



Davidson County Democratic Party – Strategic Plan

Strategic Goals

1. Growing the community of Democrats in Nashville (our base)
2. Strengthening the DCDP Organizational Structure
3. Fundraising
4. Promoting Democratic values/policies
5. Getting Democrats elected

**Please note that the Strategic Plan tactics listed below are intended as suggestions and guidelines to support the Strategic Goals above. Actual implementation tactics that support the Strategic Goals are certainly encouraged, even if they are not specifically listed in the Strategic Plan.

Strategic Plan

1. Growing the community of Democrats in Nashville (our base)
 - a. Focus on personal contacts with people
 - b. Develop programs that target Democrats for a variety of activities that will build relationships with people (not just ask for campaign help/money)
 - i. Social Events
 - ii. Interacting with Democratic Elected Officials
 - iii. Issue/Educational Programs
 - iv. Charity Work as Democrats
 - c. Develop an outreach plan to include specific goals for reaching out to:
 - i. Businesses
 - ii. Non-Profit Groups
 - iii. Government
 - iv. Citizens
 - v. Other Democratic Organizations
 - d. Build regional Democratic groups on a micro-local level
2. Strengthening the DCDP Organizational Structure
 - a. Committee Changes - Open most committees and volunteer work to non-DCDP Executive Committee members
 - i. Outreach & Volunteers
 1. Develop outreach plans
 2. Develop volunteer strategy
 - a. Volunteer best-practices such as: Volunteer training, recognition, maintaining volunteer contact list & Votebuilder info
 - ii. Program & Events
 1. Social Events
 2. Educational Events
 3. Events with Democratic Elected Officials



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4. Co-sponsored events with other organizations/businesses
- iii. Fundraising (separate from Finance)
 1. New donor strategies
 2. High-donor strategies
 3. Recurring donor strategies
 4. Business donor strategies
 5. Use NGP/Patton to help
- iv. Candidates & Campaigns
 1. Focus on campaigning/GOTV in cycle
 2. Focus on candidate/leadership development in off cycle
- v. Technology & Communications
 1. Technology
 - a. Maintain website
 - b. Maintain social media
 - c. Maintain email distributions
 - d. Votebuilder Administration
 2. Communications
 - a. Provide press releases (as needed)
 - b. Letters to the editor
 - c. Develop messaging for organization
- vi. Finance (Treasurer is Chair)
 1. Build budgets
 2. Reporting to SEC
 3. Bank accounts
 4. Pay Bills
- vii. Strategic Planning
- viii. Platform
- ix. By-Laws
 1. DCDP EC Members Only
- x. Officers Committee
 1. Serves as business administration committee for paying bills, media contact, etc.
- b. DCDP Executive Committee Meeting Structure
 - i. Restructure Meeting to 30 Minutes each month for DCDP EC Business Items
 - ii. 60 minutes for Programming/Event – market as open to any Democrats, not just DCDP Executive Committee
 - iii. Consider using technology like email to allow Executive Committee to vote on business items between meetings
- c. Identify Democratic Leaders
 - i. Other than DCDP Executive Committee
 - ii. Determine precinct leaders structure
 - iii. Use strategies like OFA & others for leadership development



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3. Fundraising
 - a. Focus on New Donors (new to DCDP)
 - b. Provide value for donors
 - i. Specify what the donation is providing
 - ii. Special donor-only events/access
 - c. Chair is different than Treasurer
 - i. May not even be on Executive Committee
 - d. Develop a specific fundraising plan separate from budget
 - i. Century Club & Other Levels of Donations
 - ii. Recurring Donations via Act Blue
 - e. Utilize fundraising best practices
 - i. Tools like Patton/NGP
 - ii. Fundraising Etiquette (follow-ups, thank you's)
 - iii. Understanding laws & guidelines for fundraising
4. Promoting Democratic Values/Policies
 - a. Define our values and message through Platform & Communications Committee
 - b. Use our programming/events to engage our base
 - c. Encourage open dialogue about issues/policy
 - d. Coordinate with Democratic Legislators on upcoming legislation/committee hearings
 - e. Become an expert voice in the Nashville Community on issues
5. Get Democrats Elected
 - a. Start by building relationships with the Nashville Community – long term not just campaign term
 - b. Build our relationships with current Democratic Structure & Resources:
 - i. Current Elected officials (D)
 - ii. TNDP
 - iii. TNDCCA
 - iv. TN Young Democrats
 - v. TN Democratic Women
 - vi. DNCC
 - vii. House/Senate Majority Offices
 - viii. Others
 - c. Help with voter access projects (registration, ID info, etc.)
 - d. Build Strategic Election Plans each election cycle
 - e. Coordinate with other Democratic County Executive Committees for districts that overlap
 - f. Provide Democratic Issue Scorecards

Next Steps:

- Discuss/edit Strategic Plan Document (complete)
- Approve Strategic Plan Document (complete)



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- Build a list of tasks to accomplish
- Build a list of key volunteer positions needed
- Assign responsibility of completing tasks to individuals
- Build a high-level schedule of when tasks will be completed
- Review progress at each DCDP meeting