

2017-2018

Action Plan

PREPARED BY THE EXECUTIVE BOARD



STCLAIRCOUNTYDEMOCRATS.ORG



Board: Hayley Alderman, Jim Frank, Stephanie Helton, Ray Kerr,
Patti Ries, Kris Pierce, Ryan Johnson, Susan Alderman, Rachael Dickinson



St Clair County Democrats Purpose:

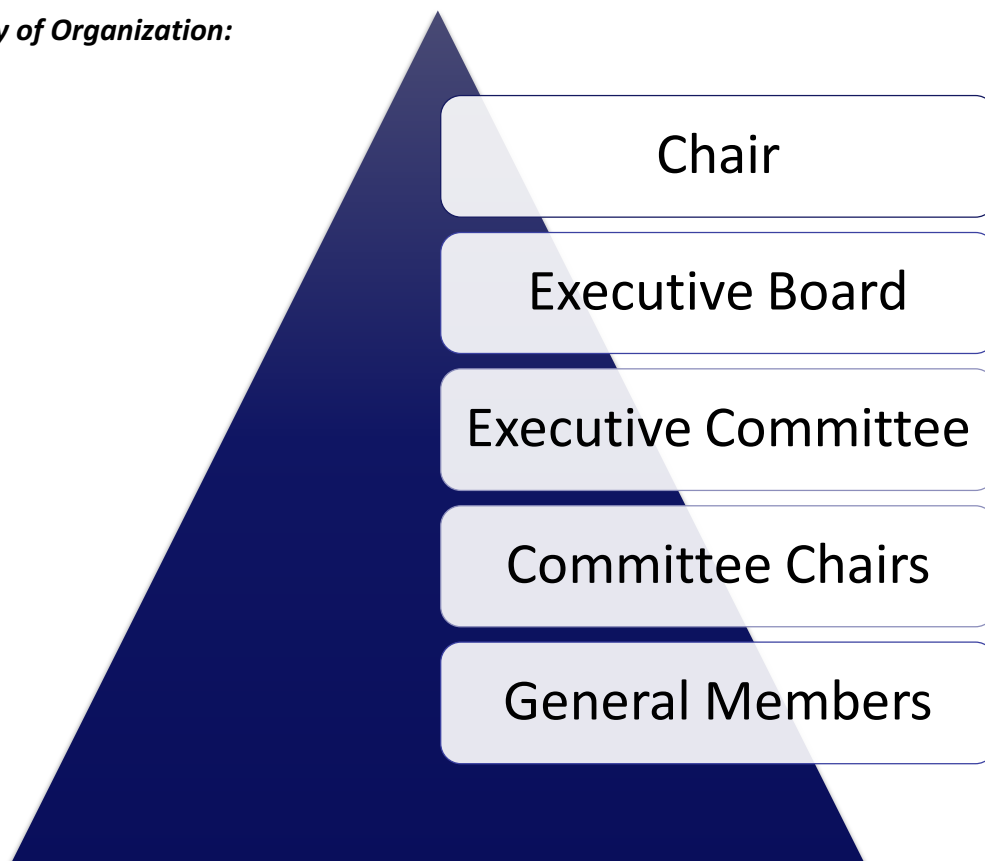
The St. Clair County Democrats is an active chapter of the Michigan Democratic Party.

The St. Clair County Democratic Committee will identify, recruit, and support Democratic candidates and effectively promote the values and positions of our platform.

The party will seek to unite all members, precinct delegates, committees, officeholders, and candidates working to promote wide and active participation in the Democratic Party.

In order to enable open participation in the electoral process, persons within the St. Clair County Democratic Party shall be encouraged to support their individual choices for democratic candidates. The St. Clair County Democratic Party shall not endorse candidates in contested races for any office preceding scheduled primary elections.

Hierarchy of Organization:





Committee Structure and Overview:

Communications and Message Management Committee Purview

Social Media: This committee will assist in creating content and managing the social media accounts of the party. It can also decide, with chair input, to create, manage, and develop new social media accounts on different platforms. This committee will also maintain our website.

Messaging: This committee will develop and manage our overall message and dissemination of that message in conjunction with the Platform and Issues Committee. Making sure that all other committees are working with that message in mind.

All other Communications: Other forms of communication with members and potential members (e.g. newsletters, emails, radio, letters to the editor, etc.) will be developed and managed by this committee.

Platform and Issues Committee Purview

St. Clair County Democrats Platform: This committee will assist in updating the ‘SCCD People’s Platform’ by developing new and important platform planks and updating old planks to keep them relevant. Once developed the Executive Committee will vote to add them to the existing document.

Resolutions: This committee will write and present compelling resolutions for the county, 10th district, and state conventions.

Issue Awareness: This committee will seek to spread awareness of the Democratic Party’s stance on both foreign and domestic issues. Using planks of the ‘SCCD People’s Platform’, the committee will make our goals and values known throughout St. Clair County.

Party Building Committee Purview

This committee will create and manage avenues to increase interest in our party and grow our membership.



Candidate Recruitment and Support Committee Purview

Recruit Candidates: This committee will assist in identifying and vetting candidates for all levels of office throughout the county and all the districts that fall within it. Information about the realities of running for office will be made available to potential candidates, so that anyone who runs with a (D) next to their name is prepared and ready to run a winning campaign.

Support Candidates: After candidates have registered and are in the process of running, this committee will set up a robust infrastructure of support. Candidate meet-and-greet events, door-knocking, phone-banking, and all other volunteer activities for our candidates will be coordinated through this committee.

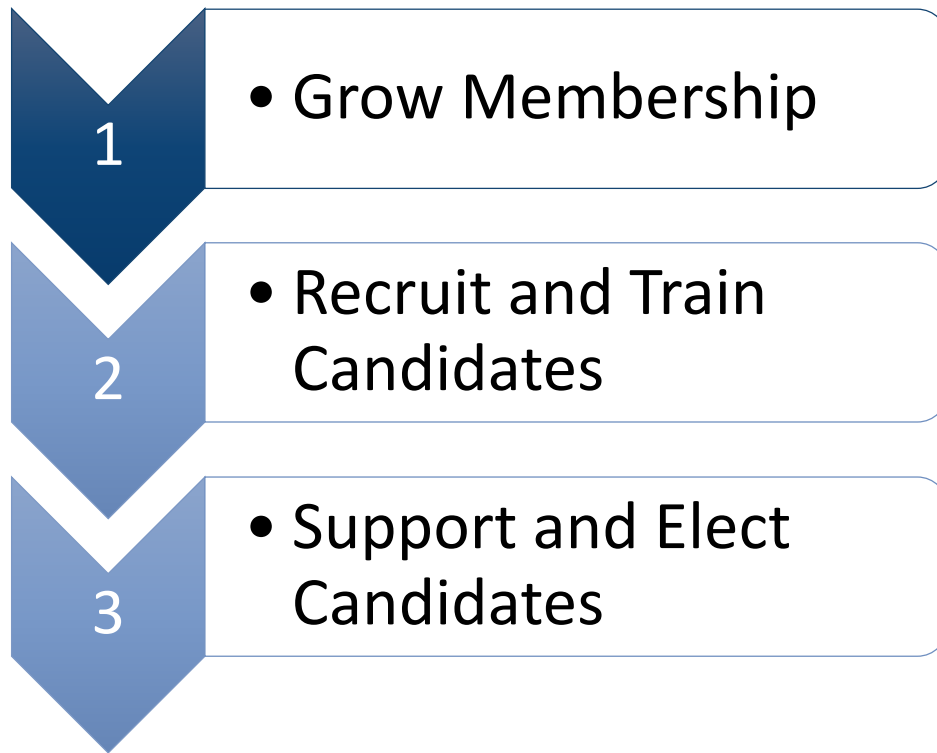
Fundraising Committee Purview

This committee will plan events, communications, and other initiatives with the goal of raising money for our administrative and PAC accounts.

St. Clair Club: This committee will coordinate and grow the membership of the St. Clair Club, a group with the goal of raising money exclusively for our candidates.

Fall Solidarity Brunch: This committee will plan, recruit a guest speaker, and put on our annual Fall Solidarity Brunch.

3-tiered action plan:



Growing Membership - Recruitment Goals:

Like most other progressive organizations, the St. Clair County Democrats have seen a sizable increase in membership after the 2016 General Election results. There are consistently between 60-75 members per meeting. But, we cannot be complacent with these numbers.

According to the St. Clair County Clerk, 14,385 people requested Democratic ballots when voting in the 2016 Presidential Primary. Our plan is to have at least a 1% sample of that group regularly attending meetings by the 2018 Midterm Elections. 1% of 14,385 would equal 144 people. At a current membership rate of 75 members, this would require an addition of 70 members.

The recruitment goal for 2018 will be to double turnout at meetings and recruit at least 70 new members.



Growing Membership – Social Media:

In the last two years, and after a lot of hard work, The St. Clair County Democrats' official Facebook page has grown exponentially. We went from a handful of followers to 584 'likes', as of March 2017. This coming year, we will seek to build on that work.

As a comparison, the Washtenaw County Democratic Party has 1,423 'likes'. The Isabella County Democratic Party has 876 'likes'. The Macomb County Democratic Committee has 760 'likes'. We need to grow our social media platforms as this is often the first way potential members hear about the organization. An attainable goal would be 1,000 'likes' by the 2018 midterms. This would be equal to about 7% of the 14,385 voters who chose a Democratic Ballot in 2016.

So, the goal for 2018 will be to have at least 1,000 'likes' on the St. Clair County Democrats Facebook page.

Growing Membership – Recruitment and Retention Best Practices:

- Emphasize political climate stakes
- Build precinct delegate infrastructure
- Advertise and increase presence in local media
- Tap into social networks of existing members
- Provide and participate in workshops and events that increase knowledge of the party and its platform
- Collaborate with other democratic leaning organizations and groups
- Offer and promote participation in engaging political action and democratic participation
- Offer and promote participation in social events
- Stay in contact with members through email, social media, and phone calling



Example of Press Release/Media Advisory:

FOR IMMEDIATE RELEASE

St. Clair County Democrats See Increase in Membership

Meeting Monday, March 13th at 6:30pm in the County Administration Building

Port Huron, Michigan, March 2017—The St. Clair County Democrats in the past few months have seen a major uptick in membership. Many residents of the Blue Water Area were shocked by the results of the 2016 election and they have been motivated to recommit to the party of the people and contribute to meaningful change that benefits all Americans.

Since the election, The St. Clair County Democrats, have had a packed house at every meeting. Members of the party are working to fight the Republican/Trump agenda that threatens the welfare of women, the working class, immigrants, LGBTQ Americans and, through climate denial, the health of the planet itself.

People from all walks of life are coming to the meetings and looking to get involved, and everyone is welcome. “We believe that protecting our neighbors, our health care, and our values is possible,” Said Chairwoman, Hayley Alderman “but it will require all hands on deck.”

About St. Clair County Democrats

The St. Clair County Democrats is an active chapter of the Michigan Democratic Party. They meet monthly and are actively organizing to promote progressive values and elect Democratic candidates.

Contact:

Hayley Alderman

Chairperson

St. Clair County Democrats

810-858-2042

aldermanhayley@yahoo.com

stclaircountymocrats.org

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Candidates – Recruitment Goals:

The St. Clair County Democrats have struggled over the years to find people willing to run for office. This is due to a number of factors including financial concerns, gerrymandering, and a lack of knowledge of the process.

As an organization, this group will make it a top priority to have *a Democrat running in every available office in the 2017 and 2018 elections.*

Candidates – Recruitment Best Practices:

- Emphasize political climate stakes
- Educate and train potential candidates regarding the realities of a bid for office
- Provide workshops and events with the goal of recruiting candidates
- Emphasize structure of support that will be available

Candidates – Support Goals:

After recruiting a candidate, it is imperative that they are supported by the party as much as possible. This could include financial support and access to a volunteer network.

As an organization, this group will make it a top priority to have *support all Democratic candidates and give them every opportunity to be successful in their bid for office.*

Candidates – Support Best Practices:

- Assist in advertising candidate's events and volunteer opportunities
- Provide manpower for door knocking, phone banking, and all other voter outreach efforts
- When possible, provide financial support

Fundraising – Financial Goals:

Running for elected office is increasingly expensive, and supporting Democrats will require a sizeable sum of money.

The party will plan events, communications, and other initiatives with the goal of raising money for our administrative and state accounts.

The St. Clair County Democrats will set a goal of raising \$10,000 in the PAC account and \$5,000 in the Admin account by the 2018 midterms.

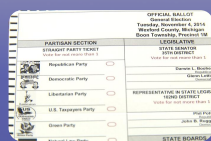
Overall Summary of Objectives & Key Action Steps:



Double turnout at meetings by recruiting at least 70 new members



Have at least 1,000 'likes' on the St. Clair County Democrats Facebook page



Have a Democrat running in every available office in 2017 and 2018



Support recruited candidates financially and with volunteer infrastructure



Raise at least \$10,000 by the 2018 midterm elections