

## **Edmond Democratic Women 2018 Strategic Plan**

### **VISION**

The Edmond Democratic Women is an inspiring and motivating group that demonstrates through their actions that they are a positive force to be reckoned with. This is an inclusive group with progressive democratic values that can mobilize change and always stands with the underserved. EDW is a reliable resource dedicated to informing help elect progressive candidates to office.

### **MISSION**

The mission of the Edmond Democratic Women club is to make positive change in the community, the state and the country by leveraging our collective strengths. We will do this by:

- Providing a positive and unified voice from a group of concerned and caring women, educated on the issues;
- Promoting the values of the Democratic Party and supporting those individuals who will represent those values in elected office in our community, our state and at the federal level;
- Providing the support for one another that is needed in this uncertain world.

### **GOALS AND ACTION PLANS**

#### **ADVOCACY**

Goal: Position EDW as a well-respected voice at the local, state and federal levels when discussing legislation that impacts Edmond and its citizens.

- a. Create a legislative agenda to focus EDW advocacy at the State Capitol
  - i. Utilize sources that are already in existence (such as OK Policy Institute) when possible to avoid duplicating efforts
  - ii. Ensure the legislative agenda is in alignment with the values and goals of EDW
  - iii. Work with Communications to prepare the agenda and distribute to the members and post on FB and website
- b. Prepare a team of @ 40 EDW members to make personal contacts at the Capitol to represent the EDW legislative agenda
  - i. Identify, recruit and train EDW members who are willing and able to go to the Capitol (work with Education)
    1. Look for barriers to members participating and try to develop a way to overcome them (ex. Never done it before; no transportation to the Capitol; work during the hours the legislators are there)
  - ii. Equip them with talking points/position papers about pieces of legislation that support (or do not support) EDW's legislative agenda (work with Communication)
  - iii. Develop relationships with personal assistants and committee chairs
- c. Schedule appointments and make calls on legislators.
  - i. Match members with their own representatives and senators when possible
  - ii. Always have at least two members in each meeting; hopefully, more than that
  - iii. Write up outcomes/feedback of the meetings with legislators
  - iv. Write thank you notes to the legislators

- d. Mobilize members to make contacts with federal and state officials by phone and mail when necessary.
  - i. Identify issues that could benefit from an EDW response
  - ii. Develop some talking points or brief statements members could use to make phone calls and/or write letters or postcards.
  - iii. Ask members to keep track of calls made and letters written and to whom and turn that information into the chair. Also, ask them to note any response to their calls and/or notes that could be helpful to the club.

## COMMUNICATIONS

Goal: Ensure the EDW messages are communicated in the clearest most effective manner.

- a. Maintain on-line presence
  - i. Website – current and effective
  - ii. FB pages – private and public
  - iii. Instagram
  - iv. Twitter
- b. Work with each committee when needed to frame EDW message in talking points, issue papers, phone calls, mail outs, etc.
- c. Identify other methods (such as letters to the editor) that can be utilized to get the EDW message out to the community and assist the membership in participating.
- d. Develop texting communications plan to encourage and facilitate participation in EDW events and advocacy efforts.

## EDUCATION

Goal: Ensure that the members of EDW are informed on issues and processes and prepared to present the facts in an effective manner.

- a. Work with advocacy to train members interested in advocating at the State Capitol.
  - i. Develop a process/structure for advocating (ex. ID the issues, educate yourself, talk to authors, follow in committees)
  - ii. Research bills when necessary and work with Communications to develop position papers that can effectively communicate EDW position to elected officials.
  - iii. Hold a “framing” exercise for all members at each general meeting.
- b. Continue to identify needs for improving the skills and knowledge of members and providing information/workshops where possible.
  - i. Keep up with education and training being offered by other organizations in our area and refer our members to these trainings when appropriate and helpful.
  - ii. Repeat workshops that have already been developed for those who need them.
  - iii. Share specifics from workshops via FB and on website.
  - iv. Develop persuasion project “for the road”.
  - v. Educate re: HD vs SD and other local elections

## MEMBERSHIP

Goal: Build an organization composed of members that are committed to, and engaged with, the mission of the Edmond Democratic Women.

- a. Retain existing members (target 75% retention)
  - i. Provide a welcome packet to all new members
  - ii. Hold a special training for new members to connect them with EDW committees/activities
  - iii. Serve as the “welcoming” committee at all EDW meetings and functions
    - Greet and introduce members and prospective members at meetings
  - iv. Build connections between members and the community by organizing opportunities for EDW outreach.
    - Designate a nonprofit organization to receive member donations at meetings
    - Organize and on-site opportunity for members to help a nonprofit
  - v. Work with members to create alternate meeting opportunities when needed, such as a lunch group or coffee group.
  - vi. Make social calls to other local Democratic groups
  - vii. Staff booths at meetings and community events
    - Heard on Hurd
    - UCO events
    - Others
- b. Recruit new members (minimum of 25 new members)
  - i. Work with members who might identify themselves as underrepresented and identify ways to be more intentional with diversifying our membership
  - ii. When hosting voter registration opportunities, keep track of Dems and write them an intro card
    - Check possibility of EDW postcards for Precinct officers to send to their VAN list
  - iii. Work with high schools and colleges to recruit young members
    - Host events for teachers (appreciation) and use to recruit
    - Host end of year event for local high young democrats’ groups
  - iv. Increase community visibility
    - Post EDW information on community bulletin boards
    - Letters to the Editor
  - v. Maintain a database of prospective members and make contacts with them when possible
- c. Increase the number of members actively participating on a committee by 50%.
  - i. Develop a process for connecting all members with the committees and activities of the club.
    - “Map” the members of the club with their precincts and districts to be used to connect them with activities of the committees; Utilize VIRS to help members identify their precincts and districts.
    - Identify all Precinct officers in EDW
  - ii. Hold more membership social events to familiarize the members with each other and what opportunities are available in EDW
- d. Provide resources and expertise when requested to assist in the formation of additional Democratic clubs. Develop a template/SOP to promote better organization of these clubs.

## RECRUIT, SUPPORT, ELECT

Goal: Elect Democratic (progressive) candidates. (local and statewide)

- a. Host opportunities for voter registration.
  - i. ID events/locations that will allow voter registration tables and make arrangements to place one and staff with EDW members
  - ii. Utilize the “map” of members’ precincts, organizing groups to walk their neighborhoods and register voters. (see membership)
  - iii. Encourage members to keep voter registration forms with them at all times in case they meet someone needing to register and a sheet that gives information re: absentee ballots with website
  
- b. Recruit individuals (preferably women) to run for office
  - i. Develop an intentional process for identifying electable candidates in the Edmond area.
    1. Continually work to identify EDW members who would be effective candidates.
    2. Work with EDW members to educate themselves about Democrats/Independents in their precincts/neighborhoods and identifying possible candidates.
      - Walking the neighborhood
      - Utilizing online databases (ex. Next Door?)
      - Making phone calls
    3. Research other methods that have been used to recruit candidates around the country
    4. Host Amanda Litman to speak on her book “Run for Something”
      - Develop a database of attendees that could be developed into candidates
      - Utilize other tools/methods she shares
  - ii. Connect candidates with information/organizations (like Sally’s List) to make a decision (or not) to run for office.
  - iii. Connect them with resources to prepare them to run a successful campaign.
  - iv. Mobilize EDW resources to assist in their campaign.
  
- c. Make recommendations to EDW Board as to whether to endorse a candidate for office – in the Edmond area or somewhere else in the state.
  - i. Determine the benchmarks that will be used to evaluate candidates.
  - ii. Formalize a process to be used in an interview with the candidate prior to making a recommendation.
  - iii. Develop the “what it means” when EDW endorses a candidate
    1. Donation?
    2. Encourage members to donate?
    3. Host phone banks for them?
    4. Encourage members to phone bank/postcards/knock doors
  
- d. Work with Education (and other organizations when appropriate) to organize candidate forums when appropriate for EDW members.