

## **MISSION**

Elect honest, capable people to serve all, not just the few.

## **CORE VALUES**

Integrity

Liberty

Equality

Inclusivity

Sustainability

Respect/Civility

## **ORGANIZATION STRENGTHS, WEAKNESSES**

### **OPPORTUNITIES, THREATS**

#### **STRENGTHS**

Longevity

Passion/Energy

Commitment

Truth

Civic Concern

History

Support

Moral High Ground

People Focused

#### **WEAKNESSES**

Communication

Awareness

Numbers

Organization

Funding  
Candidates  
Precinct Chairs  
Division (internal)  
Support to Volunteers  
Apathy  
Lack of Clarity

OPPORTUNITIES

Demographics – target social media  
Exploit Republicans weaknesses  
Unregistered/eligible voters  
Registered non-voters  
Positive message

THREATS

Internal division  
External distraction  
Fear of physical threats  
Hate of “Them”  
Clear Narrow Message of Republican Party  
Voter Suppression  
Gerrymandering

## **SHORT TERM GOALS (0 – 3 YEARS)**

Make Better Use of Young Dems Views, Energy

Increase media presence

Identify and fill committees

Precinct chair training & VDR

Precinct chair recruitment

Precinct chair coordinator

Web administrator

Increase registered voters - 9,000 by 10/1/2020

ID and engage low propensity voters – 6,300 TURNOUT for general election

Increase democratic voters at polls – 40% of all voters

Locate and contact 50% of registered Dems in suspense—7,000 +/-

ID Dem voters from registered but no party ID – 22,000

Farm Team Coordinator

Volunteer Coordinator

Communication Committee = Outreach and Recruit, Greg Grub

Targeted social media contact of 18-34 year old

Voter registration and GOTV

Internal division – keep dirty laundry private

Positive message—No lies, errors, omissions

Develop better coordination between club/party

Share data between club/party

Coordinators = Dem Club- Sonia Goines/Dem Party - Peter Milne

Fund Raising

ID and contact big money donors

Establish stream of sustaining funds paid monthly \$500, \$250 or \$100

Traditional fundraiser

Targeted online fundraising campaign

## **LONG TERM GOALS (3-5 YEARS)**

Precinct Chairs—filled 90%, organized and active

Fill ticket with Dems and win

Develop income stream: by year 3 = \$35K and by year 5 = \$60K

Increase minority involvement/diversity

A. CEC – by precinct rep.

B. Participation in party activities

Hold local media accountable for non-partisan journalism and commentary.

51% Dems at polls

## **COMMITTEES**

<u>COMMITTEES</u>	<u>TDP</u>	<u>LOCAL</u>
Rules	x	x
Nomination	x	
Resolutions	x	x
Legislative Affairs	x	
Communication/Msg.	x	x
Finance/Fundraising	x	x
Convention	x	
Elections/Campaign	x	x
Volunteer Coordinator		x
“Farm Team” Development.		x

## COMMUNICATIONS COMMITTEE

Increase media presence

Website administration

Targeted social media, ID = Candidates, Activists, Fundraising, Events

Recruit committee members – ALL COMMITTEES.

Rapid Response Team

Site/Point of Contact for elections information

## FUND RAISING COMMITTEE

Develop income stream

ID and solicit big \$ donors

Traditional fundraiser events

Targeted email or online campaign

Small \$ donations – party

## DEVELOPMENT COMMITTEE

Precinct chair training

VAN training and analysis

Potential Candidates—ID and training

Speakers Bureau

VDR recruitment and training

Volunteer development and coordination

Party/Club coordination

Minority participation & diversity

ELECTIONS/CAMPAIGN

Coordinate & direct Precinct chair work plans

Increase number of registered voters (9K by 10/1/2020)

ID 23K registered voters (partisanship) 1/1/2021

ID and engage low propensity voters (6,300 by 10/6/2020)

Increase Dem t/o (turn out) to 40% by 11/6/2020

Locate Dem 'Suspense' voters (7K estimated), post primary

Primary Committee

Coordinate General Elections campaign

Long term

Daily

P.O.C. – single person

Message coordination

Intra party Coordination/Committee