

Congress of the United States
House of Representatives
Washington, DC 20515-0910

November 13, 2024

Dear Colleague,

While our party, our caucus, and our communities try to make sense of the results of this election, one thing has become clear – our work is not finished as we fight to prove to the American people that we have the agenda, the policies, and the leaders needed to build a country that works for every American.

What lies before us is not easy, and, like many of you, I am wary of the road ahead. Yet as my home state of Florida remains the blueprint for what the Trump Administration will implement nationwide, I am steadfast, hopeful, and ready for this fight. **Which is why today I write to ask for your support in my candidacy to serve as the newest co-chair of the Democratic Policy and Communications Committee (DPCC).**

I've traveled the nation over the past several months, primarily connecting with young and working-class Americans. I've heard clearly that there is a hunger for leaders who will forcefully stand for an economy and country that directly benefits them and their communities. That from the most progressive to the most moderate in our caucus, we share a common spirit that is embodied all throughout the Democratic party: We will fight for and with you.

As we navigate new political terrain, much of the nation will look to the House Democratic Caucus for leadership in the coming years. Collectively, we will be and are the leaders of our party. And I believe I know what we have to do to effectively communicate our vision for the future of the country to the people that matter most to us, our constituents.

As your co-chair, I plan to bring one of the founding principles of my office to the entire caucus – the idea that to be effective communicators we must try to bridge the divide between cool and consciousness and cede no form of communication to our Republican counterparts. That we should seek to not *use* culture, but be a part of it and mold it ourselves.

As DPCC co-chair my plans include:

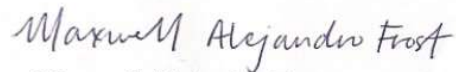
Creating a Digital Creator Booking Program – As co-chair, I will work with the DPCC to create a full-scale dedicated digital media booking program that connects members directly with non-traditional media, national and local digital creators, micro-influencers on specific issues, as well as musicians and artists. This election has highlighted just how important it is to not only combat the conservative echo-chamber of digital platforms but to create our own in order to advance our message and your priorities.

Training on Improved Event Staging – As a former presidential campaign advance staffer and site lead, and as someone with experience producing numerous concerts and major music festivals, I know what it takes to take our press conferences, rallies, check presentations, and ceremonies in our districts to the next level. In my office, I've taken that knowledge and worked with my team to create high impact events in my community. These are the types of events that get our constituents excited and engaged while simultaneously telling a strong story about the work we're doing in Congress. As DPCC co-chair, I'll use my experience to offer training and production guides for both members and staff to level up our events in affordable and easily translatable ways.

Workshops on Creating Your Brand and Style Guide – Good branding can be simple and easy to create while making all the difference in how your constituents view you and our messaging as a whole as House Democrats. As co-chair, my team and I would bring our love of branding to the caucus by offering staff and member-level trainings that emphasize the importance of a cohesive brand for your image and offer tips and tricks for creating an external and internal style and writing guide that don't take a huge chunk of staff time or your MRA.

I'd be honored to serve as a co-chair of the DPCC and hope I can count on your support as we continue our fight for the American people.

Much Love,

A handwritten signature in cursive script that reads "Maxwell Alejandro Frost". The signature is written in dark ink on a light-colored background.

Maxwell Alejandro Frost
Member of Congress