

# Frederick County Democratic State Central Committee



## Strategic Plan: 2015-2018

Frederick County Democratic State Central Committee

Myrna Whitworth, Chair  
Michael Sowell, Vice Chair  
Tony Soltero, Treasurer  
Deborah Carter, Secretary

Thomas Gill  
Mark Jafari  
Robert Kresslein  
Mari Lee

Helena Madison  
Derek Shackelford  
Jamie Shopland  
Angela Spencer

## **Frederick County Democratic State Central Committee Strategic Plan: 2015-2018**

**Mission:** The Mission of the FCDSCC is to advance the core Democratic values of economic fairness and equality of opportunity in Frederick County.

### **Strategic Vision:**

The citizens of Frederick County:

- Understand and embrace core Democratic values.
- Act together as a vibrant and dynamic community.
- Inspire the best and brightest Democratic candidates to run and win.

Frederick County is an inclusive and active Democracy where everyone thrives.

### **Guiding Principles:**

- Engage elected officials, civic leaders, and affinity groups in our discussions and deliberations.
- Act with integrity and transparency in the political process.
- Share equal responsibility for the success of the Committee's endeavors.
- Treat everyone with civility and respect.
- Reach out to diverse communities and seek increased participation in the Democratic Party.

### **Goals:**

**I.** We will provide the structure, support, and guidance necessary to organize and coordinate all Democratic Party efforts in Frederick County.

**II.** We will develop a powerful Democratic message and the communications infrastructure to deliver it effectively to all.

**III.** We will recruit qualified Democratic Party candidates to run for office and educate and organize voters to elect leaders who put Democratic values into action.

**IV.** We will collaborate with and support the efforts of select activist groups to promote a vibrant Democratic community in Frederick County.

**V.** We will develop and maintain an aggressive and effective fundraising program that ensures the success of the Democratic Party in Frederick County.

## **Strategies:**

**Goal I:** We will provide the structure, support, and guidance necessary to organize and coordinate all Democratic Party efforts in Frederick County.

- Provide the resources necessary to complete our mission. Prepare two- and four-year budgets that focus on raising and utilizing funds for local elections.
- Review our governing documents to ensure they comply with state party requirements, complete and submit a strategic plan, and update our committee structure.
- Broaden participation in our internal structure by creating an advisory board of Democratic Party stakeholders to meet as a group at least once a year and as needed for advice and counsel.
- Increase responsibility for members of the Central Committee by having members chair individual committees; serve as liaisons to Democratic groups, clubs, and other organizations; and be more visible in the community.
- Improve relations with the business community.
- Increase the visibility of Frederick County Democrats on the state level.
- Serve as the coordinating body for all Democratic Party clubs and organizations in Frederick County to ensure that Democrats have a consistent message and profile.

**Goal II:** We will develop a powerful Democratic message and the communications infrastructure to deliver it effectively to all.

- Maximize the use of electronic media, including upgrading the website so that it is current, appealing, and informative and features an interactive blog. Utilize our Facebook page and list calendar of events on social media sites, including Central Committee meetings and minutes.
- Increase Democratic presence in local broadcast media.
- Expand Democratic visibility in local print media.
- Create in-house communication outlets for greater visibility such as signage, bumper stickers, etc. using our new logo, and Democratic-themed paraphernalia such as coffee mugs and t-shirts as thank-you gifts for new donors. Provide updated brochures and other materials (in both English and Spanish) to the Outreach Committee for distribution at community events. Pursue possibility of disseminating message via billboards.

- Develop the Democratic brand and message.

**Goal III:** We will recruit qualified Democratic Party candidates to run for office and educate and organize voters to elect leaders who put Democratic values into action.

- Start early to identify and recruit candidates.
- Enlist the assistance of Democratic Party elected officials and activists to advise and mentor individual potential candidates and provide campaign-training workshops.
- Conduct a comprehensive Campaign School prior to the filing deadline for the 2017 municipal and 2018 county/state elections that will bring in leading experts on campaign strategy and organization. Sessions will be taped and materials available to all Democratic Party candidates.
- Support all Democratic Party nominees with financial and campaign assistance.
- Expand the Democratic base with a vigorous voter registration program that will reach out to the some 40 thousand unregistered voters in the county.
- Work closely with the Volunteer/Outreach subcommittee to ensure volunteers are identified and paired with their preferred candidate(s) and/or campaign activity.
- Implement a powerful Get Out the Vote effort that will include both traditional and non-traditional means to reach voters including themed events and reaching voters where they are.
- Follow-up and rebuild momentum following the election with “lessons learned” sessions, encouragement to defeated candidates, and remobilizing election strategies.

**Goal IV:** We will collaborate with and support the efforts of select activist groups to promote a vibrant Democratic community in Frederick County.

- Provide the structure, support and guidance necessary to organize and coordinate all FCDSCC volunteer/outreach efforts.
- Maintain a current list of all volunteers on VAN or other designated database.
- Recruit new volunteers.
- Expand visibility and outreach opportunities including our community service projects.
- Establish and maintain contact with Frederick County municipalities.

- Identify and connect with County affinity groups, business associations religious affiliations and cultural organizations
- Develop and maintain a calendar of events with focus on greater visibility and interaction with other groups that maintain calendars.
- Coordinate efforts with all county Democratic clubs and organizations.

**Goal V:** We will develop and maintain an aggressive and effective fundraising program that ensures the success of the Democratic Party in Frederick County.

- Increase funds by 20% over the last four-year cycle. Establish and maintain a donor database; develop a timeline for fundraising events and projects, and create a fundraising subcommittee that includes Frederick Democratic Party stakeholders.
- Continue traditional fundraising events. These include the Jefferson-Jackson Dinner and the Plowman/Fisherman Club.
- Expand the high-dollar donor program.
- Develop a medium and small donor campaign.
- Create additional fundraising such as venue specific functions and events to highlight our local elected Democratic Party officials.