Wealth and Corporate Power in Politics and Policy

Our democracy is out of balance. Because courts have hobbled our campaign finance laws, a small group of wealthy donors and corporate interests can drown out the voices of the rest of us, and determine who runs for office, who wins elections, and what issues our leaders address. Dēmos is helping the broader public see the connection between elite control of politics and stunted upward mobility for the rest of Americans, and advocating to bring our representatives in line with the overwhelming, bi-partisan support for a more equal democracy.

### Expanding the Freedom to Vote

America must fiercely protect the freedom to vote for all citizens, regardless of race or privilege. Dēmos is holding our nation to a higher standard as we work to empower people who are being left out of the process of making decisions for the direction of the country. By enforcing existing laws such as the National Voter Registration Act, defending against attacks on voting and promoting a positive voting rights agenda including Same Day Registration across the states, Dēmos is helping millions of individuals exercise their freedom to vote.

### Rebuilding Pathways to a Diverse, Strong and Expanding Middle Class

America still knows what it takes to create a strong middle class—respect for labor, decent pay and benefits, and investments for the common good such as education, research and infrastructure. Dēmos has helped reframe the national conversation around credit card debt and win landmark reform of the industry, as well as bring much-needed attention to the economic decline of a new generation. Our agenda going forward includes both short- and long-term ideas to reboot opportunity and reduce inequality, and to grow the middle class—from lowering barriers to jobs by restricting the use of credit checks by employers to creating debt-free college in the 21st century.

### Developing an Economic Model that Serves the Common Good

Dēmos envisions a world in which democracy writes the rules for capitalism, not the other way around—where people have the power to set expectations for the way business operates in an interdependent society. We are building on our record of achievement in the area of financial regulation to promote a vision of Wall Street as a pipeline for productive investment in the real economy, and we are promoting an expanded view of progress beyond growth alone, recognizing that the well-being of our people and our planet are poorly captured—and poorly served—by a singular focus on GDP.

### Achieving a True American “Dēmos”:

For too long, our country has been marked by racial and class hierarchy instead of solidarity. Today, across our politics, we suffer the effects of failing to settle the question of who is included in “of the people, by the people, for the people”. Until we address structural racial inequalities and our persistent—often unconscious—biases, our entire society will be less prosperous and secure. That is why Dēmos’ communications, policy, and advocacy efforts aim for racial equity. Throughout all of our work, we are advocating not just for people but for the very idea of “the people”—of one nation, united by a shared fate.