

Democratic State Central Committee of Frederick County



Strategic Plan: 2022-2024

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Democratic State Central Committee of Frederick County (DSCCFC) Strategic Plan: 2022-2024

Mission: The Mission of the DSCCFC 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 safety, integrity, and transparency in the political process.
- Uphold free and fair elections and the peaceful transition of power.
- 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 an inclusive and comprehensive local 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 affinity 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 and training necessary to complete our mission.
- Prepare annual 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 media.

- Create in-house communication outlets for greater visibility such as signage, bumper stickers, etc. using our 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 English, Spanish, and other languages as appropriate) to the Outreach Committee for distribution at community events. Pursue possibility of disseminating message via billboards.
- Develop the local Democratic brand and message and work toward media consistency among all Frederick County Democratic groups.
- Create informational videos about the role of each elected office with a focus on diverse representation and content creation.

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, campaign staff, resources, and volunteers.
- Enlist the assistance of Democratic Party elected officials and activists to advise and mentor individual potential candidates and provide campaign-training workshops.
- Conduct comprehensive Campaign Schools prior to elections that will bring in leading experts on campaign strategy and organization. Sessions will be recorded and materials, including campaign manual, available to all Democratic Party candidates.
- Support Democratic Party nominees with resources 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 and Outreach subcommittees 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 events and reaching voters where they are.
- Maintain and increase momentum following the election with "lessons learned" sessions, encouragement to unsuccessful candidates, and enhancing election strategies.

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

- Identify and connect with County activist groups, business associations, religious affiliations, and cultural organizations.
- 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.
- 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.
- Support legislation and initiatives that uphold goals of diversity, inclusion, parity, and justice.

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 at least 20% over the last four-year cycle. Maintain the donor database and develop a timeline for fundraising events and projects.
- Continue various fundraising efforts in compliance with public health safety measures.
- Expand monthly sustainer and trustee donor programs.
- Use collected data to identify and implement additional fundraising opportunities, such as venue specific functions and events to highlight our local elected Democratic Party officials.