

# Gallatin County Democrats Strategic Plan

Effective January 24, 2018 – December 31, 2020

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## Mission:

*The Gallatin Democrats champion our county to be a healthy, diverse, and inclusive community by facilitating the grassroots empowerment and election of Democrats.*

## Goals:

### **Goal 1: Build community by providing a foundation of outreach events, educational resources, volunteer opportunities, and training**

**Metric 1.1:** *Establish quarterly precinct meetings on training and engagement opportunities for precinct committee people*

**Tactic 1.1a:** Monthly trainings led by Chair

**Tactic 1.1b:** Precinct Engagement Plan - walking lists with contact cards; if comfortable, invite interested neighbors for coffee

**Tactic 1.1c:** Quarterly meeting and social

**Tactic 1.1d:** Establish budget and sustained funding for precinct volunteer recruitment and training with assistance from the fundraising committee

**Metric 1.2:** *Identify and participate in relevant Gallatin County community events open to our organization and at least one major event every year in each of the major municipalities in the county*

**Tactic 1.2a:** Develop calendar of events

**Tactic 1.2b:** Establish Event Committee to manage upcoming events, registration, volunteers, promotion with participation from other committees

**Metric 1.3:** *Advance Democratic values through a variety of educational resources and mediums, including lectures, workshops, films, etc. at least four times during a calendar year*

**Tactic 1.3a:** Quarterly relevant lectures

**Tactic 1.3b:** Quarterly films

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**Tactic 1.3c:** Weekly postcard writing to representatives regarding local, state, and federal concerns

**Tactic 1.3d:** Book club for democratic reading

**Tactic 1.3e:** Monthly values discussions

**Metric 1.4:** *Increase participation within the organization by filling 90% of precinct positions*

**Tactic 1.4a:** Develop recruitment plan and strategy for empty precincts

**Metric 1.5:** *Raise funds for use by our Central Committee to maintain healthy operations and expand vibrant outreach within the county limits*

**Tactic 1.5a:** Establish sustaining membership contributions (For example, 40 people, \$10 per month contributes \$4,800 annually to budget)

**Tactic 1.5b:** Establish small ask opportunity at each event; should be unobtrusive, but visible

**Tactic 1.5c:** Establish talking points for why we need the funds; what we do with the funds; alternate ways to donate (volunteer!)

**Goal 2: Support the development and advancement of Democratic candidates, elected officials and ballot initiatives through financial and educational resources with a focus on municipal, county and state level positions**

**Metric 2.1:** *Host or promote county wide fundraising events to generate financial resources for candidates running for local and county positions*

**Tactic 2.1a:** Identify candidates that need help or want to partner

**Tactic 2.1b:** Candidate roundtable to meet and get to know local candidates

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**Metric 2.2:** *Create and provide in-depth training resources to candidates, including manuals, workshops, and mentoring programs at least twice a year*

**Tactic 2.2a:** Candidate training - how to run a campaign

**Tactic 2.2b:** Candidate resource package (what does a candidate need to know)

**Metric 2.3:** *Connect candidates with constituents through regularly scheduled events and forums established in Metric 1.1, 1.2, and 1.3*

**Tactic 2.3a:** Establish protocol for inviting candidates and elected officials to attend events

**Metric 2.4:** *Educate and advocate for each ballot initiative that reflect Democratic values through a combination of hosted events, incorporating topics at Central Committee meetings, and distributing educational materials and talking points*

**Tactic 2.4a:** Coordinate with originator of the ballot initiative and determine devices/strategies for achieving necessary quantity of signatures

**Tactic 2.4b:** Establish important research and information packets for ballot initiatives

**Tactic 2.4b:** Establish talking points for ballot initiatives

**Tactic 2.4c:** Establish opposition research for ballot initiatives

## **Goal 3: Solidify our organization as the confluence of Democratic activity for our county**

**Metric 3.1:** *Establish Central Committee members to represent Gallatin County Democrats at partner and related organizations and report activities, event and relevant information back to the Central Committee at monthly meetings*

**Tactic 3.1a:** Identify key organizations, committees and events

**Tactic 3.1b:** Establish volunteers to attend on our behalf

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**Tactic 3.1c:** Establish mechanism for volunteers to report back to central committee

**Tactic 3.1d:** Establish volunteer backup pool

**Metric 3.2:** *Identify and invite partner organizations to engage with us by attending our meetings and events*

**Tactic 3.2a:** Establish key points of contact at partner organizations

**Tactic 3.2b:** Establish representatives from partner organizations to be communicated with and invite to our meetings and events

**Metric 3.3:** *Establish Central Committee members to represent Gallatin County Democrats at local and county public meetings and advisory boards and report on relevant topics back to the Central Committee at monthly meetings*

**Tactic 3.3a:** Identify public meetings and advisory boards

**Tactic 3.3b:** Establish volunteers to attend on our behalf

**Tactic 3.3c:** Establish mechanism for volunteers to report back to central committee

**Tactic 3.3d:** Establish volunteer backup pool

**Goal 4: Coordinate with federal and statewide campaigns and incumbents to provide information and avenues to volunteers and donors**

**Metric 4.1:** *Facilitate healthy dialogue for a reciprocal relationship for our mutual advancement*

**Tactic 4.1a:** Establish protocol for communications with federal and state campaigns and incumbents

**Metric 4.2:** *Host events and drive attendance for those campaigns*

**Tactic 4.2a:** Establish protocol for these events

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**Metric 4.3:** *Mobilize precinct communities in support of those campaigns while creating opportunities for local candidates to capitalize on the larger network*

**Tactic 4.3a:** Establish protocol for precinct leaders to communicate and recruit volunteers

## **Goal 5: Establish professional, sustainable Executive and Central Committees to represent our Gallatin County Democrats with integrity and inclusivity**

**Metric 5.1:** *Review and update position and committee descriptions in an annual report*

**Tactic 5.1a:** Establish end of year protocol

**Metric 5.2:** *Evaluate committees and past activities in the annual report to be presented every January to the Central Committee*

**Tactic 5.2a:** Establish end of year protocol

**Metric 5.3:** *Present the upcoming year's goals in the annual report to be voted on every January by the Central Committee*

**Tactic 5.3a:** Establish end of year protocol

**Metric 5.4:** *Establish and maintain a succession plan for officers that is assessed in the annual report*

**Tactic 5.4a:** Establish end of year protocol

**Metric 5.5:** *Commit to ongoing team-building, training, and education*

**Tactic 5.5a:** Add agenda item to Executive and Central Committee meetings on a quarterly basis to confirm commitment to these goals and metrics

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## Summary of Needs

(Not Including coordination needs within organization; i.e. all events, meetings, etc. will need coordination with Communications Committee)

<b>Tactic</b>	<b>Need</b>	<b>Responsible Committee/Member</b>
1.1a	Identify topics, location, time and dates for monthly trainings	Chair
1.1b; 1.4a	Identify/Recruit Precinct Coordinator and Committee	Executive Committee
1.1b	Individualized contact cards for precinct leaders	Communications Committee
1.1b	Printed walking lists by precincts	Precinct Committee
1.1c	Identify calendar, structure, locations, etc. for social gatherings on a quarterly basis	Precinct Committee
1.2a	Identify relevant county events	Executive Committee / Event and Outreach Committee
1.2b	Identify/recruit Event/Outreach Coordinator to lead committee	Executive Committee
1.3a	Identify/recruit coordinator for lecture series	Outreach/Event Committee
1.3a	Identify four speakers per year	Lecture Coordinator / Executive Committee
1.3a	Establish calendar of dates, times, locations, etc.	Lecture Coordinator
1.3b	Identify/recruit coordinator for film series	Outreach/Event Committee

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1.3b	Identify four films per year	Film Coordinator / Executive Committee
1.3b	Establish calendar of dates, times, locations, etc	Film Coordinator
1.3c	Identify/recruit coordinator for weekly postcard parties	Outreach/Event Committee
1.3c	Establish location and weekly time	Postcard Party Coordinator
1.3c	Design and printing of postcards	Communications Committee
1.3d	Identify/recruit coordinator for book club	Outreach/Event Committee
1.3d	Identify books for book club	Book Club Coordinator
1.3d	Establish calendar of dates, times, locations, etc.	Book Club Coordinator
1.3e	Identify/recruit coordinator for monthly values discussions	Outreach/Event Committee
1.3e	Establish calendar of dates, times, locations, etc.	Values Discussion Coordinator
1.5a; 1.5b; 1.5c	Creation of material for sustaining membership, fundraising asks, and talking points	Fundraising Committee
2.1a	Establish protocol for identifying local/county campaigns for fundraising efforts	Fundraising Committee / Executive Committee / Recruitment Committee
2.1b	Identify/recruit coordinator for local candidate roundtables	Recruitment Committee

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2.2a; 2.2b	Creation of candidate training and resource package	Recruitment Committee
2.3a	Establish protocol for engaging candidates and elected officials	Recruitment Committee
2.4a	Identify coordinator/advocate for relevant ballot initiatives	Executive Committee
2.4a	Establish protocol and template for ballot initiative packets	Ballot Initiative Coordinators / Communications Committee
2.4b; 2.4c	Establish talking points and opposition research on each ballot initiative	Ballot Initiative Coordinators
3.1a	Identify key organizations, committees and events in Gallatin County	Executive Committee / Central Committee
3.1b; 4.3a	Identify/recruit volunteer and partner organization coordinator	Executive Committee
3.1c; 3.3c	Establish mechanism (paper and/or online) for reporting on meetings	Volunteer and Partner Organization Coordinator
3.1d; 3.3d	Establish volunteer backup pool	Volunteer and Partner Organization Coordinator
3.2a	Establish key points of contact at partner organizations	Volunteer and Partner Organization Coordinator
3.2b	Identify representatives from partner organizations	Volunteer and Partner Organization Coordinator



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3.3a	Identify and create easy to use database of public meetings and advisory boards	Executive Committee / Volunteer and Partner Org Coordinator
3.3b	Identify volunteers to attend meetings	Volunteer and Partner Org Coordinator
4.1a	Establish protocol for communications with federal and state campaigns and incumbents	Chair and Recruitment Committee
4.2a	Establish protocol for hosting events for federal and state campaigns	Fundraising Committee / Event and Outreach Committee
5.1a; 5.2a; 5.3a; 5.4a	Establish an end of the year protocol for the building of the annual report	Executive Committee
5.5a	Add agenda item to meetings on quarterly basis to maintain accountability to these goals and metrics	Chair

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## Committees of the Gallatin County Democrats

### Executive Committee

#### Communications Committee

- Ballot Initiative Coordinator

#### Fundraising Committee

#### Event & Outreach Committee

- Lecture Coordinator
- Film coordinator
- Postcard Party Coordinator
- Book Club Coordinator

#### Volunteers Committee

- Precinct Coordinator
- Partner Organization Coordinator

#### Recruitment Committee

- County Offices
- Bozeman
- Belgrade
- Manhattan
- Three Forks
- West Yellowstone