

Building **BLUE**



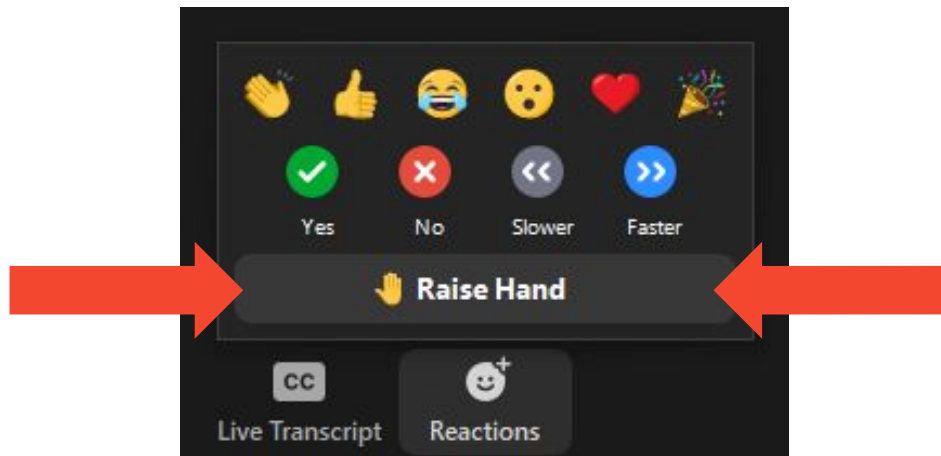
Chair Training

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the “**Reactions**” button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click “**Raise hand**”

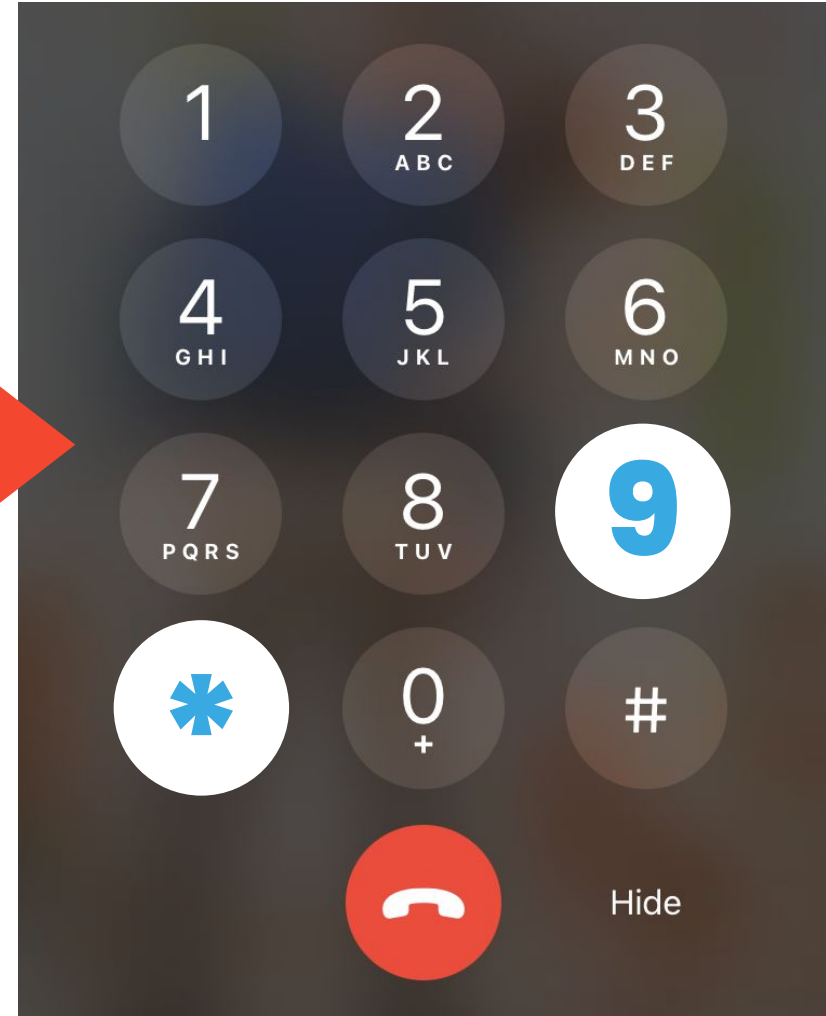
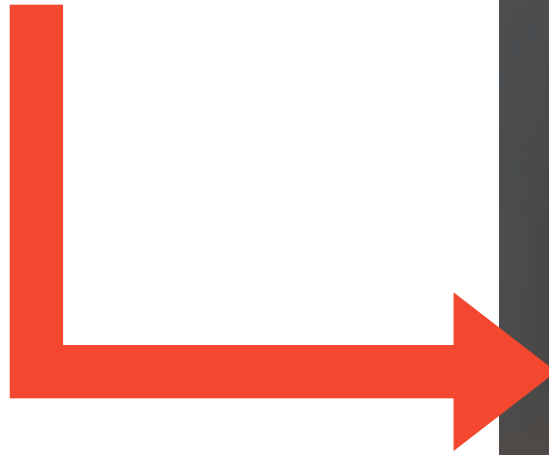


RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press *9 on your phone's keypad

**TOGGLE
MUTE/UNMUTE**

Press *6 on your
phone's keypad



Building **BLUE**

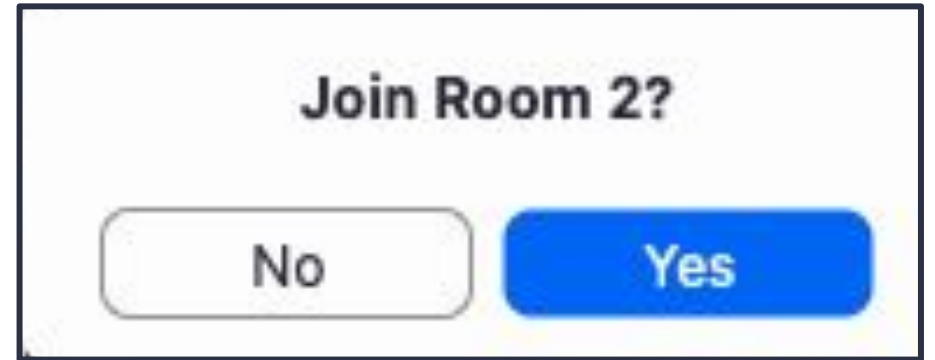


- Be Respectful
- Be Present
- Ask Questions
- Use the Chat



BREAKOUT ROOMS

STEP ONE: Accept invitation to Join Room

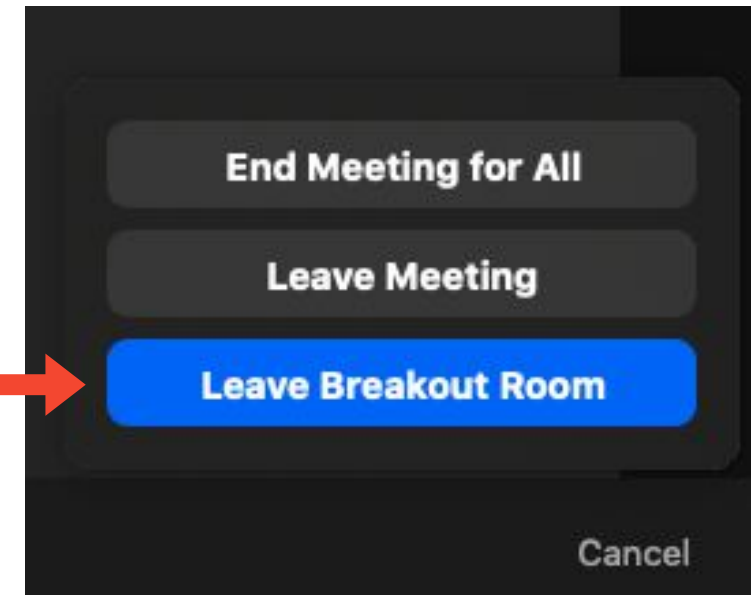
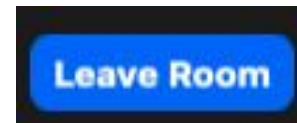


LEAVING BREAKOUT ROOMS

STEP ONE: Click Leave Room button at bottom right.

STEP TWO: Button will expand.

Click Leave Breakout Room button at bottom right which will return you to the Main Session.





MEET YOUR DEMOCRATIC FAMILY

*How many of you have
Strategic plans?*

(5 minutes)

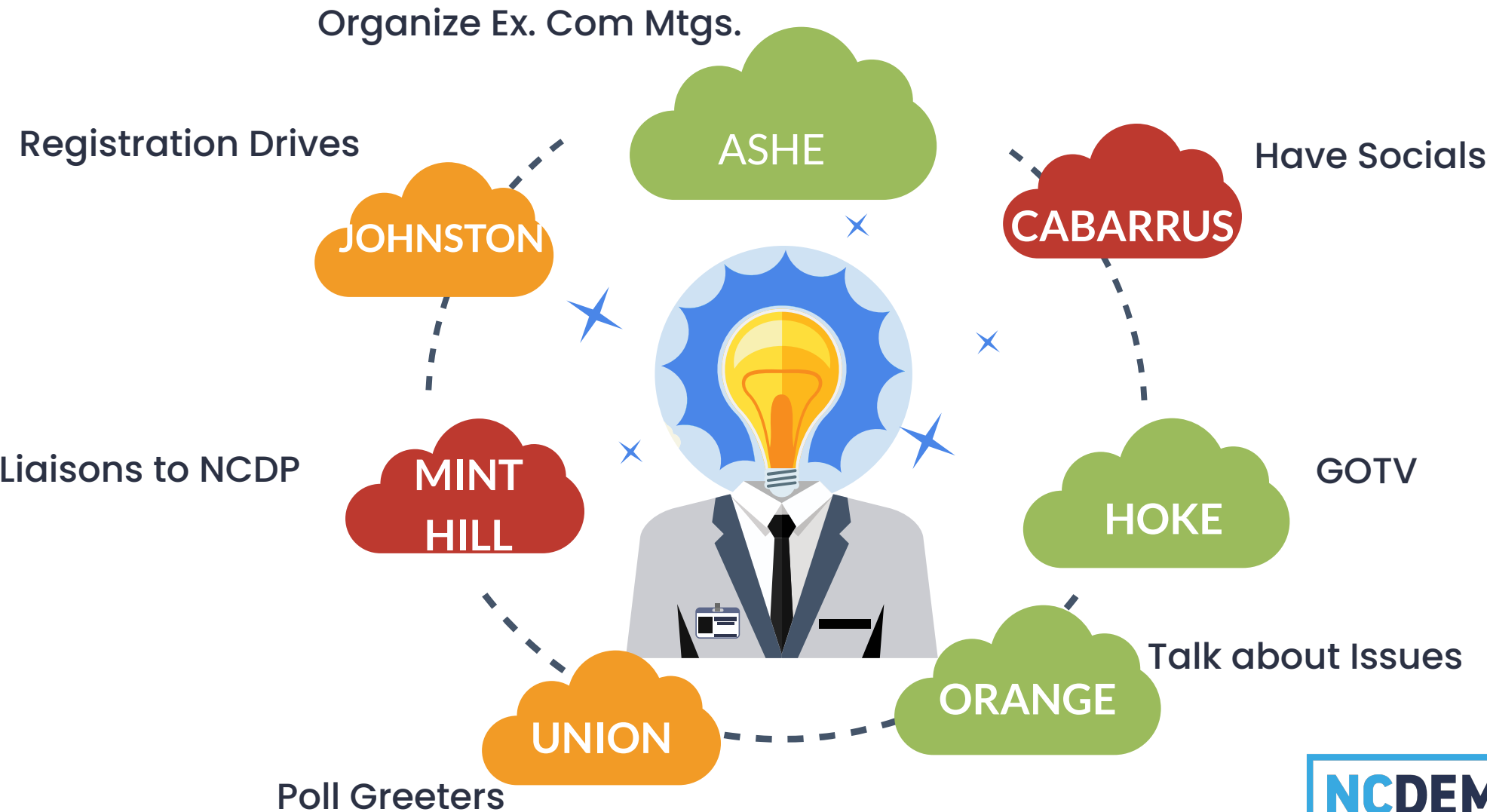
OUR AGENDA:

1. Chair Responsibilities
2. Strategic Plans
3. SMART Goals
4. Neighborhood Cluster Model



**WHAT ARE COUNTY
CHAIRS RESPONSIBLE
FOR?**

WHAT DO COUNTY CHAIRS DO? 100 IN NC, 92 ORGANIZED



CORE RESPONSIBILITIES OF COUNTY CHAIRS... (1-16 PoO)

1. Preside at meetings & conventions

2 & 3. **Draft & execute strategic plans.**

4 & 5. Managing precincts

6 & 7. Setting date and time for meetings.

8. Appointing committees as necessary

9. Encourage & Support Affiliated Orgs

10. Be a good member of your District

11. Spokesperson for CEC

12. Represent the County

13. Appoint an Attorney

14. EVERYTHING ELSE

UNORGANIZED PRECINCTS? WHAT TO DO....

- “Unorganized”?
 - Unable to make quorum at an annual meeting
 - They are *not* unorganized if they don’t answer emails, etc
- **What should you do?**
 - **Organize!**
 - Consider alternative plan if appropriate for your county
 - Listen to other Democrats in your county and work **as a team**
- Recruit new members and attendees
 - Start by listening to issues, talking about community
- *Only the Chair* can appoint temporary chairs to organize precincts

OTHER RESPONSIBILITIES...

- **YOU are the VOICE** of the County Democrats
 - Chatting with the media
 - Coordinating with Elected Officials
 - In **Good times** and in **Bad**
- Conflict Resolution
- Nurturing leadership... Not the YOU show!
- Create a welcoming community
- Lead by example

Building **BLUE**



*What are some things
you do we haven't
mentioned?*



RESPONSIBILITIES OF COUNTY CHAIRS...

Draft a **strategic plan**
Execute **strategic**
plan





Strategic Plans



WHY DO I NEED A STRATEGIC PLAN?

HELPS CREATE BUY-IN

PROACTIVE INSTEAD OF REACTIVE

ACCOUNTABILITY

- Two way street



WHAT IS A STRATEGIC PLAN?

WHAT THE PoO SAYS:

- The PoO refers to a Strategic Plan as a plan outlining reasonable political goals.



**So what
does that
even mean?**

TO WHAT END? WHY ARE WE DOING ALL OF THIS?

SETTING SPECIFIC GOALS:

- We're going to meet X new neighbors.
- And make X phone calls
- And knock on X doors
- And hold X # of events
- Send X emails

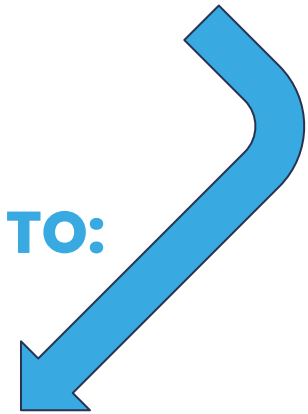
- reasonable political goals
- voter organizing plan

SO THAT WHEN IT'S ELECTION TIME WE WILL HAVE MORE VOLS TO:

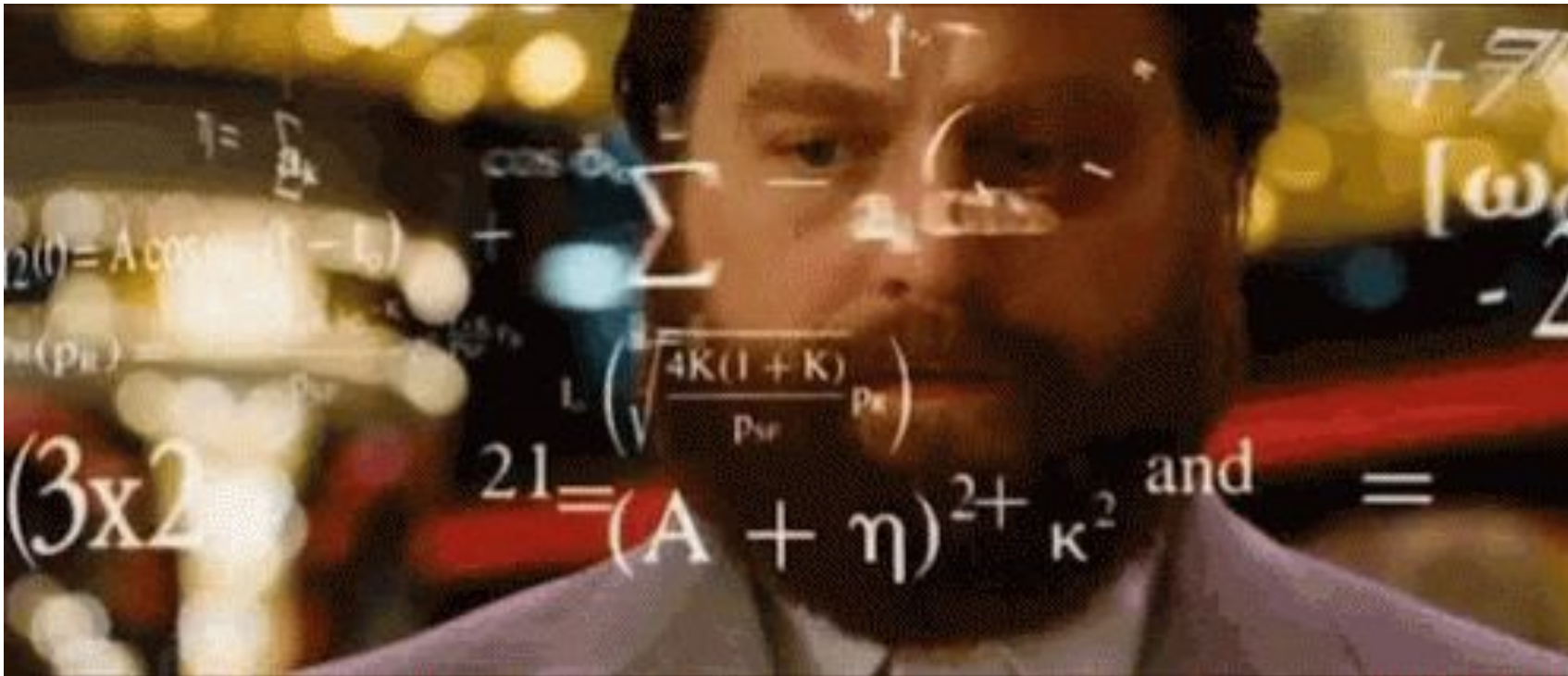
- Drop Blue Lit. at X Households
- Get X folks to commit to Voting Plans
- Push out our vote by Canvassing/Calling

BECAUSE WE WANT TO:

- Increase our # of Registered Dems by X%
- Increase our Democratic Turnout
- *WIN MORE ELECTIONS



WHAT ARE REASONABLE POLITICAL GOALS



YOU CANNOT WRITE GOALS, IF YOU DON'T KNOW YOUR PEOPLE



they
MOVED?



they DIED?



they vote
REPUB?



they won't
VOTE?

657,712

Dems. NO Vote
in 2020

2,691



Haywood

56,180



Wake

95,130



Meck

8,759



Alamance

1,881



Carteret

43,105



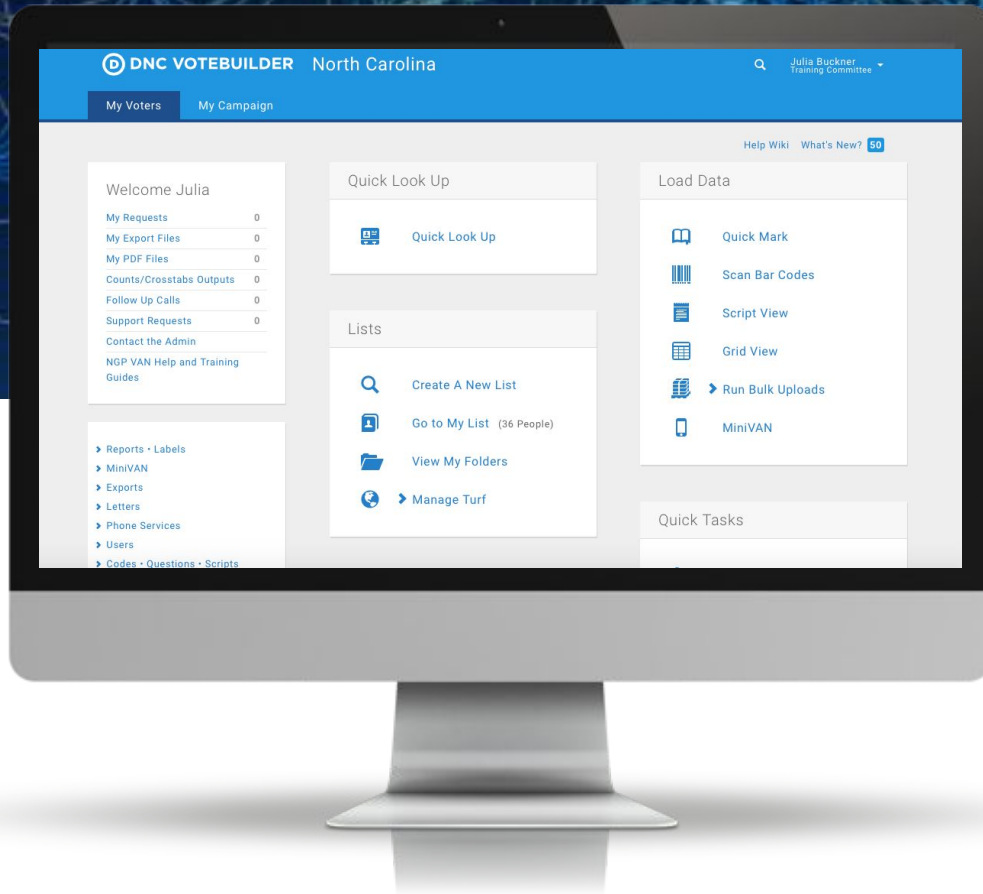
Guilford

10,491



Orange

VOTEBUILDER TRAINING



***“Not everything that can be counted counts,
and not everything that counts can be
counted.”
–Einstein***



Voter Profile



Lists



Phones



Doors

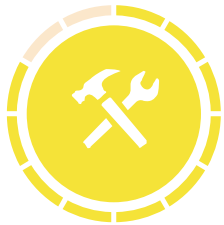
WHAT ARE CROSSTABS?



GOTV



PERSUASION



BASEBUILDING

When They Vote	How They Vote		
	Very Strongly Conservative	Persuadable Swing Voters	Very Strongly Progressive
Never	<i>A</i>	<i>B</i>	<i>C</i>
Sporadically	<i>D</i>	<i>E</i>	<i>F</i>
All the Time	<i>G</i>	<i>H</i>	<i>I</i>
New Voters	<i>J</i>	<i>K</i>	<i>L</i>

Crosstab: SD 40-Joyce Waddell , April 2021

National Turnout	2020: DNC Dem Party Support V2									
	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	191	287	89	77	114	106	90	153	375	650
10 to 19.99	224	413	183	209	316	309	326	541	1,588	2,204
20 to 29.99	175	339	144	151	218	179	222	347	1,150	2,088
30 to 39.99	144	333	222	209	275	270	363	723	1,837	2,181
40 to 49.99	194	603	341	289	438	479	551	969	2,680	3,196
50 to 59.99	284	706	371	335	388	466	544	704	2,450	3,210
60 to 69.99	430	861	393	323	368	356	447	688	2,083	3,837
70 to 79.99	791	955	415	281	329	352	356	581	1,735	4,039
80 to 89.99	1,711	1,325	494	371	476	416	450	684	2,111	6,432
90+	6,937	2,108	808	637	618	594	762	1,161	3,827	24,035
Unknown	0	0	0	0	0	0	0	1	0	0
Total People	11,081	7,930	3,460	2,882	3,540	3,527	4,111	6,552	19,836	51,872
	17,228			7,136				51,213		

Crosstab: HD 98– John Bradford, April 2021

	2020: DNC Dem Party Support V2									
3A Clarity N	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	392	715	144	213	212	94	95	163	194	146
10 to 19.99	346	606	187	262	227	152	106	208	347	261
20 to 29.99	177	603	159	198	250	139	108	170	237	201
30 to 39.99	95	369	84	158	140	86	96	139	186	127
40 to 49.99	138	766	245	335	344	182	138	266	362	242
50 to 59.99	251	1,192	403	514	540	292	236	421	544	299
60 to 69.99	441	1,627	498	684	594	290	237	622	641	441
70 to 79.99	781	1,704	539	630	555	238	265	508	692	700
80 to 89.99	1,938	2,657	724	734	702	355	354	611	995	1,204
90+	9,081	5,084	1,561	1,185	983	722	793	1,424	3,199	10,014
Unknown	0	0	0	0	0	0	0	0	0	0
Total People	13,640	15,323	4,544	4,913	4,547	2,550	2,428	4,532	7,397	13,635
	26,635			9,321				21,051		

Crosstab NC-11-Madison Cawthorn, April 2021

	2020: DNC Dem Party Support V2									
GA Clarity N	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	1,882	1,871	770	823	569	454	481	552	731	516
10 to 19.99	2,590	3,322	2,042	2,092	1,352	1,284	1,260	1,226	1,510	854
20 to 29.99	1,917	3,162	1,511	1,785	1,189	1,198	1,101	1,188	1,378	706
30 to 39.99	2,048	4,069	2,286	2,406	1,309	1,309	1,443	1,341	1,540	689
40 to 49.99	3,352	6,445	3,321	3,590	2,073	1,848	1,881	1,968	2,374	1,053
50 to 59.99	4,757	7,692	3,879	3,554	2,229	2,043	2,138	2,343	2,549	1,252
60 to 69.99	6,687	9,116	4,490	4,081	2,444	2,485	2,696	3,036	3,610	1,959
70 to 79.99	10,398	7,724	3,615	3,044	2,167	2,251	2,523	3,064	3,908	2,561
80 to 89.99	20,996	10,780	4,742	3,828	2,764	3,174	3,695	5,084	7,093	6,019
90+	89,242	22,652	8,897	6,418	5,400	5,759	7,536	13,917	28,370	65,798
Unknown	3	9	4	4	4	4	4	7	2	0
Total People	143,872	76,842	35,557	31,625	21,500	21,809	24,758	33,726	53,065	81,407
	199,339			60,265				144,419		

NO TWO DISTRICTS, PRECINCTS OR COUNTIES ARE THE SAME!!!!!!



NO TWO PRECINCTS OR COUNTIES ARE THE SAME!!!!!!

DEMOCRATIC TURNOUT EXAMPLE

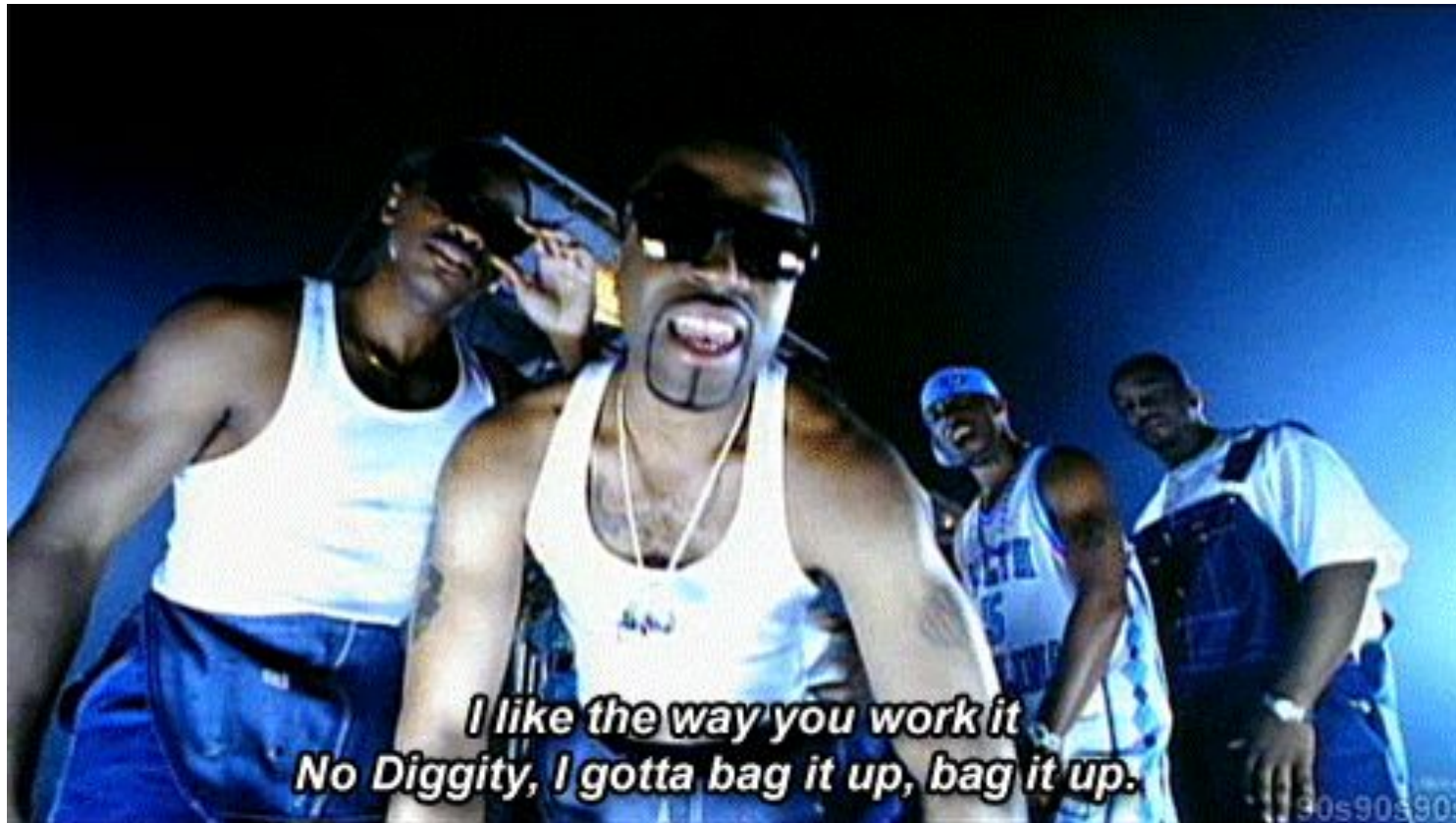
https://docs.google.com/spreadsheets/d/1qCAhep7MO76ICLnzkMktvJrYnjkNI0Vv_YB7_1QfNu4/edit?usp=sharing

DEMOCRATIC MULTI-YEAR TURNOUT DATASHEET:

<https://datastudio.google.com/u/0/reporting/92ac2d33-b515-4cd6-8fe6-507ba829cda2/page/9WQHC>

NO TWO PRECINCTS OR COUNTIES ARE THE SAME!!!!!!

**YOUR WORK IS NOT THE SAME AS SOMEONE ELSE'S WORK...
WE ALL HAVE DIFFERENT WORK TO DO...**





STRATEGIC PLANS



- OUR VISION -

"NC Democrats from across the state are united by shared values that define who we are and what we stand for. We envision a future where all North Carolinians have a fair shot at a good life, regardless of their background, where they came from, what they're worth, or who they love"

STRATEGIC PLAN

DRAFT IN CONSULTATION WITH THE STATE PARTY OFFICERS AND REPRESENTATIVES OF STATE AFFILIATED ORGANIZATIONS, A STRATEGIC PLAN OUTLINING REASONABLE POLITICAL GOALS FOR THE STATE

- OUR MISSION -

"To elect NC Democrats up and down the ballot"

OUR STRATEGIC GOALS

Goal 1

Goal 2

Goal 3

Goal 4

Goal 5

WHAT IS A STRATEGIC PLAN?

- **A GOAL IS A BROAD PRIMARY OUTCOME**
 - **A STRATEGY IS THE APPROACH YOU TAKE TO ACHIEVE A GOAL**
 - **AN OBJECTIVE IS A MEASURABLE STEP YOU TAKE TO ACHIEVE A STRATEGY**
 - **A TACTIC IS A TOOL YOU USE IN PURSUING AN OBJECTIVE ASSOC. W/ A STRATEGY**

WHAT IS A STRATEGIC PLAN?

MISSION					
OBJECTIVE		OBJECTIVE		OBJECTIVE	
STRATEGY	STRATEGY	STRATEGY	STRATEGY	STRATEGY	STRATEGY
TACTICS	TACTICS	TACTICS	TACTICS	TACTICS	TACTICS
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
-	-	-	-	-	-
METRICS		METRICS		METRICS	



SMART Goals



WHAT SHOULD BE IN YOUR STRATEGIC PLAN?

SMART GOALS:

Specific
Measurable
Attainable
Relevant
Time-based

**Register ten-thousand voter
by October 5th.**

**Conduct one million phone
calls by February 10th.**

**Knock every door in the town
of Clayton by June 22nd.**

HOW TO WRITE THE PLAN?

WORK AS A TEAM WITH YOUR COUNTY

REFINE THE PLAN AS YOU GO

PLANS ARE LIVING DOCUMENTS – THEY WILL CHANGE

GET COUNTY EXECUTIVE COMMITTEE APPROVAL



**Neighborhood Cluster
Model?**



RIGHT NOW ELECTION DAY SEEMS FAR AWAY

YOU'VE GOT ALL THE TIME IN THE WORLD...

- You're going to REGISTER Voters!
- You're going to PERSUADE Voters!
- You're going to RECRUIT Volunteers!

EVERY PRECINCT IS 100% ORGANIZED, AND ACTIVE

YOU'RE GOING TO GET 50% + 1 IN EVERY ELECTION

**DEMS ARE GOING TO WIN
EVERY.SINGLE.ELECTION**

**514,
513,
512**

HOP IN TIME MACHINE...

October 12, 2022

27 days

OCTOBER 12, 2022

RIGHT NOW WE THINK: WE'VE GOT 17 MONTHS!

- You're going to REGISTER Voters!
- You're going to PERSUADE Voters!
- You're going to RECRUIT Volunteers!

EVERY PRECINCT IS 100% ORGANIZED, AND ACTIVE

YOU'RE GOING TO GET 50% + 1 IN EVERY ELECTION



**WHAT DO WE WANT OUR
PARTY TO LOOK LIKE BY THEN?**

GOAL SETTING

THINK ABOUT THESE GOALS

- You're going to REGISTER Voters!
- You're going to PERSUADE Voters!
- You're going to RECRUIT Volunteers!

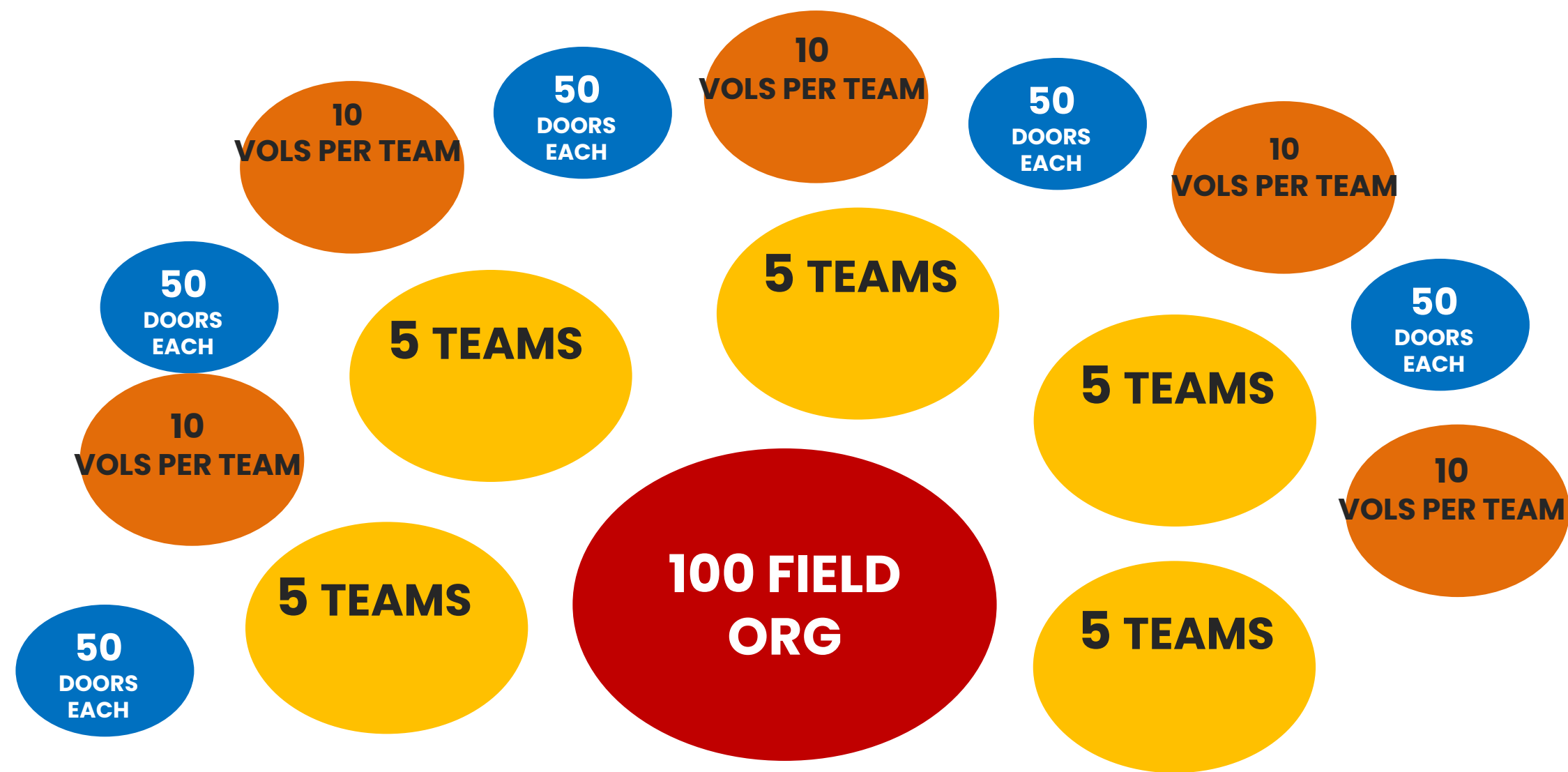
THINK ABOUT THESE SPECIFIC GOALS

- 1500 Door knocks on a weekend
- 1800 Dials weekly
- Recruit & Confirm 25 Volunteer Leaders



CAN YOU DO THIS BY YOURSELVES?

NEIGHBORHOOD TEAM MODEL: 250,000 DOORS



WHAT DO YOU NEED?

**You Need A
Team**

Building **BLUE**



QUESTIONS?

Building **BLUE**



**PRE-WORK
POST-SURVEY**

Building
BLUE



THANK YOU

NCDEMOCRATS

Building **BLUE**



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