

# Lancaster County Democratic Committee

## Vision to Action Plan

### Our Mission

The Lancaster Democratic Committee is an advocate for and partner with the people of Lancaster County to create opportunities for a good life and self-sustaining local economy.

## "2008 VISION" STATEMENT

In the Year 2008, the Lancaster County Democratic Committee is a well-managed and efficiently run organization, dedicated to the Democratic principles of inclusion and concern for the welfare of all segments of our society. Its diversity is evident from its active minority representation, its membership across the economic spectrum, and its involvement with youth and the elderly.

The Committee is recognized as a political force in the county with a reputation for supporting winning candidates in the county, and in delivering votes for state and national candidates.

The Committee is at the forefront in fostering progress in education, economic development, healthcare and housing not just talk, but action. Its meetings are well attended because its programs reflect the relevant issues of the day.

The Committee communicates with the rank and file through its proactive public message, letter writing, newspaper articles and online networks.

The Committee's financial resources, experience, and expertise make it a model for the nation.

**LANCASTER COUNTY DEMOCRATIC  
COMMITTEE**

**— Values and Principles —**

**Insist on honesty and integrity in candidates and elected officials.**

**Promote and advocate openness and fairness in campaigns.**

**Communicate benefits and drawbacks of policy approaches of all officeholders.**

**Promote public deliberation and debate of issues.**

**Hold officeholders accountable through informed public judgment and expert views.**

**Identify and act on peoples concerns.**

**Treat each other and citizens of Lancaster County with respect and dignity.**

**Communicate openly — No hidden agendas.**

**Celebrate diversity and leave no citizen or group behind.**

**Identify and work on issues that unify the community.**

## GOAL 1 \_\_\_\_\_

### MARKETING AND COMMUNICATIONS

Implement a comprehensive marketing and communications plan that supports the mission of the Lancaster County Democratic Committee and furthers the Committee's goals and objectives.

#### Objectives

- I. To provide broad-based public participation in the Lancaster Democratic Committee and Party.
- II. To grow membership in the Committee among segments of the population that have not historically been active participants.
- III. To improve the credibility, visibility, and viability of the Democratic Party in Lancaster County.
- IV. To raise and sustain public awareness of the Committee's work.
- V. To develop strategies to strengthen the Democratic Party in Lancaster County.
- VI. To be responsive to the needs of the community as they arise.

#### Strategies

1. Develop methods for getting out the message, e.g., establish a method for producing letter-writing campaigns as issues and the need to take a position arise.

2. Develop a media plan of known outlets and contacts, e.g., newspapers, direct mail, public meetings, billboards, etc.
3. Publish a detailed annual calendar of events.
4. Host and sponsor public and social events.
5. Create a Lancaster County Democratic Committee website.

## GOAL 2 \_\_\_\_\_

### RESEARCH AND EMERGING ISSUES

Provide information and analysis to the Lancaster County Democratic Committee to enhance decision-making, and win elections.

#### I. Objective

To provide timely and accurate information to the Lancaster County Democratic Committee on the scope of the problem of winning Democratic majorities in Lancaster County in local, state, and national elections.

#### Strategies

1. Assemble and maintain a current file of Democrat and Republican voters in Lancaster County.
2. Conduct a survey of a statistical sample of voters to estimate numbers of Independents likely to vote Democratic and Republican.
3. Estimate the number of Independents needed to vote Democratic in order to win elections.
4. Identify unregistered voters.
5. Acquire demographic information to better target and reach specific audiences, e.g., young people, residents in a given district, etc.

## II. Objective

Identify a coalition of different constituencies in the county that could produce election victories for Democratic candidates.

### Strategies

1. Through internal committee discussions, identify all significant constituencies in the county (e.g., small businesses and important subgroups such as realtors and contractors, retired military officers, parents and teachers, and the economically disadvantaged).
2. Determine the numbers of these constituencies.
3. Estimate the political power of each of these groups and the sources of their power (numbers that vote; influence on others and how that influence is exercised; economic power).
4. Identify the local, state, and national issues that are important to each of these constituencies by means of interviews with individuals and associations that serve them.
5. Identify the constituencies that are crucial for Democratic victories, and whose power can and must be reinforced.

## III. Objective

Assemble information from which strategies and plans can be formulated to permit the potential Democratic majority within the county to prevail.

## Strategies

1. Use the U.S. Census and county data to identify the issues, concerns, and problems that Democrats need to stress to gain support of a winning combination of constituencies.
2. Research selected issues and prepare position statements that can be used by Democrat candidates in campaigns.
3. Research and disseminate information and analyses of national, state, and local issues.

## IV. Objective

Formulate an agenda incorporating the results of subcommittee research on the issues that need to be stressed, and the constituencies that need to be served to achieve a Democratic majority.

## Strategies

1. Circulate the results of the subcommittee's research to the other subcommittees.
2. Meet periodically with the other subcommittees to discuss the research desired to further their work.
3. Formulate an agenda of work to be proposed to the Lancaster County Democratic Committee based on these meetings.

## GOAL 3 \_\_\_\_\_

### MANAGEMENT AND ORGANIZATION

Establish management systems and an organizational strategy to improve the performance of the Lancaster County Democratic Committee in local, state, and national elections.

#### I. Objective

Develop county-wide visibility through the establishment of a mailing address, telephone book listing, and web page. Open a Democratic Party office during election years.

##### Strategies

1. Develop a web page.
2. Establish a mailing address.
3. Establish a telephone book listing, including answering facilities.
4. Secure prominent space for a Party office, and recruit volunteers to staff, as required.

#### II. Objective

Establish liaison with the District Democratic Committee to help develop and support that organization.

### Strategies

1. Attend district meetings and advance Lancaster County Democratic Committee issues and ideas.
2. Report on district activities to the Lancaster Committee.

### III. Objective

Establish a viable, dynamic, and robust Democratic presence in Lancaster County in accordance with the guidelines of the Democratic Party of Virginia.

### IV. Objective

Develop an overall management plan and identify financial requirements for the Committee.

### Strategies

1. Develop an annual budget and a four-year spending strategy. Require each subcommittee to prepare and justify their requirements.
2. Coordinate a financial strategy with the Resource Development Committee.

### V. Objective

Create a database to supply the information required to drive the organization. This database would identify all Committee members and potential Democratic votes in Lancaster County.

### Strategies

1. Acquire, or develop, a data base management system to operate all available lists.

2. Enlist help from Delegate Albert Pollard in developing local database.
3. Research state manual regarding record keeping requirements.
4. Access state database.

#### VI. Objective

Establish a format for record keeping of all meetings and activities, including financial activities.

#### Strategies

1. Record and distribute minutes of all meetings.
2. Maintain and update Committee roster.
3. Mail meeting and event notifications.

## GOAL 4 \_\_\_\_\_

### Outreach and Education

Provide the residents of Lancaster County with the necessary information and outreach opportunities to increase voter turnout by 25 percent.

#### Objectives

- I. Raise the level of Party participation and involvement in civic affairs, and cultural and religious activities in the county.
- II. Develop a local understanding and synthesis of district, state, and national Democratic message.
- III. Reach unregistered voters with the Democratic message, and establish a solid constituency base.

#### Strategies

1. Connect and partner with national, district, state, and local groups to increase voter registration and turnout for every election.
2. Survey county residents to determine the number of eligible voters.
3. Obtain list of registered voters.
4. Target unregistered voters by precinct for special attention, i.e., social events, literature, and phone calls.

5. Establish linkages with "young Democrat" organizations at the state and national levels, and make information available to young people in the county, i.e., establish a chapter in Lancaster County.
6. Describe role and function of precinct captains, area coordinators and volunteers.
7. Identify volunteers to serve as precinct captains and area coordinators.
8. Hold two voter registration drives annually, synchronized with municipal, county, and state elections. Where feasible, utilize churches and civic organizations.
9. Establish a speaker bureau, and share knowledge on issues and the Democratic process with community groups, civic organizations, and schools.
10. With assistance from the state and national parties, get Committee/Party messages to nontraditional Democrats, Veterans, blue-collar workers (20 to 40 year age group), and Independents, i.e., radio and special meetings.
11. Encourage civility and comity in the discussion and debate of public affairs and politics.

## GOAL 5 \_\_\_\_\_

### Resource Development

The Lancaster County Democratic Committee will have the capacity to mobilize volunteers and raise the financial resources to build a dynamic and self-sustaining party organization.

#### Strategies

1. Establish a store front office that would give us great flexibility, and a means to get our message out, as well as establish a presence and raise funds.
2. Produce a well-designed T-shirt to be sold at various events.
3. Hold a reception, or a series of receptions, designed around guest speakers such as former Governor Doug Wilder, and Delegate Albert Pollard. An attendance fee would be charged for these events.
4. Develop a membership list to solicit member renewals and contributions, and improve fundraising. Develop a mailer that offers up donation options to the Party.
5. Hold a series of summer "picnic/yard" parties.
6. Hold a progressive dinner where several hosts would each sponsor one course of the dinner at their homes. One host would sponsor a part of the dinner, and then move on to the next host. Tickets would be sold at \$100 per couple. This is designed to raise \$500 - \$800 at each event.

7. Have a booth at the Farmers Market to solicit new members. Democrat buttons, bumper stickers, etc. could be sold. The T-shirt could be tied into a membership donation.
8. Establish an annual social/event "pot luck" with silent auction.
9. Have a group "flea market/yard" sale, and donate proceeds to the Lancaster Democratic Committee.