

Boone County Democratic Party Strategic Plan 2013 - 2016

Vision Statement

Individuals, families, and communities in Boone County will benefit because Democrats are in office.

Mission Statement

The mission of the Boone County Democratic Party (BCDP) is two-fold

- To identify, articulate and convey the values of the BCDP¹
- To elect Democratic leaders to office who embrace those values

SWOC Analysis

The strategic planning committee compiled the following list of Strengths, Weaknesses, Opportunities, and Challenges (SWOC). The group used this list to develop a series of strategic goals and tactical objectives which build upon our strengths, address our weaknesses, reduce identified threats and seize opportunities.

Strengths

- Boone County is a historically Democratic County
- Strong Democrats who currently hold office
- Diverse population
- A constant influx of energetic people to the community
- New retirees immigrating to the county
- Lots of volunteer assistance available
- Web page, Facebook, twitter feed and newsletter allow for direct communication with supporters.
- Two colleges and a major university in town
- Local experts available on a variety of issues, subjects, and policies.
- Access to high-quality data from the University
- Strong economic base in Boone County
- Capacity to raise money
- Proximity to Jefferson City

Weaknesses

- Absence of public awareness of BCDP and Central Committee and a lack knowledge of what they stand for
- What it means to be a Boone County Democrat is not articulated clearly
- Democrats are seen only as anti-business/anti-Chamber of Commerce
- We do not celebrate and articulate our successes
- Inability to rapidly respond to Republican sound bites
- BCDP's limited outreach to others
- Lack of BCDP grassroots organization in wards/townships
- Limited ability to draw energetic people to the BCDP and Central Committee
- Lack of diversity in the party

¹ Free expression, freedom to dissent, personal freedom; right to privacy; democracy, inclusion, conscience; fair business practices and labor relations; fair and progressive taxation; equal access to education, health care and jobs that pay a living wage; open, responsive government; environmental stewardship; and good global citizenship.

- Lack of fellowship within BCDP
- BCDP headquarters is not ADA compliant
- BCDP fundraising
- Weak Central Committee structure
- Do not have all Central Committee seats filled
- Lack of leadership in party affairs at county level
- Poor relationship with state Democratic party (goes both ways)
- Lack of participation in state Party affairs
- No annual budget is set (just spend as needed)

Opportunities

- Redefine the BCDP
- Fill ward and township positions on the central committee
- Cultivate political skills and techniques within the BCDP and Central Committee
- Strong volunteer ethic in Columbia and the County.
- Make it fun to be a Boone County Democrat
- Develop support from and for Democratic office holders
- Strong economic base for fund raising
- Work with the press
- Disprove Republican sound bites

Challenges

- Divergence on issues, values and perspectives between Columbia and County residents
- Democrats do not coalesce around the party's candidates post-primary
- Democratic over confidence
- Most active Democrats are involved in numerous causes (limited amount of time to give)
- Party is aging
- Democratic Party fundraising conflicts with candidates' fundraising efforts
- Well-organized Republican organization
- Republicans are increasingly well funded
- Talk radio and cable television (collusion between editorialists and Republican spin machine)

Goals and Tactical Objectives

Goal: *Democratic message electronically disseminated to local leaders and public at large*

We must use all available technologies to disseminate our message to our local leaders and to the public at large – focusing on social media and email.

1. **Tactical Objective:** BCDP's web site, Facebook, and Twitter account's content including calendar of events updated monthly at a minimum and the resources available to the sites' visitors increased
2. **Tactical Objective:** BCDP's web site, Facebook, and Twitter username included on all correspondence, ads, newsletters and other communications

3. **Tactical Objective:** Correct BCDP web and Facebook address submitted to Yahoo's search engine
4. **Tactical Objective:** Means developed by which emails and important announcements can be easily distributed via other media to those without regular email access

Goal: Individuals and organizations that are Democratic supporters in Boone County recruited, motivated and retained

While we recognize the necessity of fundraising, we believe that in elections, our margins of victory are won on the ground by the daily work of Democratic volunteers.

1. **Tactical Objective:** A detailed examination of the state voter data files ("VAN") conducted for potential supporters and their involvement and donations solicited
1. **Tactical Objective:** Database of local Democrats with their mailing and email addresses developed and maintained
2. **Tactical Objective:** Democratic candidates shared their voter lists with the Central Committee after every election
3. **Tactical Objective:** Quarterly events held to keep volunteers involved
4. **Tactical Objective:** Volunteers publicly recognized in our newsletter, web site, Facebook, Twitter, press releases, and at local meetings
5. **Tactical Objective:** A "welcome" kit to orient newcomers to the Democratic organizations, elected officials, and volunteer opportunities in Boone County developed and distributed
6. **Tactical Objective:** New Democratic supporters received a call from an active Democrat and asked to serve on a Central Committee/BCDP committee, help a campaign, give money, or otherwise get involved
7. **Tactical Objective:** Volunteer corps established to assist party organizations and leaders, particularly in the areas in which they have some experience or expertise
8. **Tactical Objective:** A "Proud to be a Boone County Democrat" pin or button developed and distributed to all BCDP members with Party members encouraged them to wear this pin to events, local meetings, the Boone County fair, etc.

Goal: Diversity within BCDP and Central Committee increased and the next generation of Democrats running for office and serving in leadership positions

We must continually reach out to disenfranchised and underrepresented communities; ethnic, racial, age, persons with disabilities, etc.

The party must groom and mentor younger Boone County Democrats to run for office or to serve in party leadership positions. Current and former elected officials should take an active role in preparing the next generation for leadership.

1. **Tactical Objective:** Outreach efforts undertaken to bring diverse populations into the BCDP
2. **Tactical Objective:** Activities undertaken to support active Democrats at the high school and college levels
3. **Tactical Objective:** Younger activists and those from underrepresented communities recruited for Central Committee positions on the county and ward level
4. **Tactical Objective:** Boone County Democrats especially younger voters and those from underrepresented communities recruited to attend statewide training workshops (e.g., Democracy for America trainings)
5. **Tactical Objective:** Leadership and communications training workshops for local Democrats especially younger voters and those from underrepresented communities developed and implemented

6. **Tactical Objective:** Younger individuals and those from underrepresented communities recruited as potential candidates

Goal: *Rural voter participation in Democratic Party increased*

1. **Tactical Objective:** Activities and meetings located around Boone County
2. **Tactical Objective:** Advertise Democratic meetings in rural publications (newsletters of Farm Bureau, Boone Electric Cooperative etc.)

Goal: *Effective Local Party Organization*

An effective party organization – from bottom to top – will be the most effective tool for winning elections and promoting the values of the Boone County Democratic Party.

1. **Tactical Objective:** All Central Committee town/ward positions filled with individuals reflecting the diverse ethnic, racial and age make-up of the communities they represent
2. **Tactical Objective:** Biannual budgeting process developed and implemented
3. **Tactical Objective:** A Leadership Development Committee established to focus on how to recruit and train new leaders
4. **Tactical Objective:** Each Central Committee member has coordinated an activity in the ward or township that they represent at a minimum every six months

Goal: *Fundraising increased*

We will reinvigorate our party's grassroots, small-donor efforts to reach our fundraising goals. Our goal is to be financially viable, stable, and able to provide maximum financial support for candidates of the Boone County Democratic Party.

1. **Tactical Objective:** Biannual fund-raising goals established that are linked to Central Committee/BCDP biannual budget
2. **Tactical Objective:** List of donors in Boone County developed and maintained
3. **Tactical Objective:** Democratic candidates shared their fundraising lists with party headquarters after every election
4. **Tactical Objective:** Web site and Facebook page enabled to accept donations and manage donor information maintained
5. **Tactical Objective:** Regular fund raising event schedule established emphasizing off-year fundraising with specific fund-raising goals established for each scheduled event
6. **Tactical Objective:** Funds raised to hire a full-time Executive Director for the Boone County Democratic Party who would commit to working through at least two election cycles

Goal: *Positive media coverage of the Democratic Party message increased*

We must continuously develop and effectively communicate the Boone County Democratic party message, and not allow others to define us. We each need to pledge to communicate the message of the Boone County Democratic Party in our communities and endeavors – at local forums, in the local media and through letter writing.

1. **Tactical Objective:** The values of the Boone County Democratic party further elaborated to let citizens know where we stand and what we believe

2. **Tactical Objective:** Regular telephone conference calls – with our elected officials, state and local party leaders, as well as our allies in labor and other progressive movements – made to discuss, and refine our message focusing first on the local issues effecting Boone County, then on state issues and finally on national and international issue
3. **Tactical Objective:** Concise talking points to communicate Democratic values and themes to the media developed and disseminated
4. **Tactical Objective:** A formal structure and process for writing issues-oriented letters to the editor developed and implemented
5. **Tactical Objective:** A “Speakers Bureau” that includes Democratic elected officials and party leaders organized to speak to non-partisan organizations about the political process
6. **Tactical Objective:** A list of Democrats who are experts in different subject areas to whom the local media can be referred compiled, periodically updated and forwarded to the media
7. **Tactical Objective:** Local Democrats alerted to opportunities to participate in call-in shows
8. **Tactical Objective:** Paid as well as PSA information developed and aired on radio, TV, and run in county papers and papers in contiguous counties who claim significant circulation in Boone County

Goal: *Democrats mobilized in elections*

1. **Tactical Objective:** Intensive voter registration efforts among younger individuals and within underrepresented communities undertaken with allies in labor unions, progressive activist organizations, and minority communities
2. **Tactical Objective:** Get-out-the-vote efforts coordinated with Democratic candidates and our allies in labor unions, progressive activist organizations, and minority communities
3. **Tactical Objective:** University of Missouri, Columbia and Stephens College Democrats’ development of plans for voter registration and get-out-the-vote efforts on campuses supported