

**Strategic Plan  
for  
The Louisville-Jefferson County Democratic Party  
September 2005**

**Our Mission**

To ensure effective government that supports, protects and respects the citizens of our community, commonwealth and country by advancing candidates, public officials and policies that promote basic Democratic values.

**Our Vision**

An open, inclusive organization that Democrats are proud to support, that positively impacts our community and that wins elections.

**Our Goals**

The Louisville-Jefferson County Democratic Party will work to:

1. Recruit, train and support outstanding candidates who can win.
2. Develop and strengthen grassroots organization to mobilize voters in support of Democratic candidates and issues.
3. Improve the public's understanding of Democratic principles, values and policies to attract contributors/supporters, volunteers and voters.
4. Provide effective leadership to broaden the Democratic Party's voter and support base.
5. Develop and maintain a budget that complies with campaign finance regulations and allocates resources in a responsible and fair manner.

## **Goal 1: Recruit, Train and Support Outstanding Candidates Who Can Win**

### **Strategy:**

Ensure that there are viable candidates for each Jefferson County race.

### **Tactic:**

Establish a community-wide committee to recruit and train/monitor candidates for each race in 2006.

- Partner with local progressive and like-minded organizations to cast a wide net for possible candidates
- Offer a campaign school for potential candidates that would cover the topics of media and public relations, fund raising, election laws, campaign staffing, etc.
- Develop a “farm team” method of recruiting future candidates, working with Young Democrats to reach out to high school students, college students and young adults.

## **Goal 2: Develop and Strengthen Grassroots Organization to Mobilize Voters in Support of Democratic Candidates and Issues**

### **Strategy:**

Work with the Grassroots Committee to coordinate volunteer recruitment to work in each neighborhood in cooperation with Legislative District (LD) leaders, volunteers and other community stakeholders.

### **Tactic:**

Mobilize Democrats throughout the county in districts, action groups, clubs, neighborhoods, precincts, interest groups or other organizations to do the necessary grassroots work of the Party.

### **Tactic:**

Work with the Communications Committee to develop a volunteer recruitment presentation for external audiences (unions, etc.).

### **Strategy:**

Maintain up-to-date technology to access current, timely voter files.

### **Tactic:**

Work with the Board of Elections to establish accurate databases for each precinct that are accessible to precinct workers and available at Party headquarters. Empower an LD leader/volunteer or precinct leader/volunteer to coordinate the database project in each precinct.

### **Strategy:**

Coordinate GOTV (Get Out The Vote) as needed

### **Tactic:**

Determine when, where, and how many volunteers are needed, and what materials are needed.

### **Goal 3: Improve the Public’s Understanding of Democratic Principles, Values and Policies to Attract Contributors/Supporters, Volunteers and Voters**

**Strategy:**

Maintain a professional and responsive headquarters.

**Tactic:**

Research and plan for our physical needs—square footage, telephone lines, and necessary storage (secured and unsecured)—and determine the budget for maintaining such a facility.

**Tactic:**

Keep Democratic headquarters open and accessible during reasonable hours.

**Strategy:**

Recruit a Volunteer Coordinator(s) to work with the Volunteers Committee to recruit and oversee the volunteer staff at Party headquarters.

**Tactic:**

Research and develop a plan for HQ volunteer needs that includes job descriptions for each volunteer position, schedules and a volunteer recognition program. With the Communications Committee, develop recruitment and training materials for HQ and political volunteers.

**Strategy:**

Establish a Communications Committee, and appoint a volunteer to coordinate the committee’s work.

**Tactic:**

Develop a strategic communication plan for the local Democratic Party that ensures the Party’s messages are consistent and that they reflect the input of the Executive Committee, Communications Director, Party Chair and other committees.

**Tactic:**

Audit existing communication materials and recommend changes to make all materials current, relevant, cohesive and effective, as well as recommend other vehicles to reach targeted internal and external audiences.

**Tactic:**

Develop effective linkages with local candidates and their campaign organizations to determine how the local party can assist (contributions, volunteers, etc.).

**Strategy:**

Establish an Issues and Advocacy Committee to research, frame and articulate positions that can be embraced by all Democrats.

**Tactic:**

Provide the Louisville-Jefferson County Democratic Party with position summaries, policy background information, talking points and responses to Republican positions.

**Tactic:**

Develop a rapid response team during election campaigns to monitor campaign statements and claims and ensure they are addressed promptly as appropriate.

**Goal 4: Provide Effective Leadership to Broaden the Democratic Party's Voter and Support Base****Strategy:**

Support and work with the Young Democrats.

**Tactic:**

Increase Club activities:

- Regular meetings
- Special events
- Training for phone banks, door-to-door canvassing.

**Strategy:**

Provide leadership for the Party and Legislative Districts.

**Tactic:**

Create guidelines outlining duties and responsibilities for Executive Committee members:

- Familiarity with the needs of the Legislative Districts each member represents
- Recruit precinct workers as needed
- Regular attendance at Executive Committee meetings
- Support the Party with time and money
- Encourage other Democrats to support campaigns and the Party.

**Goal 5: Develop and Maintain a Budget That Complies with Campaign Finance Regulations and Allocates Resources in a Responsible and Fair Manner****Strategy:**

Authorize the Finance Committee to create a budget for the next fiscal year, with input from the Fund-Raising Committee and other committees for funds needed, for adoption in October 2005.

**Tactic:**

Present monthly written financial reports to the Executive Committee.

**Tactic:**

Establish a Federal Election Commission account for fund-raising purposes.

**Strategy:**

Empower the Fund-Raising Committee to develop and implement an annual fund-raising plan, with annual fund-raising goals established with the Finance Committee.

**Tactic:**

Along with traditional fund raising, use the Internet and other methods to solicit and raise funds.

**Tactic:**

Report progress monthly to the Executive Committee.

**Tactic:**

Educate Fund-Raising Committee members about federal and state laws governing political fund raising.