



34th District Democrats

Strategy Summit

2009-2010



Introduction



Sarah Earl – Facilitator

Miki Meahan – Secretary

Christi Stapleton – Parking Lot Attendant



Agenda

- 1:00 – 1:05 – Introduction
- 1:05 – 1:15 – Summit Objectives and Expectations
- 1:15 – 1:35 – District Overview
- 1:35 – 1:45 – District Objectives
- 1:45 – 1:50 – S.M.A.R.T. Goals
- 1:50 – 2:10 – Committee Challenge
- 2:10 – 3:00 – Presentations
- 3:00 – 3:10 -----Break-----
- 3:10 – 4:00 – Goal Refinement
- 4:00 – 4:50 – Presentations
- 4:50 – 5:00 – Review/Homework



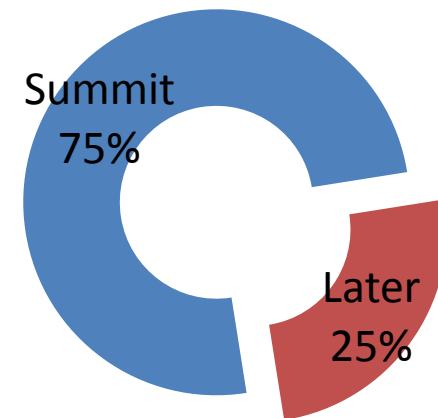
Summit Expectations

- Increase team unity
- Collaborate
- Develop shared vision
- Define goals

Later:

- Define roles
- Fill committees

Our work will not be done





District Overview

- 2009 in review
- District Makeup
- Membership
- PCOs
- Finances



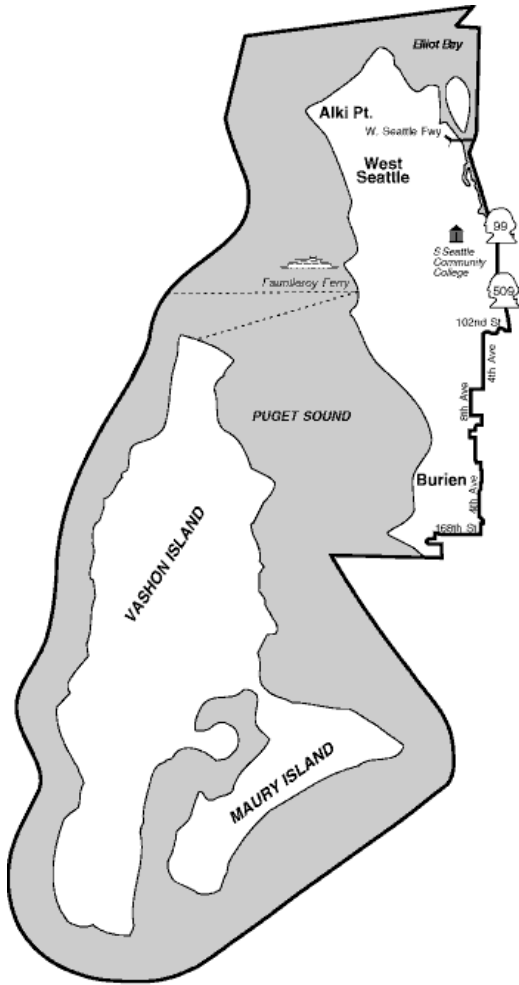
2008 in Review

- * 1,110+ members
- * 187 PCOs
- * raised \$58,000
- 10,000+ caucus attendees

* Potentially highest in state

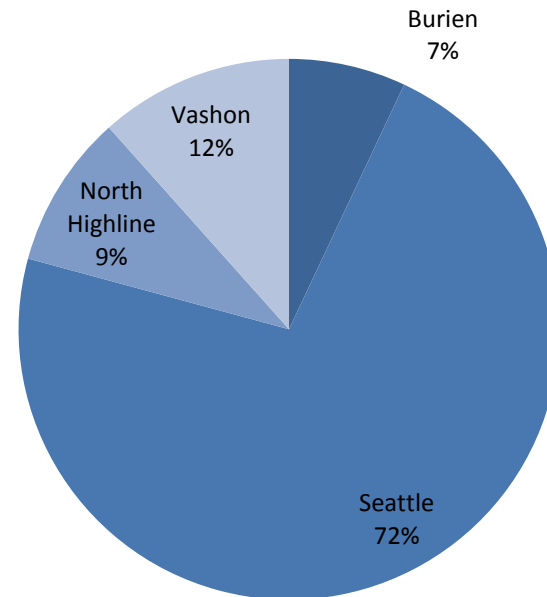


District Makeup



34th Legislative District

Membership Distribution

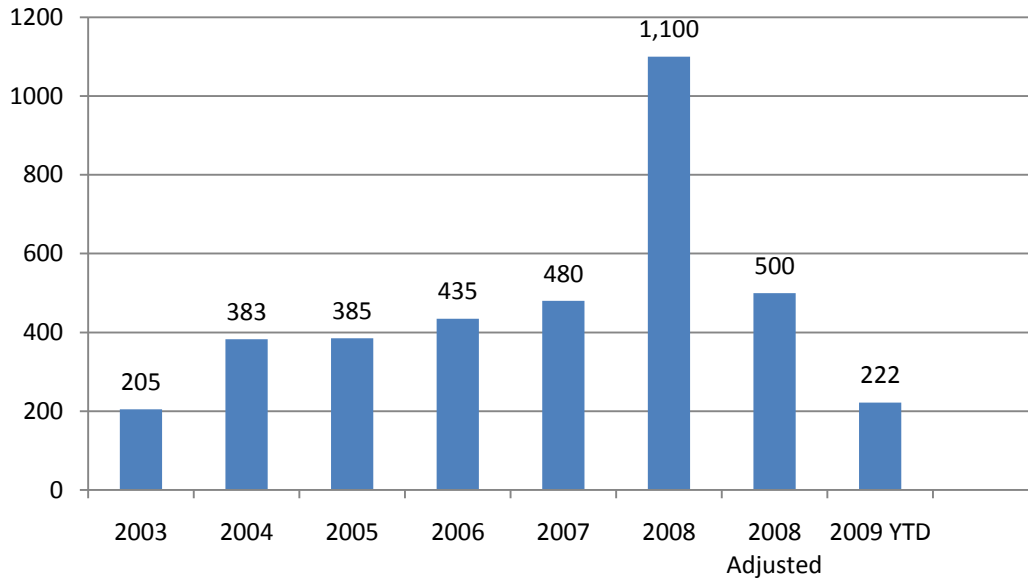


Every committee must consider entire District
Committee members
District support



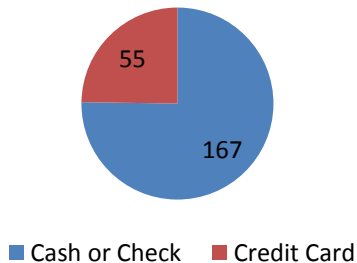
Membership History

Members

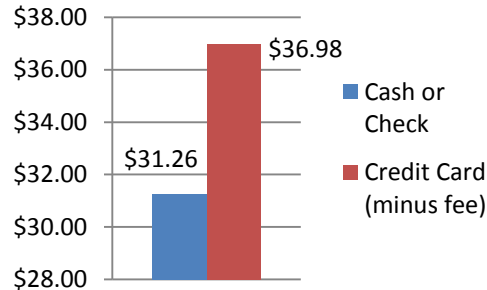


- Sustained, improved 2004 surge
- 2008 – any donation from caucus was considered membership
 - 640 members from caucus
 - 460+ other memberships

2009 Membership Type



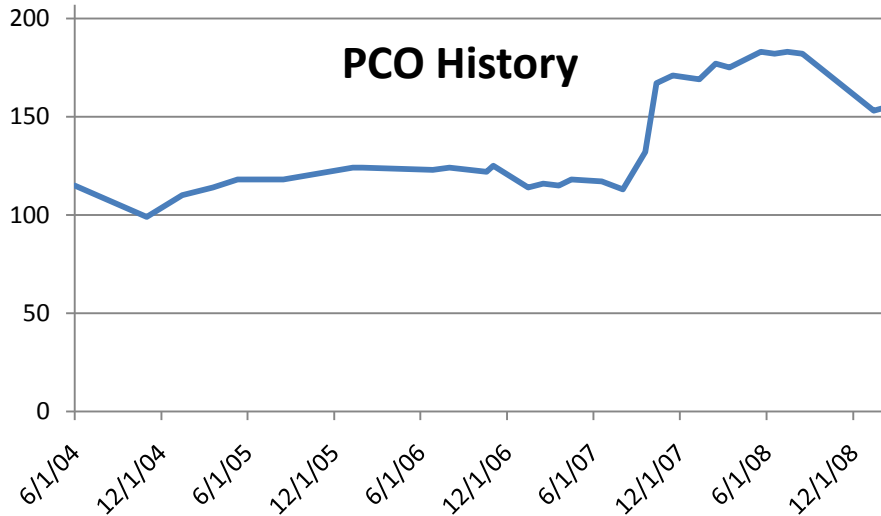
2009 Avg Donation



- 2009 – Launched online donations
 - Online donations 18% higher
- Online mentioned in one newsletter, one meeting, and on website

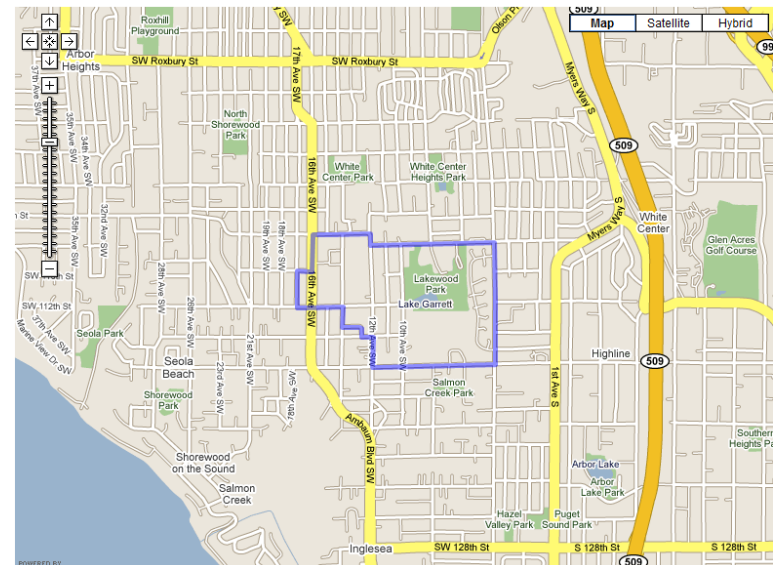


PCO History



- Highest in county (maybe state)
 - 75% of precincts covered
 - Are they engaged? Trained? Working?
- * Typically given only 1-2 weeks notice for action

- PCO Training on KCDCC Website
- Precinct maps on KCDCC Website
- Votebuilder
- Complete Campaigns

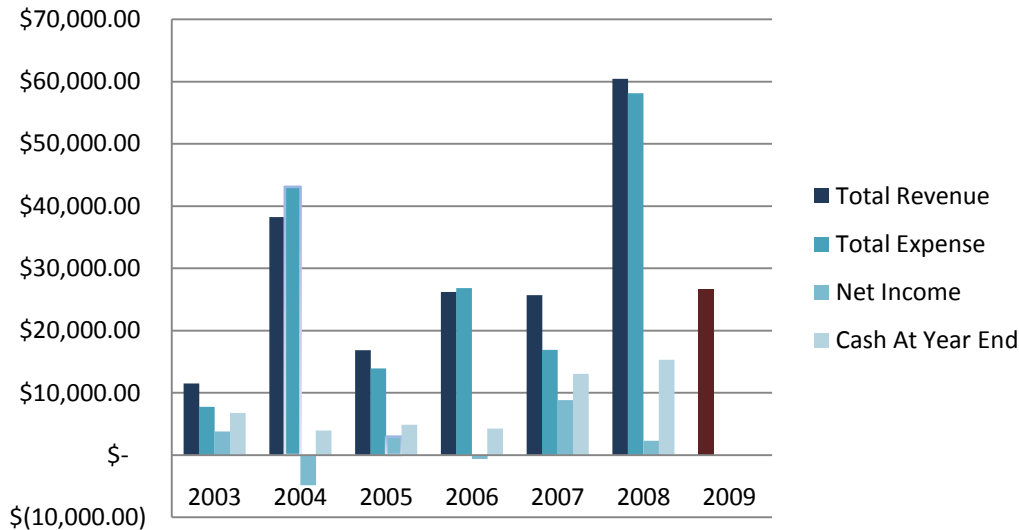




Financial History



Financials

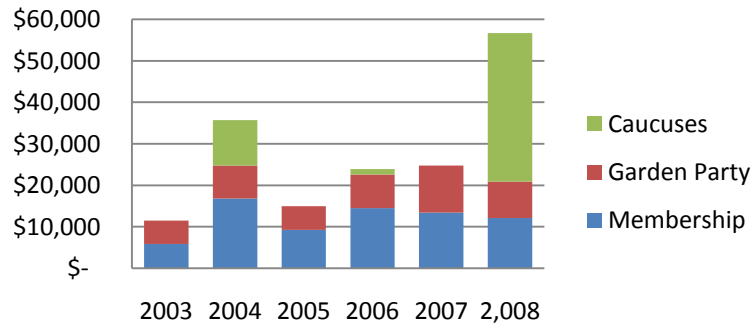


- 2005 revenue only 44% of 2004
- trend to \$26,600 in 2009 (budgeted \$31,500)
- started 2009 with \$15,000 COH

Flexible Budget Items

Membership Donations	\$22,500
Fundraising (other)	\$1,000
Gardent Party	\$8,000
Campaign Contributions	\$3,934.34
Voter Reg/GOTV	\$6,000
Newsletter Mailing	\$4,000
Advertising/PR	\$3,000

Historic Revenue





Political Races



2009

KC Executive

Seattle City Council (3 seats)

Seattle Mayor

Burien City Council (4 seats)

Initiatives

2010

Senator Patty Murray



District Objectives



Organizational

1. Increase Membership

- Renew members and Caucus Attendees
- New members (underrepresented areas, diversity)

2. Increase Participation

- Voter Registration
- Volunteers
- Committees
- Meetings

Political

3. Raise Money

4. Mobilize

- GOTV
- PCOs
- Volunteers
- LAC

Bottom Line

5. Win Elections



District Tasks

- PCO recruiting
- PCO Retention
- Fundraising
- Community Festivals/Events
- Voter Registration
- Get Out the Vote
- Olympia Liaison
- Recruiting New Members
- Retaining New Members
- Determining Budget
- Managing Budget
- Newsletter
- Food/Drinks/Meeting Space
- Liaison with meeting venue
- Programs
- Non-Meeting Forums
- Community Organization Liaison
- Diversity
- Volunteer Opportunities
- Volunteer Coordination
- Meeting Credentials
- Flyers/Emails/Press Releases/Mailers
- Website
- By-laws
- Rules (require majority vote of executive)
- Endorsement Process
- Platform
- Resolution Process
- Training
- Back Office



Committee Challenge



- What tasks does your committee perform?
- Create 2-3 SMART Goals (Consider District Objectives and Your Committee Tasks)
- How many people will it take on your committee?
- Estimated budget?



SMART Goals

- S** = Specific
- M** = Measurable
- A** = Attainable/Actionable
- R** = Realistic/Relevant
- T** = Time-bound



Break-Out Groups



Group 1

- Membership
- Communications

Group 3

- Finance
- Newsletter

Group 2

- PCOs
- Outreach
- Bylaws

Group 4

- Program
- LAC
- Hospitality

High Priority Unfilled Committees: Fundraising and Diversity



Committee Presentations



Roles – What roles are you taking responsibility for?

Goals – Specific,
Measurable,
Attainable, Relevant, Timely

Expenses – How much do you think it will cost us?



BREAK

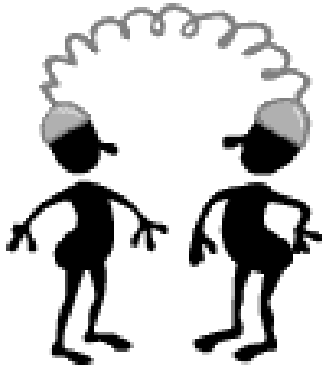




Refine Goals



- Discuss and collaborate with other committees.
- How do other committee goals affect you?
 - How do the pieces work together?
- How do your goals affect other committees?





Committee Presentations



Roles – What roles are you taking responsibility for?

Goals – Specific,
Measurable,
Attainable, Relevant, Timely

Expenses – How much do you think it will cost us?



Summit Review



District Objectives

Collaboration and Team Work

Committee Tasks and Goals

Prepared to go out and conquer!



Homework



Committee Roles and Associated Tasks

Goals:

Role name	Short description	Tasks	Commitment	Skills	Member
Committee Chair	Lead committee	Chair 1/mo meeting and manage invite; Participate in 1/mo Eboard meeting	Min 2 Year Commitment	Project Mangement; Leadership	



Example from PSL



Volunteerism Committee Roles and Associated Tasks

Role name	Short description	Tasks	Commitment	Skills	Partners
Committee VP	Lead committee	Chair 1/mo meeting and manage invite; Participate in 1/mo VP meeting; Participate in 1/mo PSL Leadership Council meeting	Min Year Commitment	Project Mangement; Leadership	Ann Burkhart for FY09
Communications Coordinator	Draft marketing and liaise with Comms team	Prep marketing materials in coordination with project lead and communications team for Work Parties, Associated L&Ls and Volunteerism advisory services	Min Year Commitment	Writing / communications; graphics	
Logistics Coordinator	Expert in SSC logistics	Reserve rooms and signage spaces; make sure PSL signage and sign-in forms are at events; ensure posting of marketing materials takes place; cambros for coffee reserved as needed	Min Year Commitment	Organization; systems; knowledge how things work in the SSC (or desire to learn)	
Data Analyst / Progress Coordinator	Measure committee success!	Track metrics; determine which partners at events are new to PSL and get on DL; track continuing involvement	Min Year Commitment	Excel; organization; systems; Outlook	
Field Coordinator	Store Liaison	Request coffee and pastry donations; Recruit store partners for events; Arrange for marketing to community members through bulletin boards	Min Year Commitment	People and communication skills; store experience a plus	