

# Charlottesville Democrats Party Strategic Plan

*Approved by Executive Committee, February 28 2022*

## Our Vision - *Who we are*

The Charlottesville Democratic Party aims to be a positive force for change in our community and our nation, and we support, nurture, and promote Democratic candidates and leaders at all levels. From the statement of principles approved by the party in 2011 (slightly edited):

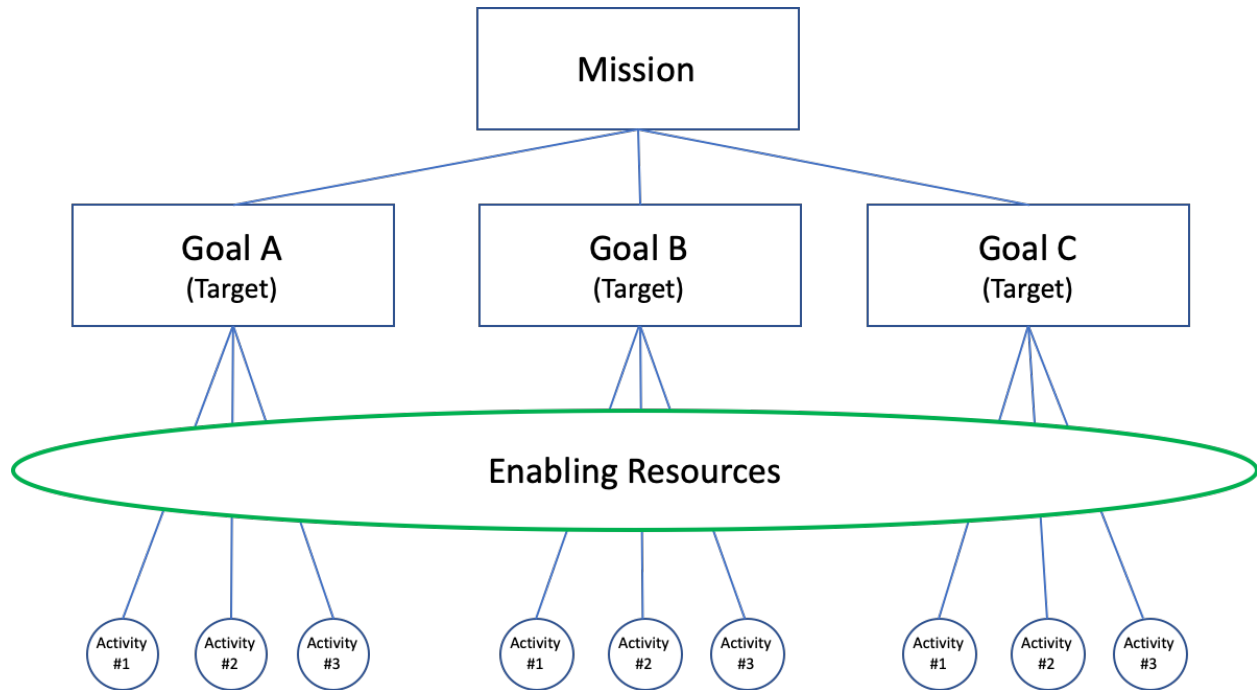
*We are people from every walk of life.*

*We are members of every religion, every race, every sexual orientation and every segment of society. We are the Party of inclusion.*

*We are the Party that puts into practice our belief that all people are created equal. We are a community of caring people who believe that by working together through democratic government we can achieve beneficial ends that cannot be achieved individually. We must learn from the past as we look to the future. We want to build a better world for future generations.*

## Strategic Framework

The strategic framework for the Charlottesville Democratic Party summarizes our mission, goals and activities in a way that makes clear what we are trying to accomplish, what is required of us and who is responsible for seeing it through. It provides a frame of reference for each of us as we decide how to invest our time and talent in working together to ensure Democratic electoral success.



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## **Our Mission** - *Our reason for being*

The Charlottesville Democratic Party seeks to maximize Charlottesville's contribution toward Democratic electoral success at the local, state and national levels

Electoral outcomes are not the only measure of success. If a Democratic candidate is not elected, but local voter turnout rose 50%, we succeeded. If a Democratic candidate is elected, but local voter turnout actually dropped, we did not succeed.

Charlottesville is a rich Democratic demographic. Bringing that to bear on elections at all governmental levels is our enduring purpose.

## **Our Goals** - *What we must do to accomplish our mission*

### 1. Grow voter registration

With a City population about 80% Democratic, we get an additional eight Democratic voters for every ten people we register.

### 2. Persuade voter choice to be Democratic

A registered voter is only a *potential* Democratic vote. Recruitment is required to ensure that person becomes an *actual* Democratic vote.

### 3. Drive voter turnout

High turnout in Charlottesville is critical to our success at all levels

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## **Our Activities** - *Actions to accomplish our goals*

### I. Grow voter registration

- *Activity #1: Continue and expand the ongoing registration campaign*  
*Owner: Vice chair for voter registration*
- *Activity #2: Work with UVA Democrats and PVCC students to get college voters more involved*  
*Owner: Co-chairs, possibly with an out-reach committee*
- *Activity #3: Expand our community engagement. This can take many forms. We will continue activities such as toiletries drives, drive-by voter registration and petition signing for Democratic candidates. Other suggestions include clean-up of the Rivanna, activities with the Haven and area food banks, and volunteer work with other area non- profits. All of this would include recruiting Dems to spearhead these efforts.*  
*Owner: The entire committee*

### 2. Persuade voter choice to be Democratic

- *Activity #1: Improve connections with the various state and national campaigns*  
*Owners: Co-chairs and possibly appointed liaison*
- *Activity #2: Work with the campaigns to provide staffing for canvassing, phone banking, post carding and other activities*  
*Owner: Precinct captains*
- *Activity #3: Staff Democratic tables at all polling places (visibility, guidance, etc.)*  
*Owner: Precinct captains*

### 3. Drive voter turnout

- *Activity #2: Calling campaign before each election to get out the vote*  
*Owner: Precinct captains*

The resources required for these activities are limited. We will optimize the use of our resources by prudently investing in activities that have the greatest impact on achieving our goals.

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## **Measurement Targets** - *If we can't measure it, we can't manage it*

We will explore the availability, analysis and presentation of data and consider using these metrics to track the progress and results of our efforts. These may include statistics on number of registered voters, voter turnout and candidate vote results.

*Owners: Mike Cameron and Ray Dueser, Walker Precinct co-chairs*

## **Enabling Resources** - *What we need to carry out our activities*

### Staffing: Central and field

- *Build ties with DPVA caucuses and groups such as Rural GroundGame to explore ways our labor- and human-capital rich urban party might help build the party in neighboring rural areas, or assist in other ways*
- *Improve descriptions of responsibilities for each position to help integrate and retain quality people*

### Fundraising

- *Clearly demonstrate to our membership what our funding needs and desires include*
- *Encourage members to pay their dues, and to consider making a small monthly donation instead of one annual donation*
- *Form Fundraising committee to start vetting and acting on fundraising ideas*
- *Work together to ensure the success of our fundraising events (e.g. spaghetti dinner)*
- *Approach specific people for funding for specific items*

### Communications

- *Update our database of committee members and volunteers who should be receiving the newsletter and other communications from the party.*
- *Consider upgrading our database of individuals to facilitate targeted communications and interactions at the precinct level*