

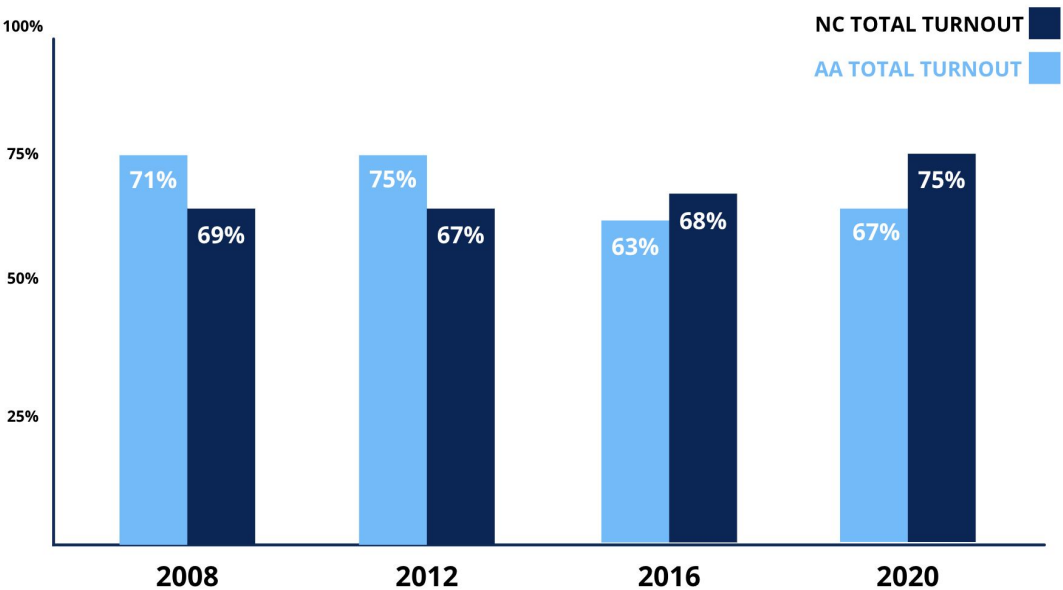
# Building Our Backdrop

## CONTINUE- OPPORTUNITIES TO MAXIMIZE

02

Highest Democratic turnout and highest African-American turnout since 2008

75% of eligible North Carolina voters voted in 2020, compared to 69% in 2008, 67% in 2012 and 68% in 2016.



06

Sharply decreased down ballot roll off (under votes)

The amount of voters who voted for President but didn't vote for statewide down ballot offices decreased significantly. As compared to 2016, NCDP's unprecedented \$3.1 million down ballot investment **decreased the number of people who voted for President and not for Council of State races by 28%; for Supreme Court by 81%; and for Court of Appeals by 40%.**

ROLL-OFF	
RACES	% Change/Improvement
Total Votes Cast for President	Increased by 17%
Council of State Rolloff	Closed the margin by 28%
Supreme Court Rolloff	Closed the margin by 81%
Court of Appeals Rolloff	Closed the margin by 40%

*\*Based on average total vote across races as of 11/18\**

# *Building* **BLUE**



**EDUCATE, ORGANIZE, MOBILIZE**

**JUNE 11-13, 2021**

# *Building* **BLUE**



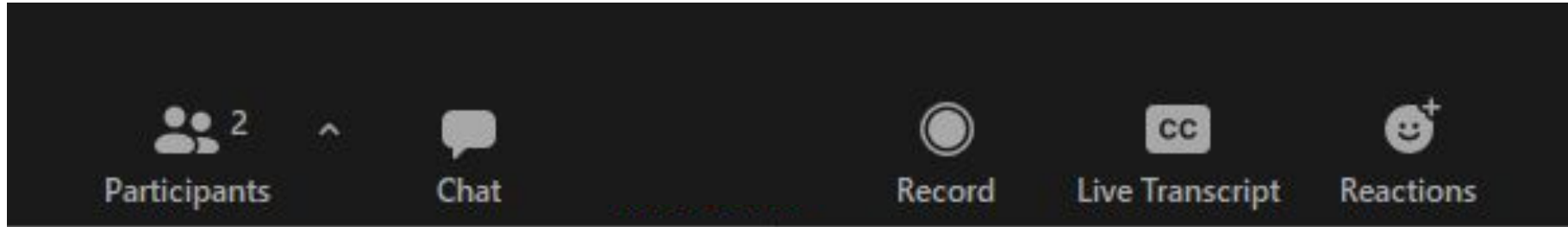
- Be Respectful
- Be Present
- Ask Questions
- Use the Chat



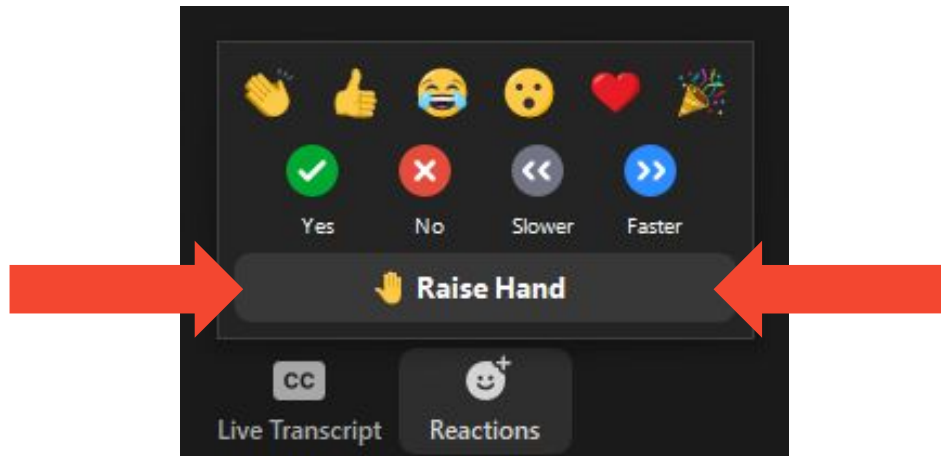
# RAISING YOUR HAND ON COMPUTER

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**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”**



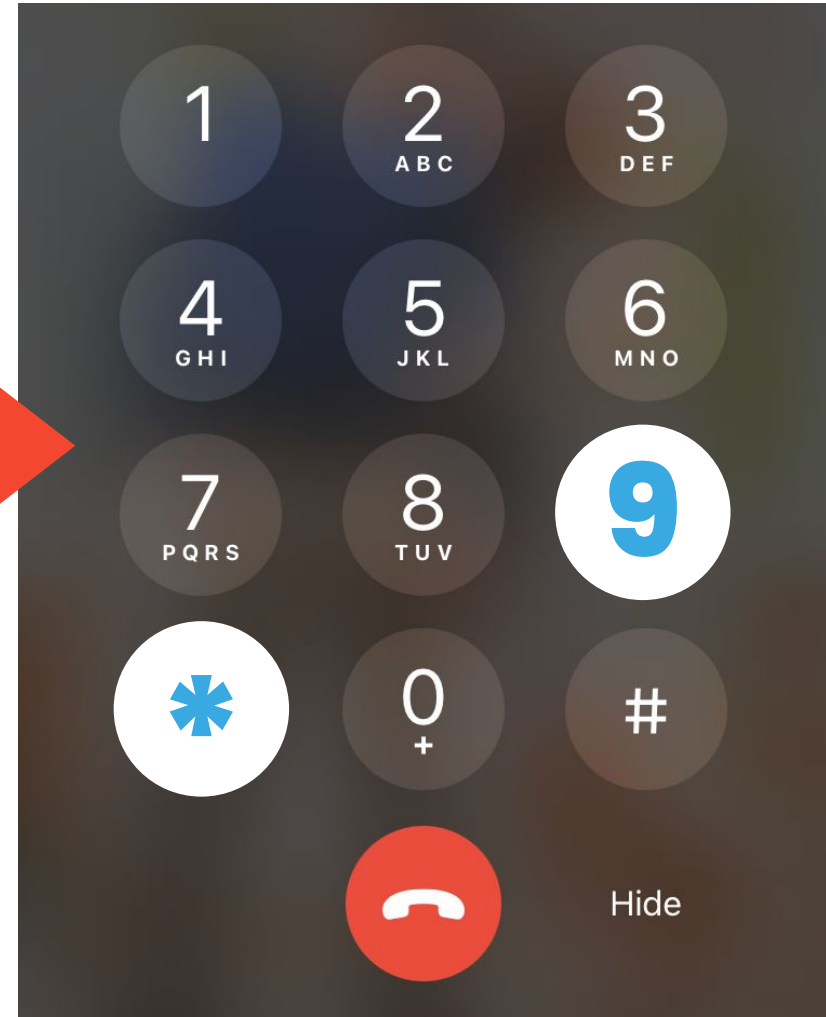
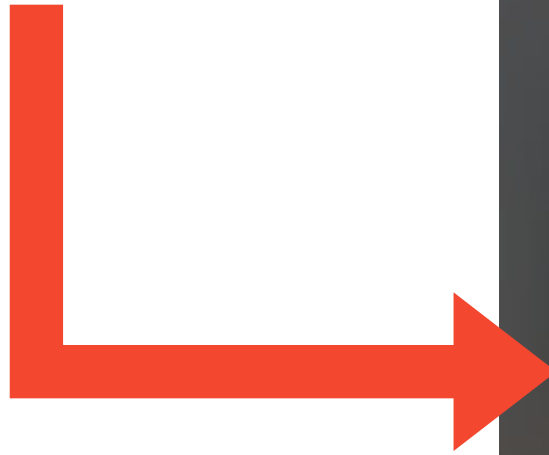
# RAISING YOUR HAND ON YOUR PHONE

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

**TOGGLE  
MUTE/UNMUTE**

Press \*6 on your  
phone's keypad



# *Building* **BLUE**



**EDUCATE, ORGANIZE, MOBILIZE**

**JUNE 11-13, 2021**



**Welcome**  
**Dr. Bobbie Richardson,**  
***NCDP Chair***

**Moment  
of Silence**





**NCDEMOCRATS**

## **NCDP Direction & Overview**

**Meredith Cuomo,  
*Executive Director***



**NCDEMOCRATS**

# 2021 STRATEGIC BLUEPRINT

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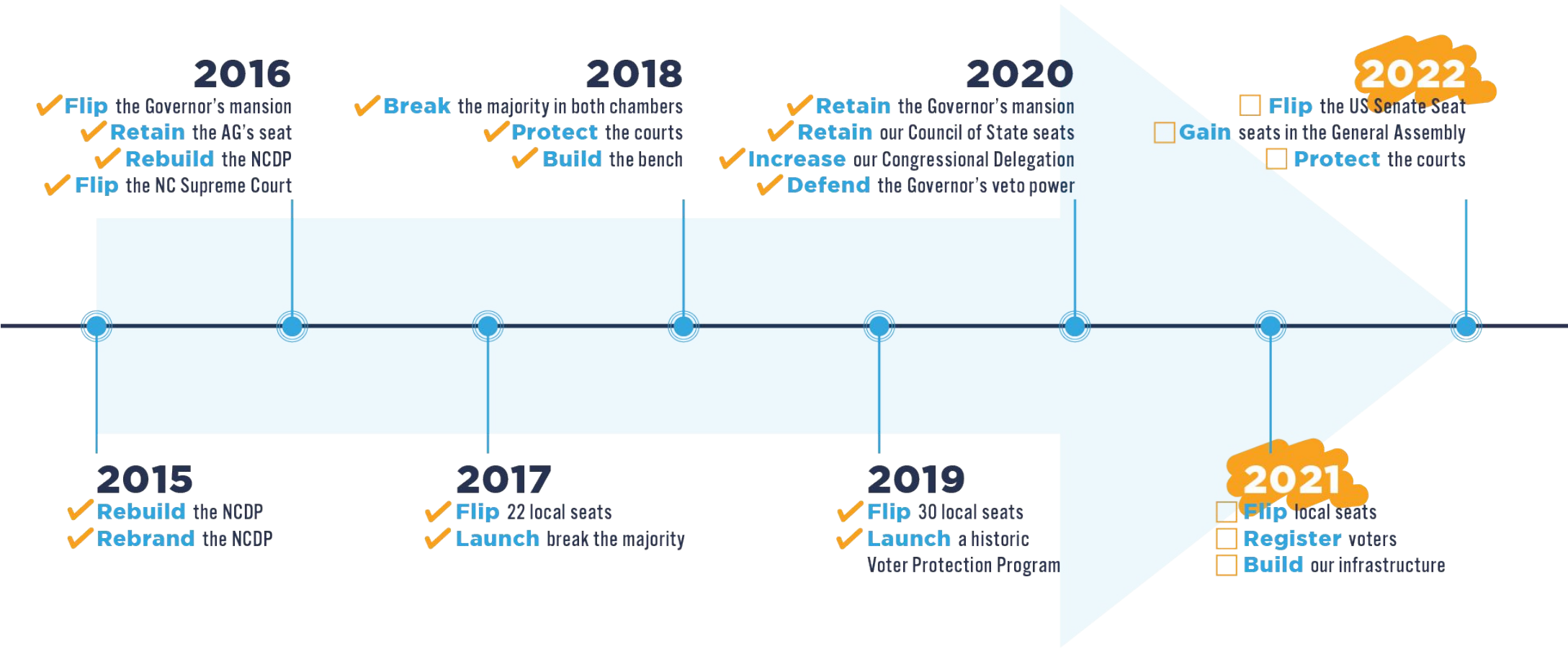
*Build to Win, Build to Last*

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PAID FOR BY THE NORTH CAROLINA DEMOCRATIC PARTY ([WWW.NCDP.ORG](http://WWW.NCDP.ORG)). NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.

# Build Back Bluer

## PATH TO BLUE



# Building Our Backdrop

## CHALLENGES TO OVERCOME

Reinventing the Wheel	Leveraging Knowledge	Demographic & Geographic Change	Recurring Tensions	Complex Web of Relationships	Electoral Map Disadvantage	Political Polarization
There is a sense that the state party tends to reinvent the wheel each election cycle, which results in many campaigns having to build much of their organization from scratch.	There is a deep reservoir of knowledge and expertise held in local party units that has not historically been leveraged by the state party.	In coming elections, NCDP candidates and local party organizations will need to adjust their strategies to account for demographic and geographic changes in the electorate.	Recurring tensions have often emerged between state party leaders and staff, local party leaders and activists, and campaign staff which has caused differing visions about the role of the state party and the resources it provides, and created difficulty in collaboration around and between elections.	There is a complex web of relationships among the state party, elected officials, independent organizations, House and Senate caucuses, labor, and other allies that needs to be navigated and maximized in a strategic way in order to build on each group's strengths.	Democrats are at a distinct disadvantage when it comes to drawing electoral maps. Redistricting in the legislative minority has led to favorable maps for Republicans and given rise to challenges in flipping the legislative chambers and congressional districts.	Blue areas are getting bluer, red areas getting redder. Because of political polarization, just over 100 precincts in North Carolina flipped from red to blue or blue to red. Most just grew more Republican or more Democratic, presenting new opportunities and challenges as the state becomes more polarized.

# Building Our Backdrop

## OPPORTUNITIES TO MAXIMIZE

01	Democrats hold the White House and we hold the Governor's Mansion	This provides the NCDP with a strong set of elected allies to facilitate in strengthening the Party.
02	Highest Democratic turnout and highest African-American turnout since 2008	75% of eligible North Carolina voters voted in 2020, compared to 69% in 2008, 67% in 2012 and 68% in 2016.
03	Unprecedented, historic support for down ballot candidates	NCDP support to the Down Ballot campaign totaled more than \$3.1M, a 146% increase in funding over 2016 and an unprecedented amount from the NCDP and virtually any state party in the nation
04	Re-elected several candidates	Re-elected Governor Roy Cooper, Attorney General Josh Stein, Secretary of State Elaine Marshall, and Auditor Beth Wood, and netted a new seat in the state Senate
05	Closed the gap in statewide races	Margins for statewide campaigns, including President, U.S. Senate, and Council of State races, universally moved two points in Democrats' direction
06	Sharply decreased down ballot roll off (under votes)	The amount of voters who voted for President but didn't vote for statewide down ballot offices decreased significantly *more info on next slide*
07	The Year-Round Voter Protection Program was recognized as one of the strongest in the nation	Answered 26,428 hotline calls, recruited 3,000+ volunteers, deployed 2,000+ observers, knocked 5,000 doors for provisional ballot cures, made 100,000+ absentee ballot cure calls, & achieved a 90% cure rate on Dem. mail-in ballots
08	New leadership and expanded staff at the state party	This, combined with the focus of the state party's new year-round organizing initiative and strong financial foundation have presented a unique opportunity to create a strategic roadmap for the NCDP

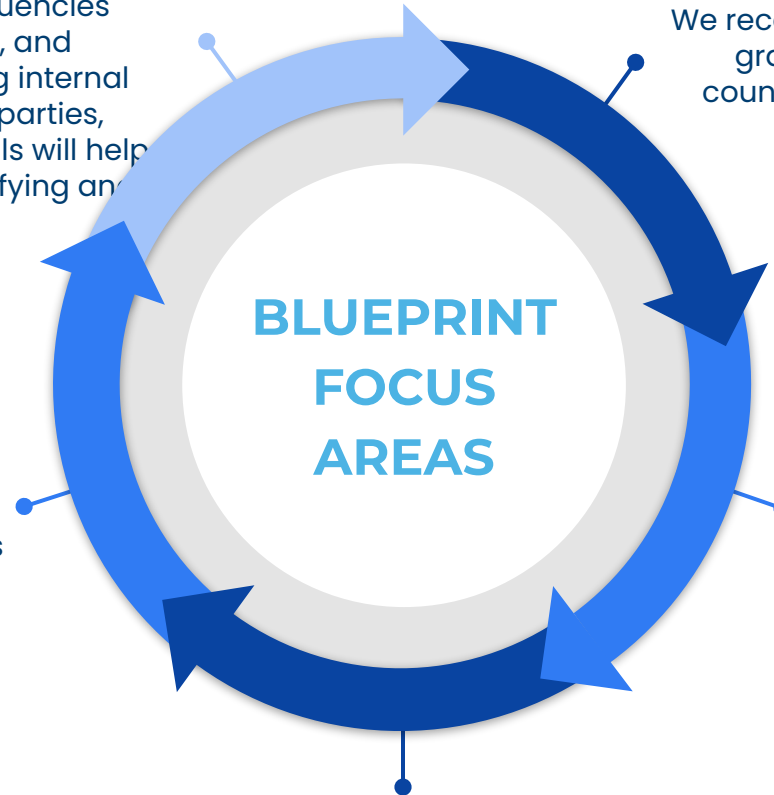
# Building Our Backdrop

## Improve Communication

Communicating our values and messages that resonate with voters across NC is a key to building a positive narrative around Democratic candidates. We will work to research and implement messaging that will connect with our diverse constituencies across rural, urban, racial, ethnic, cultural, and social-economic variation. Additionally, strengthening internal communication channels between NCDP and local parties, affiliated organizations, candidates, and elected officials will help empower leaders from the ground up to share our unifying and effective message.

## Provide a Year-Round Training and Curriculum Development

In order to create election success for years to come, we must provide year-round training opportunities and curriculum for both candidates and party leaders. This means expanding our candidate recruitment programs, sharing best practices with Democrats across the state, empowering our candidates with more training opportunities and increasing elected official engagement from the Council of State to municipal office holders.



## Engaging Grassroots Volunteer Leadership

We recognize that winning statewide will require engaging grassroots volunteer leadership in each of our 100 counties, and that diverse regions will require different approaches.

## Establish a Permanent Voter Protection Program

North Carolina Democrats know first hand the importance of securing the sanctity of one person, one vote. Therefore, establishing a permanent Voter Protection program will allow us to combat voter suppression, increase voter registration efforts, mobilize across the state, and establish educational initiatives.

## Launch a Year-Round Organizational Field Program

With historic turnout in 2020, launching a year-round organizational field program, early, will allow us to build strong relationships from the precinct up and help develop coalition opportunities with other progressive partners across the state.

# Building Our Gameplan

## BUILDING BACK BLUER: YEAR-ROUND ORGANIZING

- **Increase direct, face-to-face voter contact through year-round organizing.** In-person voter contact will again be a top priority when safe. The NCDP is working to secure the support necessary to implement continuous field organizing and a year-round vopro program.
- **Expand training for grassroots activists, local Party leaders, and candidates.** By expanding volunteer training year-round, we can keep them engaged and continue their education on organizing best practices.
- **Turn low propensity voters into base voters.** The NCDP will build on one of our biggest successes in 2020 – voter turnout – by reaching low propensity Democratic voters who voted in 2020 but don't vote in midterm elections.
- **Support a diverse slate of candidates.** The NCDP built and supported one of the most diverse slates of statewide candidates in party history. We're focused on building off that success and continuing to ensure that our slate reflects the state they're seeking to represent.
- **Expand outreach to rural NC.** The NCDP recognizes the need to organize and reach rural and Republican-leaning areas. Even if we don't win these precincts and counties, we can hold down Republican numbers statewide and make in-roads for down-ballot candidates.
- **Expand outreach to suburban NC.** The NCDP will use in-depth analysis to determine the right combination of both persuasion and mobilization targeting to identify and turn out supporters in more purple areas of the state.



# Building Our Gameplan

## BUILDING COMMUNITY COALITIONS

**Goal-** to help everyday citizens recognize the inherent power they have to affect change in their communities.

By partnering with activists on the ground and listening to their needs, we will create a group of engaged citizens who participate in our democracy and mobilize others to do the same, identifying future candidates along the way.

**Program Overview-** A key element of the NCDP's Building Back Bluer organizing plan is strengthening relationships with diverse communities across NC. By building intentional community coalitions, with representatives that look like those being served, and creating an atmosphere of inclusivity, we will show our commitment to our Native American, Black, Asian American Pacific Islander and Latinx voters. Ensuring diverse communities have a seat at the table and a voice to share the concerns impacting their communities as a whole is crucial.



# Building Our Gameplan

## BUILDING BACK BLUER: YEAR-ROUND ORGANIZING

### Organizing Goals For 2021:

Our organizing program is based on a neighborhood team model with the goal of building a strong grassroots infrastructure across the state of North Carolina. From our first day on the ground, our organizing team will strategically create new activist teams, and work to build coalitions, and strengthen our county parties where necessary to guarantee victory for our US Senate Candidate, state Supreme Court candidates and all 2022 county and municipal candidates and 2022 Legislative Candidates. **Metrics will be centered around:**

- Number of new action teams created
- Number of events and event attendees
- Number of meetings & 1:1s
- Number of Trainings
- Voter contact attempts

IN ORDER TO **WIN** EVERYWHERE,  
WE HAVE TO **ORGANIZE** EVERYWHERE

THAT'S WHY IT'S OUR GOAL TO  
RECRUIT VOLUNTEERS FROM EVERY NC  
COUNTY FOR OUR WEEKEND OF ACTION!

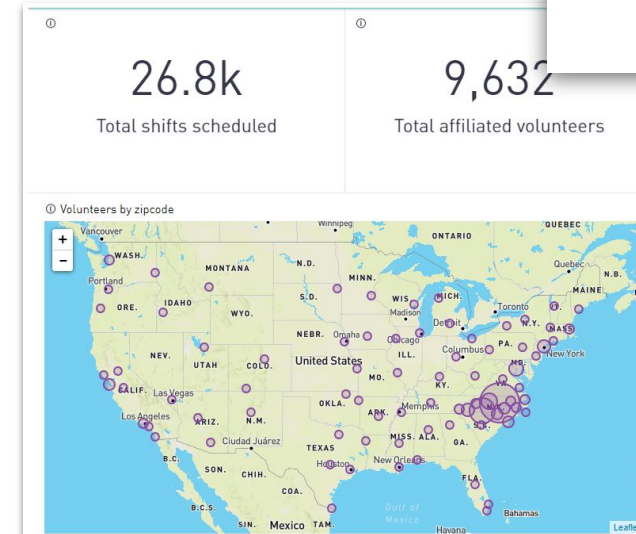


CAN YOU BE THE ONE TO  
STEP UP FROM YOUR COUNTY?

**SIGN UP FOR A SHIFT** ➔

& HELP ELECT DEMOCRATS FROM  
THE MOUNTAINS TO THE COAST!

P.S. FORWARD THIS TO **5** FRIENDS  
& ASK THEM TO SIGN UP, TOO!





# **2021 INITIATIVES BUILD TO WIN**

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# 2021 INITIATIVES

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## 2021 BUILDING BLUE TRAINING COURSES

- **Citizen Advocate Training**
- **Party Leader Training**
- **Candidate Training**
- **Elected Official Training**



# 2021 INITIATIVES

---

## LIVING LIBRARY

**NCDP staff should work with local leaders and activists to collect the Living Library information detailed throughout the Blueprint that relates to field, communications, data, and fundraising resources.**

Over time, this project can also include the development of local snapshot documents. Snapshots are memos that encapsulate the introduction you would give a campaign or an organizer to familiarize them with the region, its people, and its political landscape. The snapshot might include demographic information, employers, union presence, political history, leaders, strategies for winning, and past NCDP performance, as well as many other items.

In the first year, lists and snapshots can be stored in files on a server or google folder. Over time, however, the library should live in an interactive online forum, which could be something like a NCDP Wiki, where info can be stored, shared, and updated by authorized staff and volunteers in a secure manner. Articles and lists could be maintained in each county or party unit region and kept continuously up to date.



# 2021 INITIATIVES

## DIGITAL ORGANIZING

### Monthly Action Item

**In the 2020 election cycle, the NCDP mobilized an incredible 64,000 volunteers to take action to help elect Democrats.** There will inevitably be some amount of drop-off; however, the NCDP worked hard to recruit those volunteers, and we should continue to work hard at retaining them. In order to do so, the Digital Department launched “Monthly Action Items” so the volunteers we mobilized continue to have ways to engage with the NCDP and participate in making a difference. **Here is the outline for Monthly Action Teams in 2021:**

MONTH	SUBJECT	NEEDED ASSETS
<a href="#">MAY</a>	Letter writing campaign to members of the GA on Governor Cooper’s budget	Template, example letterhead, example letter, graphics, link to addresses
<a href="#">JUNE</a>	Attend the Building Blue Retreat	Graphics promoting the event, link to sign up
<b>JULY</b>	Know anyone who should run for office?	Interest form for potential candidates, graphics
<b>AUGUST</b>	Get trained! Attend 3 building blue sessions	Graphics, links to mobilize sign ups
<b>SEPTEMBER</b>	Record and post a selfie video on the Biden Administration’s impact on your community! We’ll share your videos!	Example video (maybe from Chair Richardson), quick “how-to” video teaching folks, a hashtag, graphics
<b>OCTOBER</b>	Friendbank for voter registration or attend your local County Party’s National Voter Registration Day event	Script, resources on how to register, graphics, landing page with all the events in one spot
<b>NOVEMBER</b>	Letter writing campaign to members of Congress	Template, example letterhead, example letter, graphics, link to addresses
<b>DECEMBER</b>	Knock doors for Democrats! Start talking to your neighbors now about the importance of voting blue for the Senate in ‘22.	Partner with the field team and county parties to provide the necessary resources

# 2021 INITIATIVES

---

## MEN OF COLOR INITIATIVE

**Goal:** The ultimate goal of Chop It Up-NC is to engage voting men of color and empower them to become engaged political activists, to work to elect Democrats in NC, and to prepare them to take part in the process by organizing, advocating, educating, and running for office.

**History:** The idea for our Men Color program began with **Chop It Up**– a program initially created by the DNC. During the 2020 Election Cycle, the program was revamped to fit a virtual format and renamed **Shop Talk** here in NC. This joint initiative of the DNC and the DNC Black Caucus was designed to engage Black men on the issue most important in their communities as well as empower them to take on greater roles in politics and government.

**Engage, Educate, Mobilize:** The NCDP will reimagine this program again as an ongoing outreach tool for engaging men of color. We are seeking to engage men of diverse backgrounds about societal issues that impact their daily lives and encouraging them to take active part in their community through understanding the power of their vote. We will host discussions with men from multi-ethnic communities about leadership and encourage these men to take on leadership roles and run for office.

This program uses the simple process of engaging, educating, and mobilizing. Initially, through virtual discussions of shared experiences and by providing a safe space to connect with community leaders, elected officials, and political professionals, the program will create a vehicle for learning the different issues facing our NC communities. Post-COVID, the program will easily translate into its original rendition of in-person events to include house meetings, round table discussions, and rallies as needed to engage the men from communities of color.

# Building to Last

Ten years ago, the party was not where it wanted to be financially, structurally, or electorally. In recent years, NCDP has built a solid foundation, reached the strongest position we've ever been in, and become a national leader among state parties. The next few years will be critical in building a blueprint that will lead to lasting political power. Building off of our recent successes, North Carolina Democrats are poised to make critical gains this year by implementing these key programs. By investing in our ground game early, honing our Democratic messaging, and supporting our candidates, volunteers, and elected officials through year-round training, we can build the infrastructure necessary to win in 2022, 2024, and beyond.

This strategic plan is the first step as we look ahead to where we want to be in the next 10 years. By 2030, North Carolina Democrats will strive to be a Democratic stronghold in the South, building a smart, strong, and sustainable program that broadens the electorate, builds a diverse coalition in both rural and urban areas, activates non-voters and low-propensity voters through continued relationship-building, fights back against any effort to suppress voters, and powers Democratic victories up and down the ticket.





**Jeff Rose**  
***Chair, County Chairs***  
***Association***



**Lorenzo Pedro,**  
*Political Director*

## Setting Expectations

---

- Your role is important to our success as Democrats.
- Section 2.05 in the NCDP's Plan of Organization
- Know your Democratic Network (aka your other family)
- "from Murphey to Manteo" isn't just a slogan.

[lorenzo@ncdp.org](mailto:lorenzo@ncdp.org)

The logo for NCDemocrats, featuring the word "NCDemocrats" in white, bold, sans-serif capital letters. The text is enclosed within a white rectangular border. A small white silhouette of the state of North Carolina is positioned at the bottom left corner of the border.

**NCDemocrats**

**“New” Chair  
Orientation**

**Julia Buckner,  
*Training & Organizing  
Director***

## **OUR AGENDA:**

- 1. Insiders Look at NCDP**
- 2. Meet the Staff**
- 3. PoO Cliff notes for Chairs**
- 4. Communicating with NCDP**
- 5. Leading Meaningful Events**
- 6. Robert's Rules**
- 7. VoteBuilder**
- 8. Inclusive Volunteer Teams**
- 9. Positive Team Culture**
- 10. Succession Planning**



**AN INSIDER'S LOOK  
AT NCDP**



# UNDERSTANDING THE ALPHABET SOUP

---

## THE DEMOCRATIC NATIONAL COMMITTEE:

- DNC-->the “party”
- Official Mission: to coordinate strategy & support Dems @ every level.
- National Convention: establish platform & raise funds
- Structure:
  - Elected Chair: Jamie Harrison
  - Elected Board:
  - DNC Members: elected by state party members.
  - NCDP Chair & 1st Vice

## COMMITTEES:

- DCCC: Democratic Congressional Campaign Committee
- DSCC: Democratic Senatorial Campaign Committee
- DGA: Democratic Governor’s Association
- DLCC: Democratic Legislative Campaign Committee



# UNDERSTANDING THE ALPHABET SOUP

---

## THE DEMOCRATIC NATIONAL COMMITTEE:



- THEY CAN: Raise funds & yield resources to influence electeds.
- THEY CANNOT:
  - make rules for party or voter registration within the states.
  - rule over how state primaries are run

## DCCC: DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE



- Purpose: electing Dems to the US House of Reps.
- D-Triple-C
- Campaign Arm of the House of Reps.
- 219 Democrats

# UNDERSTANDING THE ALPHABET SOUP

---

## DSCC: DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE



- Purpose: electing Dems to the US Senate
- Campaign Arm of the US Senate
- 48 Dems + 2 indppts. who caucus w/ us.

## DGA: DEMOCRATIC GOVERNOR'S ASSOCIATION

- Purpose: electing more Dem. Governor's
- Help campaigns: staffing, digital, polling, resources-->campaigns
- 23 Dem. Governor's



## DLCC: DEMOCRATIC LEGISLATIVE CAMPAIGN COMMITTEE

- Purpose: recruits, trains & supports state legislative candidates, primarily through the caucuses.
- NC House Caucus or NC Senate Caucus
- 7,383 total seats. 3,303 (D). Dem.leg. control=38%

# UNDERSTANDING THE ALPHABET SOUP (NC SPECIFIC)

---

## THE STATE EXECUTIVE COMMITTEE: SEC

- **Purpose:** Governing body and legislative branch of the NCDP,
- **Who:** Delegates are elected officials, State Executive Council members and 450 elected members from 100 Counties
- **Meetings:** Twice a year, prior to March 1 and late summer

**LIKE OUR CONGRESS**

# UNDERSTANDING THE ALPHABET SOUP (NC SPECIFIC)

---

## **AOs: AFFILIATED ORGANIZATIONS**

- **Purpose:** A group of Democrats representing constituent and interest groups that have been historically underrepresented or are crucial to voter turnout and outreach
- **Responsibilities:** To support the efforts of the NCDP
- **Who:** Made up of NC Democrats sharing inherent traits or a concern for a certain issue
- **Meetings:** Up to each AO

**LIKE CONGRESSIONAL CAUCUSES**

# UNDERSTANDING THE ALPHABET SOUP (NC SPECIFIC)

---

## **COR: COUNCIL OF REVIEW**

- **Purpose:** Hearing and deciding disputes and controversies arising within the Party (but not AOs)
- **Who:** 1 member from each CD, 4 at-large members appointed
- **Meetings:** As needed

**BOTH A DISTRICT COURT &  
A SUPREME COURT**

# UNDERSTANDING THE ALPHABET SOUP (NC SPECIFIC)

---

## NCDP Executive Council:

- **Purpose and Responsibilities:** Act in place of the SEC when it's not in session, approve financial transactions, adopt resolutions,
- **Who:** State chair, 3 state vice chairs, secretary, treasurer, chair of Sustaining Fund, chair of minority affairs, Teen Dems' advisor, presidents of AOs, non-voting members, NC DNC members, Young Dems committeeman, 3 at-large members appointed by state chair
- **Meetings:** Once every 3 months

**LIKE OUR BOARD OF DIRECTORS OR CABINET**

# INSIDER'S LOOK AT NCDP: COUNTY CHAIRS

---

## COUNTY CHAIR RESPONSIBILITIES

- 16 responsibilities, mainly **executing the strategic plan**
- Transmit all records pertaining to the office to successor within ten (10) days of vacating office.

## BOOTS ON THE GROUND

# INSIDER'S LOOK AT NCDP: DISTRICT CHAIRS

---

## DISTRICT CHAIR RESPONSIBILITIES

- **14 Tasks** but mainly administrative and statutory responsibilities to support county parties.
- **Who:** 1 per CD elected at district conventions
- **Meetings:** Annual district convention, district executive committee meeting at least once every 6 months

## RESOURCE HUBS FOR COUNTY CHAIRS

# INSIDER'S LOOK AT NCDP: PRECINCT CHAIRS

---

## PRECINCT CHAIR RESPONSIBILITIES

- 10 responsibilities but most importantly **establish reasonable political goals** for the precinct and organize and execute a voter organizing plan
- **Who:** Any registered Dem residing in the precinct, elected
- **Meetings:** At least once a year

**WORKER BEES.. NO HIVES, NO HONEY**



WE ARE  
FAMILY?

# NCDEMOCRATS

## MEET THE STAFF

- 17 NCDP STAFF
- 19 FELLOWS
- HOUSE & SENATE CAUCUS STAFF

DIGITAL

SPECIAL  
PROJ.

POLITICAL

VOTER PROTECTION

LEG.

COMMS

CAUCUSES

MINORITY  
AFFAIRS

DATA

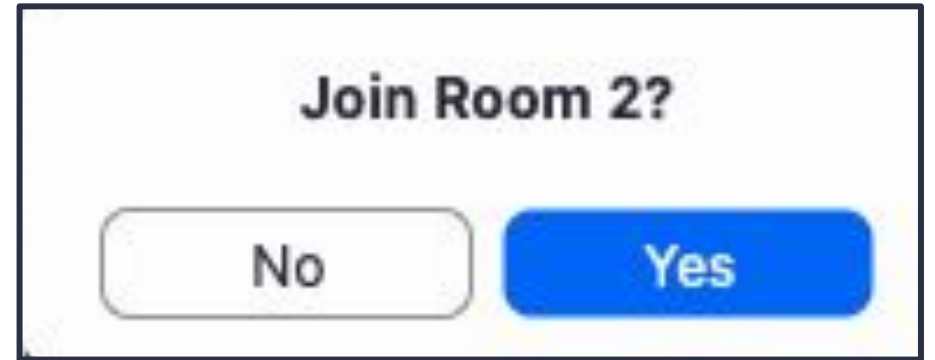
TRAINING

ORGANIZING

# BREAKOUT ROOMS

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**STEP ONE:** Accept invitation to Join Room

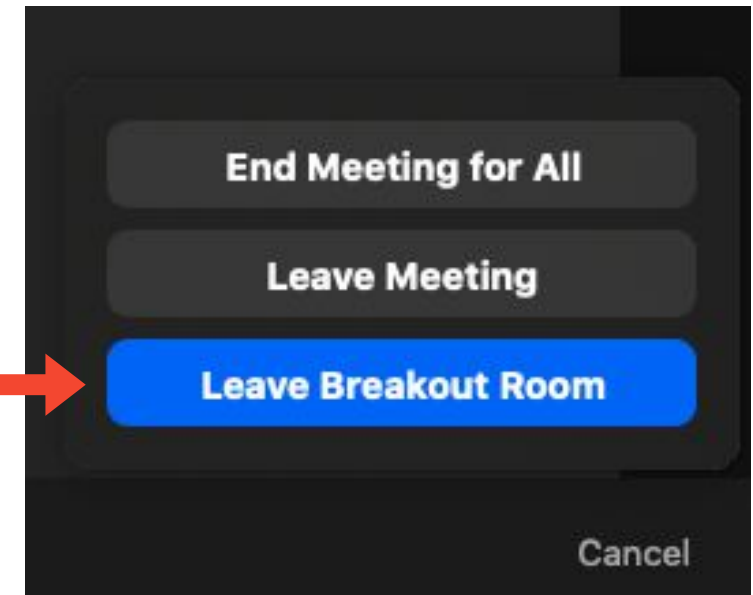
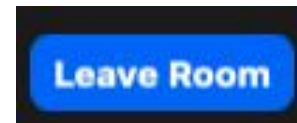


## LEAVING BREAKOUT ROOMS

**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.



# *Building* **BLUE**



## MEET YOUR DEMOCRATIC FAMILY

*What's the ONE dream  
you have for your  
county party right  
now?*

*(5 minutes)*



## **PoO CLIFF NOTES**

***Chris Hardee, Chair  
PoO Review  
Committee***

# PoO CLIFF NOTES:

---

## WHAT IS THE PoO?

- NCDP Plan of Organization
- Basic Organizing Document about how we run the Party

## WHERE DO I FIND THE PoO?

- <https://www.ncdp.org/plan>

## WHAT SHOULD I DO WITH THE PoO?

- Read it! Refer to it! Read it Again!
- But don't beat people over the head with it!

## WHAT DO I NEED TO KNOW ABOUT THE PoO?

- There are a lot of processes in the PoO.
- The following slides are the Top 10 things you need to know that are NOT in the Plan.

# PoO CLIFF NOTES: TOP TEN LIST

---

## WHAT DO I NEED TO KNOW ABOUT THE PoO?

1. The Plan **started as a meeting guide** at the local level and has grown. Still to this day, about ½ of the document is dedicated to how to manage and run local organizations at the Precinct, County and District level. The balance deals with State and DNC.
2. The Plan is a **living document**. Drafted in 1971 it has been amended almost annually ever since. If you see ways to improve it, **submit an amendment** to the PORC for consideration.
3. The Plan assumes you have a good knowledge of Parliamentary Procedure as defined by Roberts and follows it. In most cases if the Plan is silent on an issue, you can defer to Roberts.
4. When in doubt on an issue from the Plan, **err on the side of inclusion** to engage more people and be more “d” democratic.
5. Again, the **Plan is a GUIDE** how to run the Party at your level and **should not be used as a combative or punitive tool.**

# PoO CLIFF NOTES: TOP TEN LIST

---

## WHAT DO I NEED TO KNOW ABOUT THE PoO?

6. The Plan **should be used to unite us** in our local organizations to work together and not to divide us based on who is an officer of this or that.
7. When there is a difference of interpretation of the Plan, try to talk it out, engage more folks in the conversation. **The default should not be to file a complaint or alienate people.**
8. **The State Party are not the POO Police.** They cannot and SHOULD NOT solve differences or enforce actions from the Plan. That should be a local process and ultimately if someone disagrees strongly, to raise concern about a mis-step of a leader to work through the COR.
9. Be mindful of who you elect to Party office. They make decisions and interpret the Plan.
10. Finally, if you have questions about the Plan, reach out to your **“Senior Statesmen/Stateswomen.”** I truly believe I’ve been asked to lead the PORC because I’ve been actively involved in the structure of the Party for years.

**Call on me or your local folks for advice.**

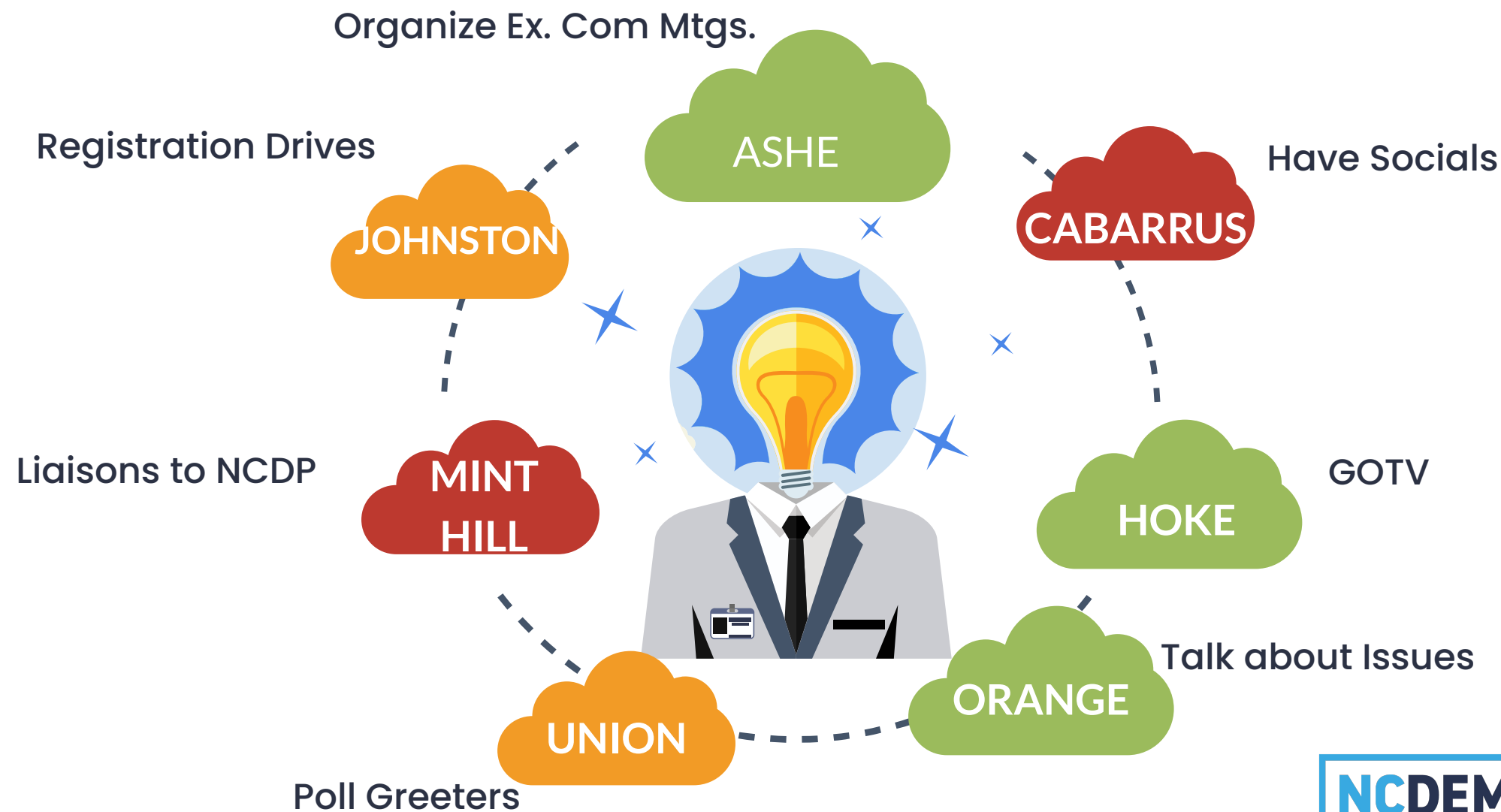




**COMMUNICATING  
WITH THE NCDP**



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



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

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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**

**YOU ARE A CONDUIT  
FOR INFORMATION**

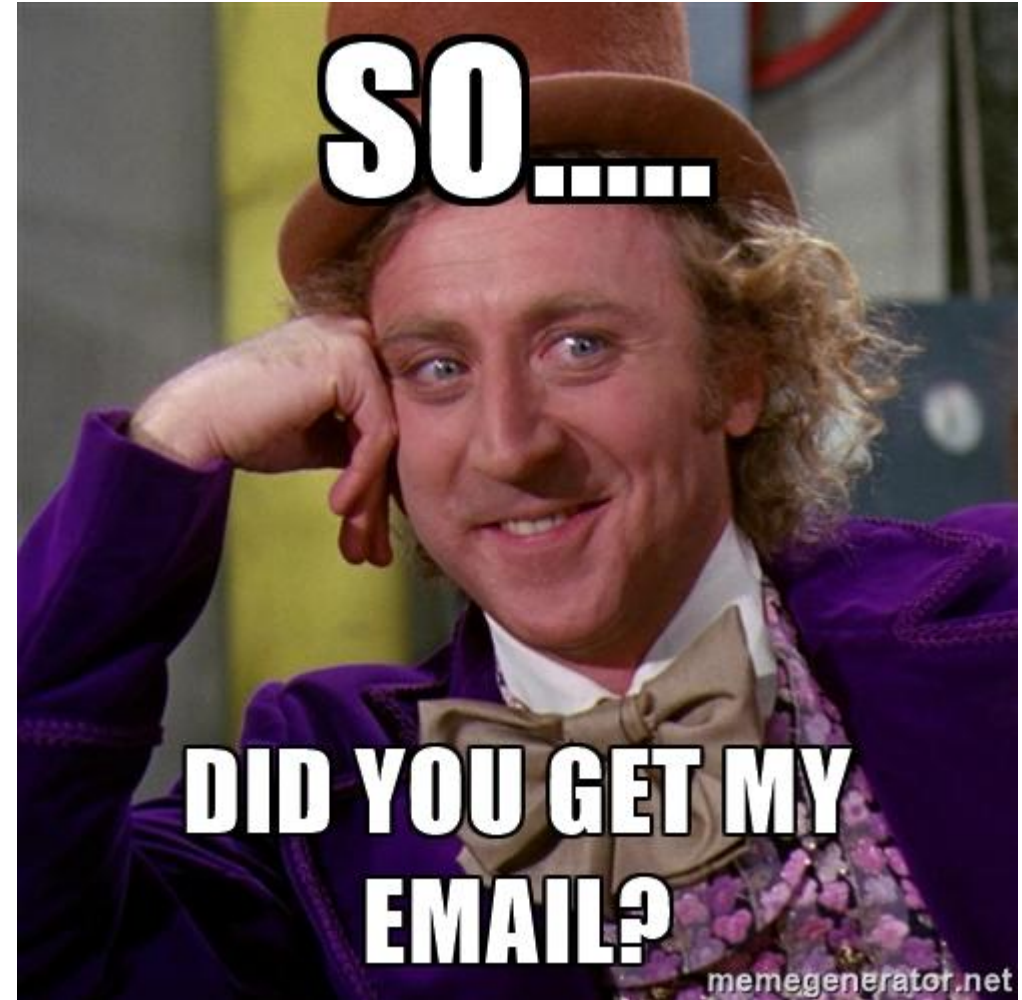
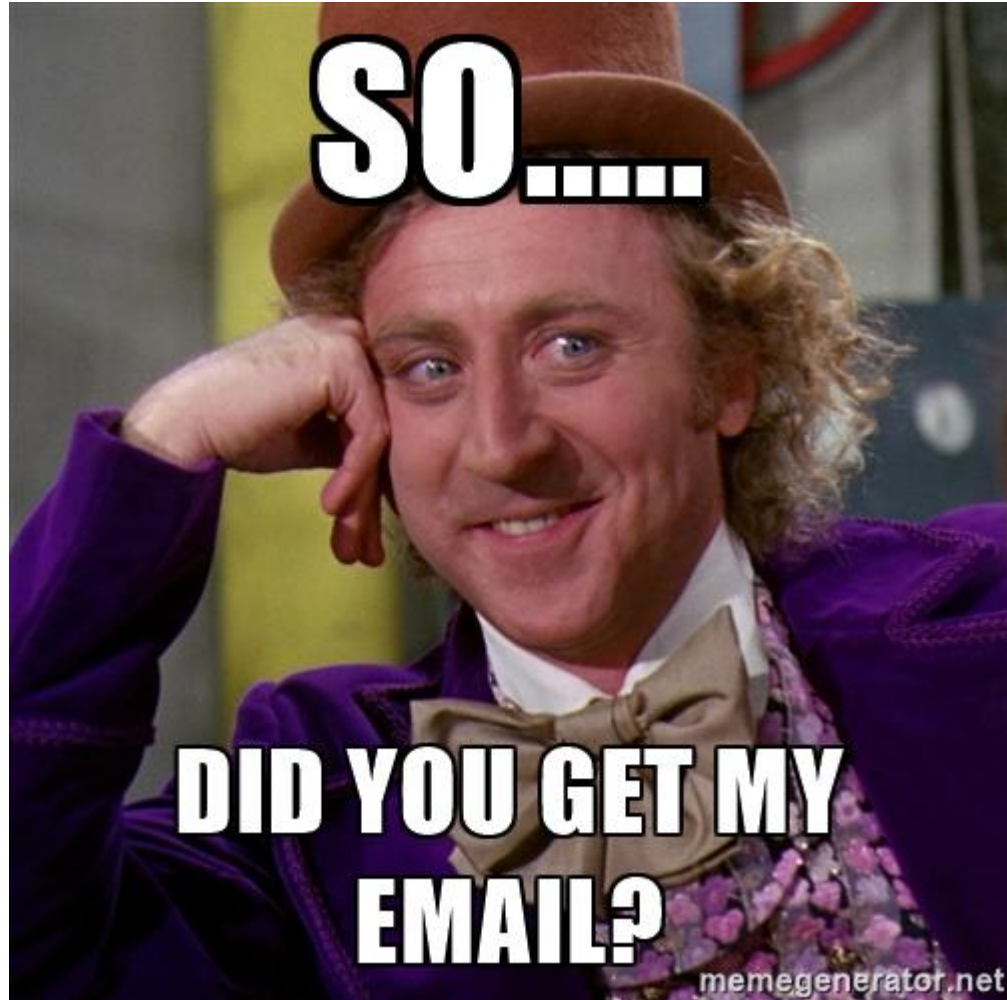
## COMMUNICATING WITH NCDP: EMAILS EMAIL EMAILS

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## COMMUNICATING WITH NCDP: EMAILS EMAIL EMAILS

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## COMMUNICATING WITH NCDP: EMAILS EMAIL EMAILS

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**Get the Info,  
Give the Info...**

# WE'RE HERE TO HELP!

---

## RESOURCES

- Design Services
- Weekly Content Package
- Press List
- Weekly Wrapup Emails
- SEC Updates
- Mobilize
- Votebuilder

# NCDP DESIGN SERVICES

## 2-3 GRAPHICS PER MONTH

- Fill out this form:  
<https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/149>

## EXAMPLES OF WORK WE HAVE PROVIDED:

Mid-Atlantic AAPI Democratic Coalition

CALL NC AND SWING STATE VOTERS WITH THESE CELEBRITIES AND CANDIDATES

 <b>MANISHA DASS</b> South Asians for Biden NC State Co-Director & Reality TV Star	 <b>AASIF MANDVI</b> Actor	 <b>SUKETU MEHTA</b> Author	 <b>SHEETAL SHETH</b> Actor, Author, & Activist	 <b>ROHINI KOSOGLU</b> Snr Advisor Biden for President
 <b>KAVITA PATEL</b> Moderator & Health Policy Expert	 <b>SID SINGH</b> Comedian	 <b>SHOBA NARAYAN</b> Broadway Actor	 <b>SAKINA JAFFREY</b> Actor	 <b>JAY CHAUDHURI</b> NC State Senator

SATURDAY, OCTOBER 31ST | 2PM EST

INDIAN-AMERICAN GOTV RALLY  
Thursday, October 22nd | 7 PM

with **Maya Harris**  
AND SPECIAL GUESTS:

 <b>JOSH STEIN*</b> for Attorney General	 <b>DEBORAH ROSS</b> for Congress	 <b>RONNIE CHATTERJI</b> for Treasurer	 <b>JAY CHAUDHURI*</b> for NC Senate
--	--	---	---

\* DENOTES INCUMBENT

SAVE YOUR SPOT

NCAIA NCNPAC

SPOTLIGHT SERIES: SMALL BUSINESS CAUCUS

## WOMEN'S HISTORY MONTH


WOMEN LEADERS OF THE SBC & WOMEN-OWNED BUSINESSES

 <b>KRISTI TALLY</b> OWNER, KOT ENTERPRISES INC CHAIR, SBC	 <b>COMMISSIONER BRIDGET WALL-LENNON</b> WAKE FOREST TOWN COMMISSION OWNER, BLWALL CONSULTING VICE CHAIR/CHAIR-ELECT, SBC	 <b>DR. DEBBIE SWAIN</b> ASSOCIATE PROFESSOR, NCCU SECRETARY, SBC	 <b>MINISTER MARIONNA POKE-STEWART</b> NORTH CAROLINA HEALTH AND HUMAN SERVICES TREASURER, SBC	 <b>KIMBRA MCCARGO</b> SOCIAL MEDIA MANAGER, SBC
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SMALL BUSINESS Proudly NC

- I Support -

# PAID FAMILY LEAVE



# TRANSGENDER DAY OF VISIBILITY

TRANSGENDER RIGHTS ARE HUMAN RIGHTS

NCDEMOCRATS

# WEEKLY CONTENT PACKAGE

---

## WEEKLY CONTENT PACKAGE

- Sent every Wednesday (*occasionally Thursday*)
- YOU have more power than you realize!
  - When referred by a friend, people are **4x** more likely to take action
  - **84%** of folks trust a friend's recommendation more than any form of marketing
- Sign up to receive content package here:  
<https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/290>
- **FORWARD TO YOUR EMAIL LISTS**

Shared with me > June 5th Day of Action & Pride ▾

Name 

# Weekend Training Retreat: Building Blue in 22 - Educate, Mobilize, Organize.

[\[Edit event\]](#)

**HIGHEST PRIORITY** Virtual Training



**Time**  
Friday, June 11  
9am – 8pm EDT

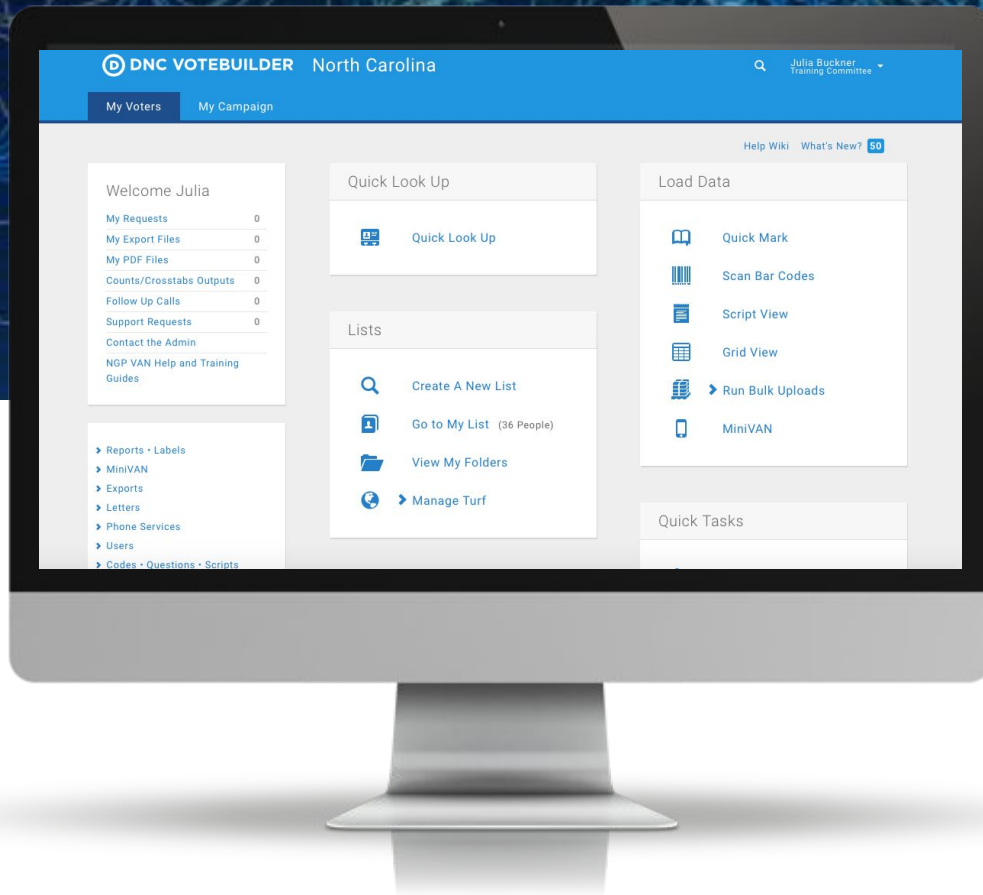
**Location**  
Virtual event  
Join from anywhere

## SIGN UP NOW

First name * Julia	Last name * Buckner
Email * jbuckner@ncdp.org	
Mobile number * 8283613610	ZIP code * 28904
County *	

[Sign up](#)

# VOTEBUILDER



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



**Voter Profile**



**Lists**



**Phones**



**Doors**

# WHERE DO I FIND HELP?



## North Carolina Democratic Party Support

Welcome! You can raise a North Carolina Democratic Party request from the options provided.

Contact us about

Digital



### Political / Party Affairs

Party leader list request, Guest speaker request

### Digital

Request to receive weekly content package, Request mobilize account, Issue logging into Mobilize? , Question About using Mobilize? , Request a graphic for online engagement or printed materials, Request a Spoke Account, Question about using Spoke

### VoteBuilder

Add survey question to VAN, Question about using VoteBuilder, Issue logging in to VoteBuilder, Request a campaign Votebuilder committee, VoteBuilder export request

[ncdp.org/support](https://ncdp.org/support)



## WHERE DO I FIND HELP?

---



# WHERE DO I FIND HELP?

[www.ncdp.org/resources](http://www.ncdp.org/resources)

---

## Party Platform

From securing a livable wage for all workers and fighting for affordable housing to investing in public schools, learn what North Carolina Democrats stand for.

## Plan of Organization

The Plan of Organization dictates the procedures and functions of the North Carolina Democratic Party.

## Party Documents

Looking for the last SEC Minutes or other relevant Party Documents? Find them here.

# WHERE DO I FIND HELP?

[www.ncdp.org/resources](http://www.ncdp.org/resources)

---

## Book the Goodwin House

Want to host your next event at the NCDP Headquarters? Fill out the request form.

## Run for Office

The Democrats who step up to run for office keep NC on the path to progress! Are you interested in being one of them?

## Work with Us

Here's a list of our current openings. Apply today!



**HOLDING  
MEANINGFUL EVENTS**



**HOLDING MEANINGFUL EVENTS... BE INTENTIONAL**

---

**YOU ARE THE PERSON MOST  
RESPONSIBLE  
FOR THE ENERGY IN THE ROOM**

**Attitude → Example → Outcomes**

# HOLDING MEANINGFUL EVENTS... BE INTENTIONAL

---



# HOLDING MEANINGFUL EVENTS... BE INTENTIONAL

---

## SETTING THE STAGE

- We spend so much time on the academics, or the agenda, that we miss the broader other senses.
- What are my participants hearing?
- What are my participants seeing?
- What are my participants smelling?
- What are my participants feeling?

## SETTING THE STAGE

- **as they ENTER**
- **THROUGHOUT**
- **as they LEAVE**

# HOLDING MEANINGFUL EVENTS... BE INTENTIONAL

---

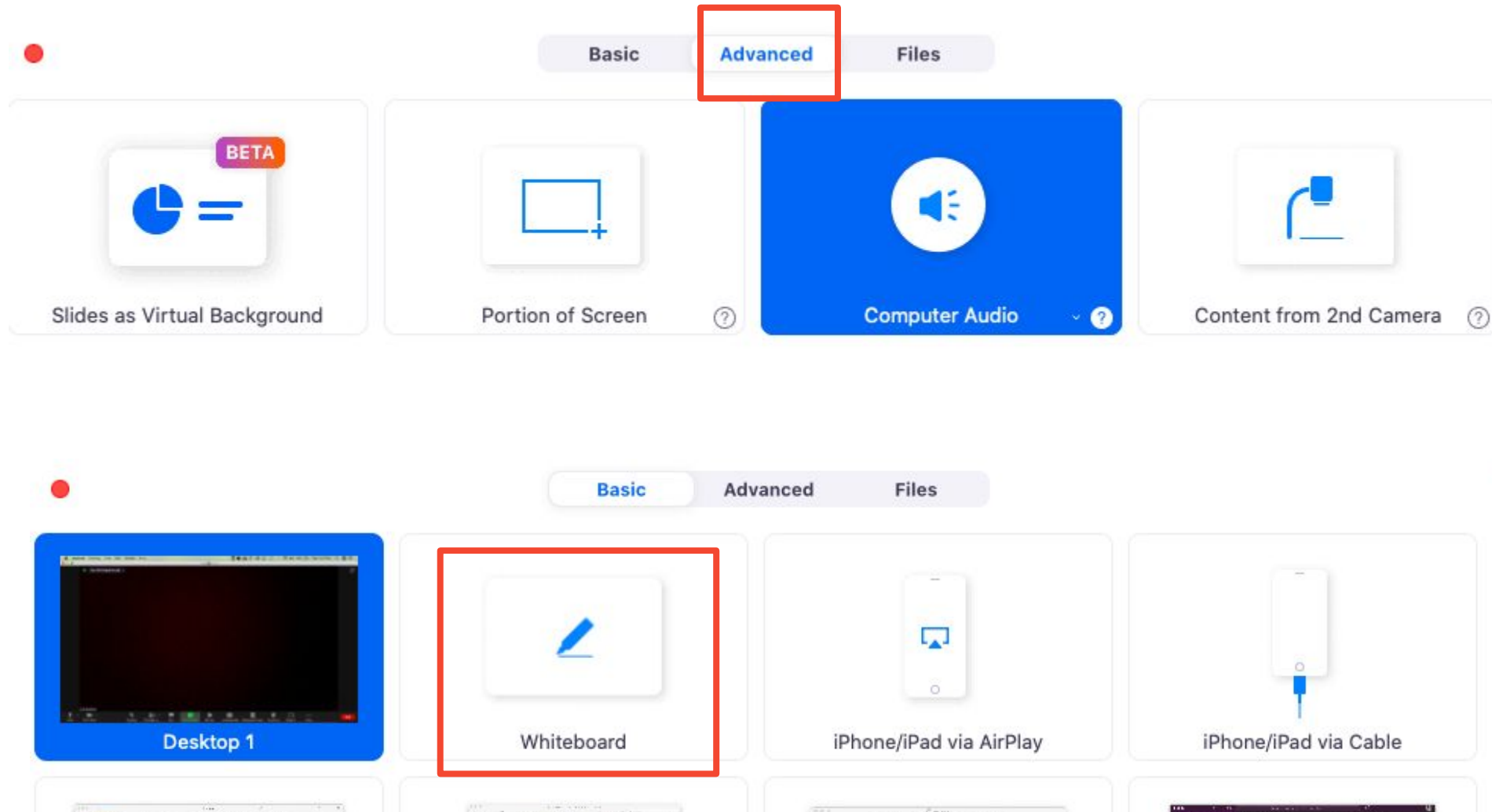
## SETTING THE STAGE

- We spend so much time on the academics, or the agenda, that we miss the broader other senses.
- What are my participants hearing? Youtube
- What are my participants seeing? Images/Slideshows/
- What are my participants smelling? Candles
- What are my participants feeling/tactile?

## SETTING THE STAGE FOR SHARED EXPERIENCES

- **as they ENTER**
- **THROUGHOUT**
- **as they LEAVE**

# HOLDING MEANINGFUL EVENTS... YOUTUBE 60S HITS



# THE DIFFERENCE BETWEEN MOBILIZE, ZOOM, & FB EVENTS

---

Mobilize is a place to post your event to **expand the reach** of the usual audience that might attend.

Zoom is like the venue you hold the meeting in.

You can schedule a Zoom meeting, create the event on Mobilize, add the Zoom link on Mobilize, and everything is in one place!

You can see who's coming and Mobilize will send automatic confirmation emails.



# SUBMIT A REQUEST

---

**We offer Mobilize accounts to all county parties for FREE!**

## **IS YOUR ORGANIZATION SET UP ON MOBILIZE?**

- No? Fill out this form:

<https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/288>

## **WE WILL CREATE A DASHBOARD FOR YOUR COUNTY**

- You will receive an email from Mobilize inviting you to the platform.

# ZOOM & MOBILIZE INTEGRATION

---

We know it's a headache when some people register on Mobilize for your upcoming event but don't have the Zoom link. You can now integrate Mobilize and Zoom! This allows organizers to add Zoom meeting IDs to Mobilize events, and Mobilize will send personalized Zoom links to your supporters to keep event details secure.

- Follow the instructions [here](#) to integrate Zoom and Mobilize. It's free to you through NCDP. If you have any questions, please e-mail [kjacobs@ncdp.org](mailto:kjacobs@ncdp.org).



**ROBERT'S RULES**



# MOTIONS: WHAT ARE THEY & HOW DO YOU MAKE THEM?

---

## MAIN MOTIONS

- Brings issue before body
- Can't be made while any other motion is pending....
- REQUIRES A SECOND
- IS DEBATABLE AND AMENDABLE
- After Chair states the motion there can be NO friendly amendments!!!!!!

## MOTION TO AMEND

- Has to be related to MAIN MOTION
- REQUIRES A SECOND
- IS DEBATABLE

## AMEND THE AMENDMENT

## MOTIONS: HOW TO MAKE ONE!

---

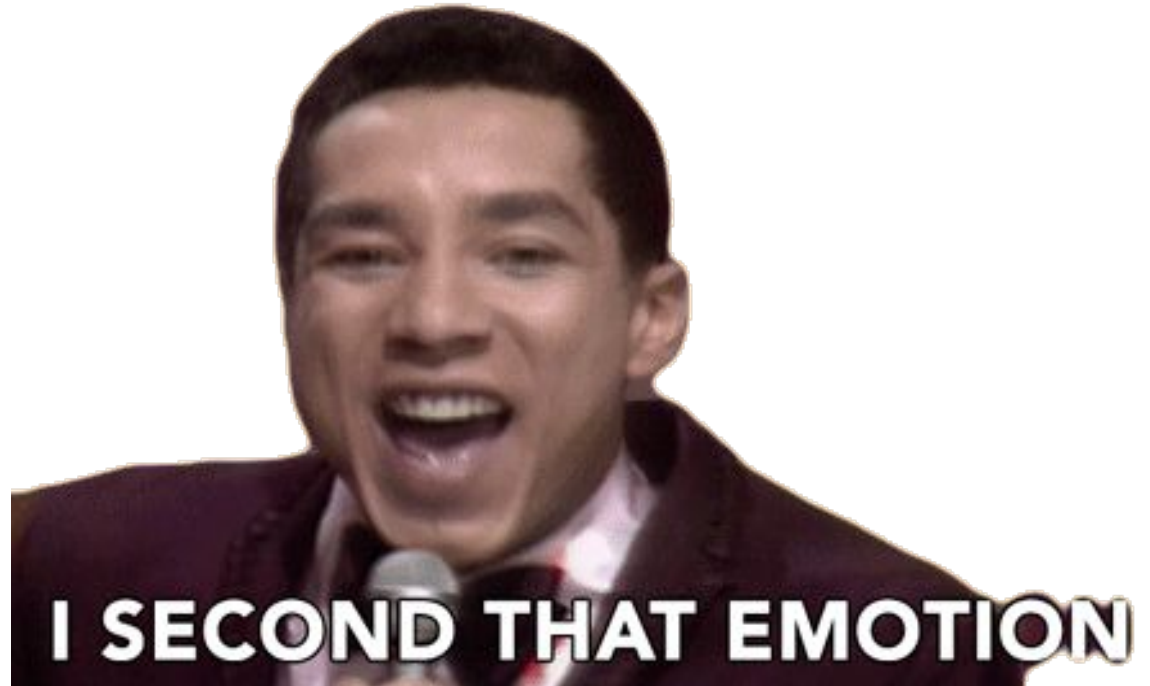
I MOVE  
THAT...



**DO I NEED A SECOND??????**

---

**I SECOND  
THAT...**

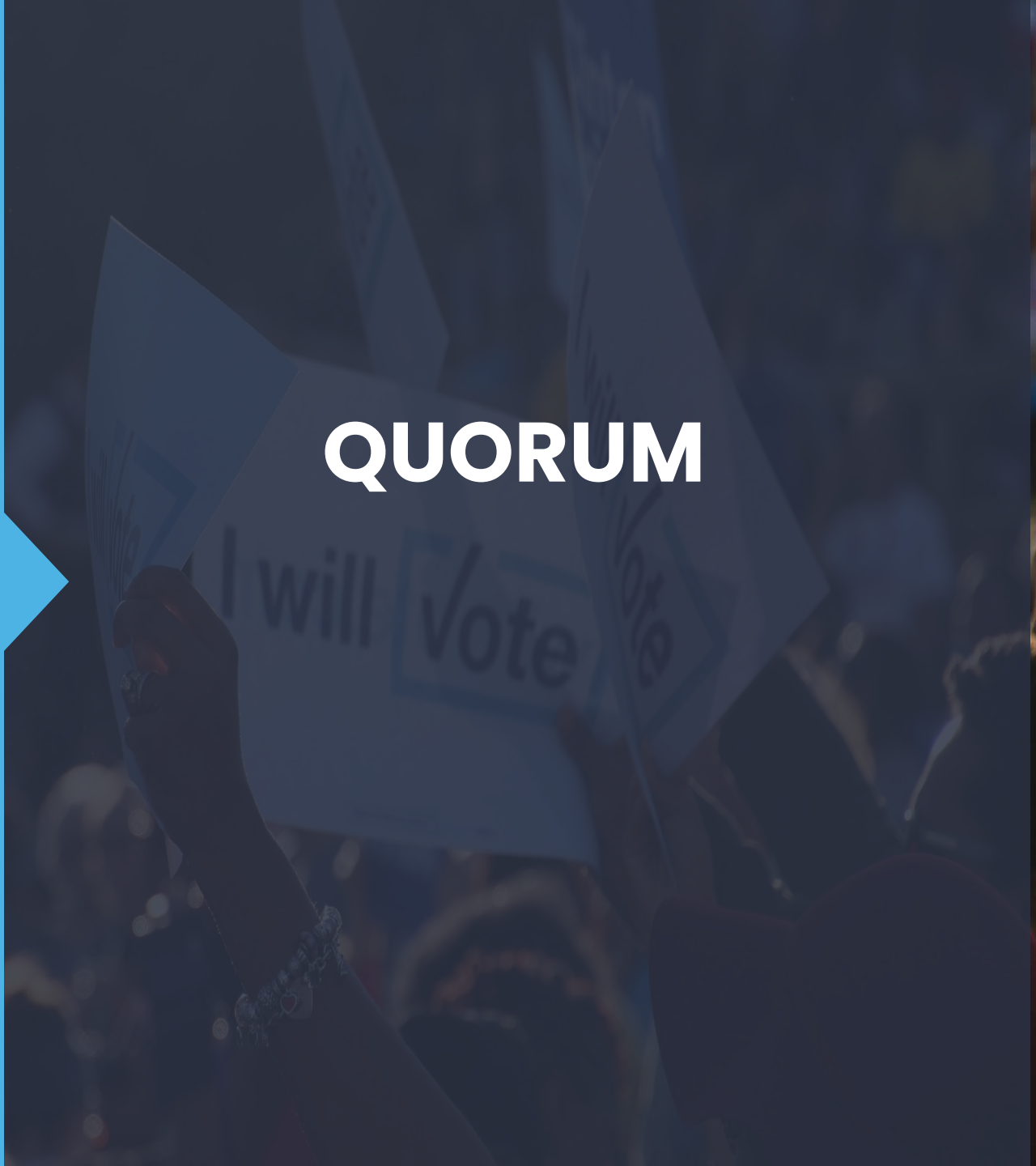


# *Building* **BLUE**



**NCDEMOCRATS**

**QUORUM**



## WHAT IS QUORUM & WHY DOES IT MATTER?

---



# WHAT IS QUORUM & WHY DOES IT MATTER?

---

## WHAT IS QUORUM?

- Minimum # of participants you need to ensure that the business you conduct reflects the will of the organization.
- POO: 40% unless the County has Special Rules approved by SEC

## GENERAL RULE!!!

- Business conducted without a quorum is NULL & VOID!!
- Without quorum the only motion which can be made relates to adjournment

## OTHER THOUGHTS

- Weaponizing Quorum!!!???? Just say NO!
- Regaining Quorum

**YOU MUST HAVE A QUORUM TO CONDUCT YOUR OFFICIAL BUSINESS**

# *Building* **BLUE**



## DISCUSSION AND DEBATE



# LET'S TALK ABOUT DEBATE

---

## CHAIR CONTROLS DEBATE

- Fairness
- Relevance
- Timekeeping

### CHAIR:

- **(MAY) Restate the motion**
- **(MAY) Explain rules for debate**
- **(MUST) Recognize maker of motion to debate first**
- **(MUST) Alternate between those in favor/oppose**
- **Enforce: No one can speak twice unless everyone already spoken**
- **(SHOULD) Determine when body is ready to vote**

### MOTION TO CLOSE DEBATE/PREVIOUS QUESTION

# LET'S TALK ABOUT DEBATE

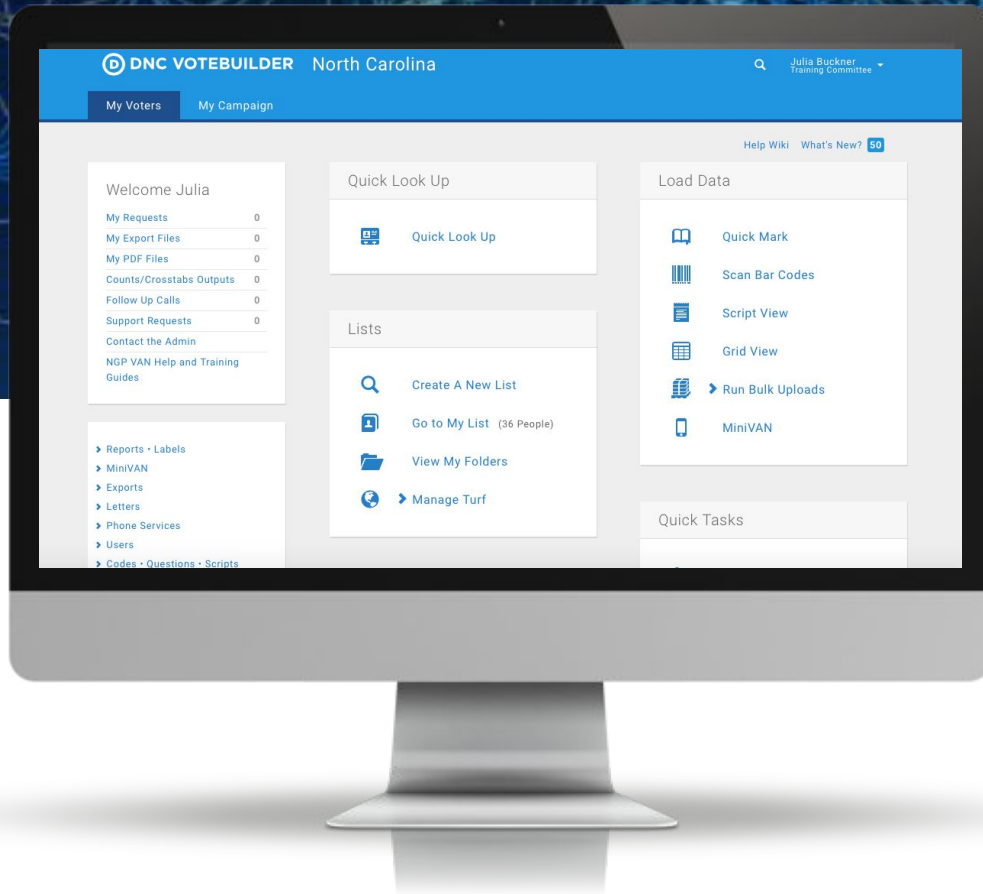
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## FIVE SUGGESTIONS FOR EFFECTIVE DEBATE

- 1. Seek Recognition
  - I rise to support (THE MOTION) because of A, B, C
- 2. Tell the group what you want them to do
  - I want you to VOTE IN FAVOR
- 4. Be conscious of time
- 5. Don't be repetitive, redundant,
  - or repeat yourself.



# VOTEBUILDER TRAINING



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



**Voter Profile**



**Lists**



**Phones**



**Doors**

# VOTEBUILDER: TOP EIGHT THINGS TO KNOW

---

## 1. WHAT IS VOTEBUILDER?

- Living database, 3 main sources
  - NCSBE( Board of Elections)
  - Vendors & DNC
  - YOU!!!!!! (Users)

## 2. HOW DO I GET VOTEBUILDER:

- [www.ncdp.org/support](http://www.ncdp.org/support)
- 3rd Option

## 3. WHO SHOULD I GIVE ACCESS TO:

- Trusted People

# VOTEBUILDER: TOP TEN THINGS TO KNOW

---

## 4. DIFFERENCE BETWEEN MY VOTERS & MY CAMPAIGN

- My Voters: (the Voter File side)
  - has each registered voter in your district
  - pull lists here for phonebanking, canvassing, or mail
- My Campaign: (the Organizational side)
  - tracks supporters & volunteers
  - smaller/hand-picked
  - starts with ZERO and grows

## 5. QUICK LOOK UP TOOL

- Fast way to find your people.
- Uses name, address, phone #, etc

# VOTEBUILDER: TOP TEN THINGS TO KNOW

---

## 6. AS CHAIR YOU, OR SOMEONE, WILL NEED TO:

- Look up your volunteers
- Assign Activist Codes.. ie,
  - SEC Delegate
  - Party Officer
  - Elected Officials
- Check Party Registration
- Create lists
- **Update Information & Emails**

## 7. WHAT ABOUT BAD NUMBERS??????

- Data in – Data out

**If it's not in  
Votebuilder,  
it doesn't exist!**

**VOTEBUILDER IS A START... BUT,**

---





**BUILDING A POSITIVE  
TEAM CULTURE**

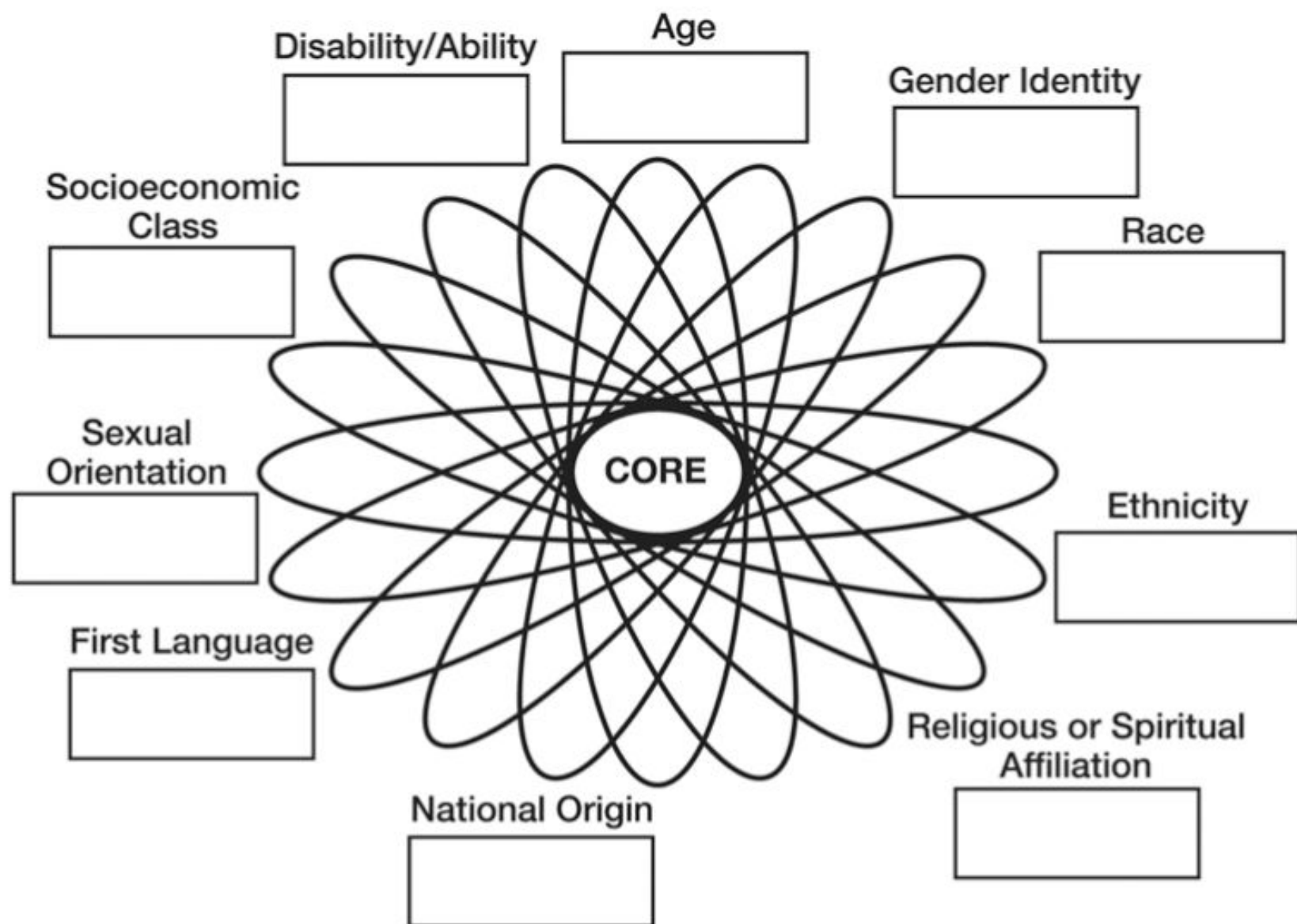


**INCLUSIVE  
VOLUNTEER TEAMS**

**WHO WANTS TO BE  
INCLUSIVE?**

# INCLUSIVE VOLUNTEER TEAMS

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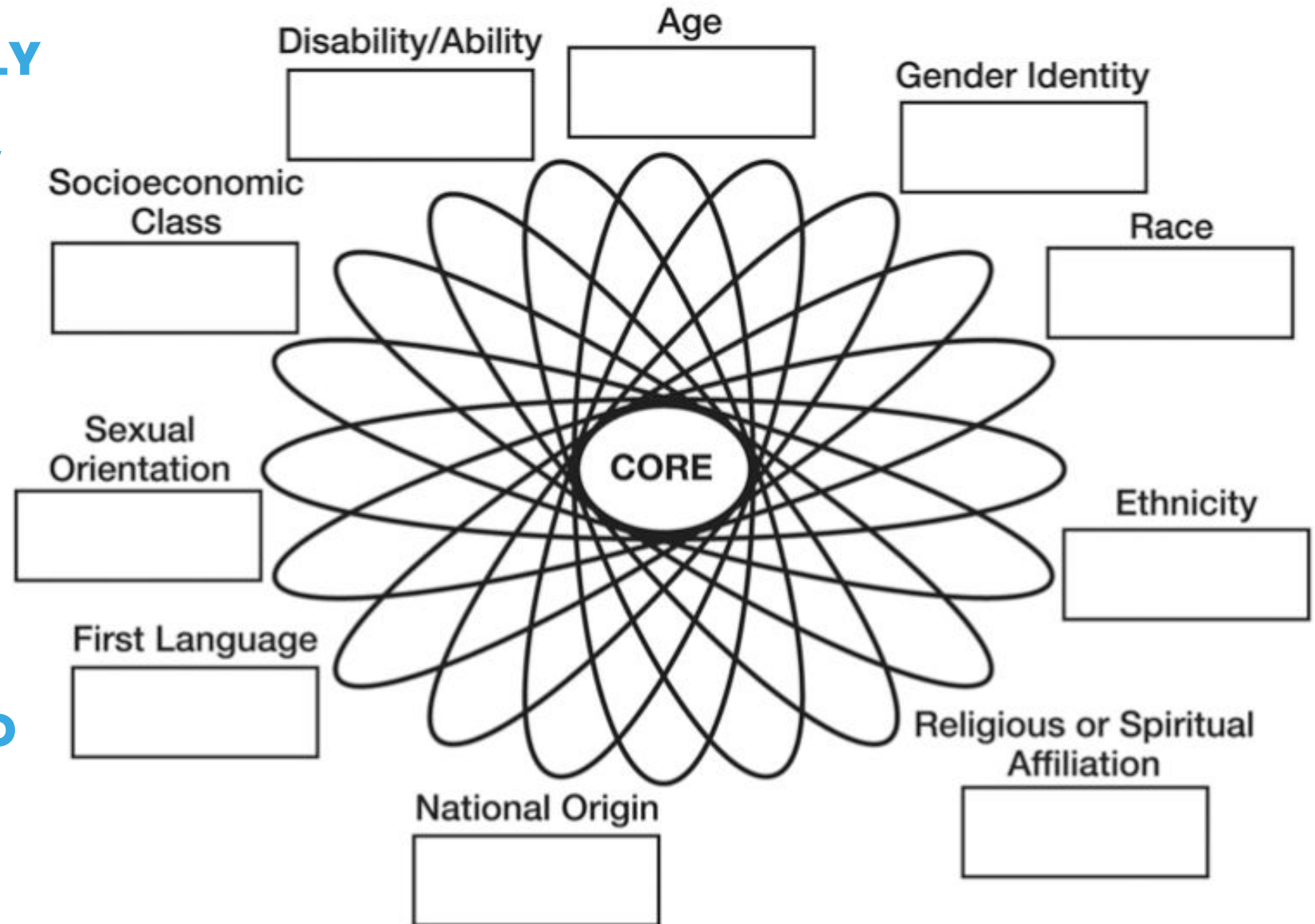


# INCLUSIVE VOLUNTEER TEAMS

---

**FOR US TO PROACTIVELY  
ADDRESS INCLUSIVITY,**

**WE MUST UNDERSTAND  
INTERSECTIONALITY**



# DR. KIMBERLE CRENSHAW

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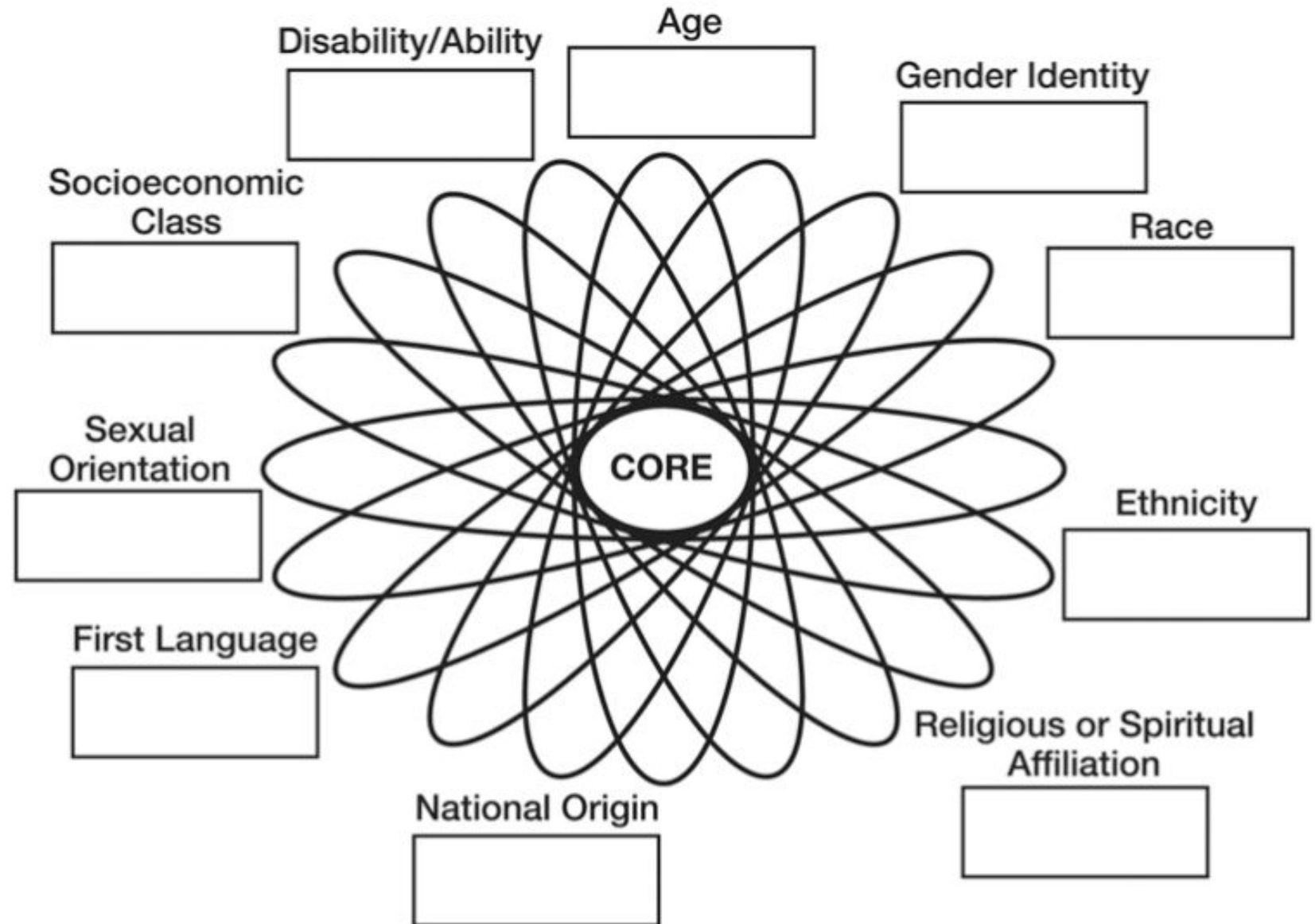


# INCLUSIVE VOLUNTEER TEAMS

If we only focus on the  
**ONE DIVERSITY,**

We often suffocate  
intersectionality

**Where do we see  
this  
in the party now?**



# INCLUSIVE VOLUNTEER TEAMS...ACTION ITEMS

---

## CONTINUE LEARNING & ASK THE TOUGH QUESTIONS

- **Personally:**
  - Continue to learn: but not up to folks from marginalized groups to teach you
  - Have you checked your privilege? Do others feel welcome & comfortable?
- **Events:**
  - Accessible for ALL people?
  - What did we do to promote accessibility?
  - Did we reach out to diverse groups?
  - Are we creating safe spaces?
- **Organizational:**
  - Are we building healthy coalitions
  - Do we have truly diverse membership & leadership
  - Is our outreach authentic?
  - **WHO IS AT THE TABLE? WHO ISN'T? WHY????**

**CONFLICT**

**CONFLICT EVERYWHERE**



# CONFLICT RESOLUTION

---

## BEFORE YOU FILE A GRIEVANCE:

- Accept Conflict
- Control your emotions & behavior
  - Don't Engage
  - Write the Email, but DON'T SEND
  - Remain Neutral
- Seek to Understand What's Really Happening?
- Look for strategies/solutions
- Document



WE ARE  
FAMILY?

# CONFLICT RESOLUTION

---

## BEFORE YOU FILE A GRIEVANCE:

- Section 9 Grievance:  
[https://www.ncdp.org/wp-content/uploads/2020/08/NCDP\\_-\\_Council-of-Review-Form-2020-Updated-1-1.pdf](https://www.ncdp.org/wp-content/uploads/2020/08/NCDP_-_Council-of-Review-Form-2020-Updated-1-1.pdf)
- Section 10 Removal from Office:  
[https://www.ncdp.org/wp-content/uploads/2020/08/NCDP\\_-\\_Council-of-Review-Form-2020-Updated-1-1.pdf](https://www.ncdp.org/wp-content/uploads/2020/08/NCDP_-_Council-of-Review-Form-2020-Updated-1-1.pdf)
- Code of Conduct:  
<https://www.ncdp.org/wp-content/uploads/2021/05/NCDPs-Code-of-Conduct.pdf>

**A POSITIVE, WELCOMING, INCLUSIVE PARTY..**

---





**SUCCESSION PLANS**



**YOU GET A GOOGLE DOC EMAIL!**

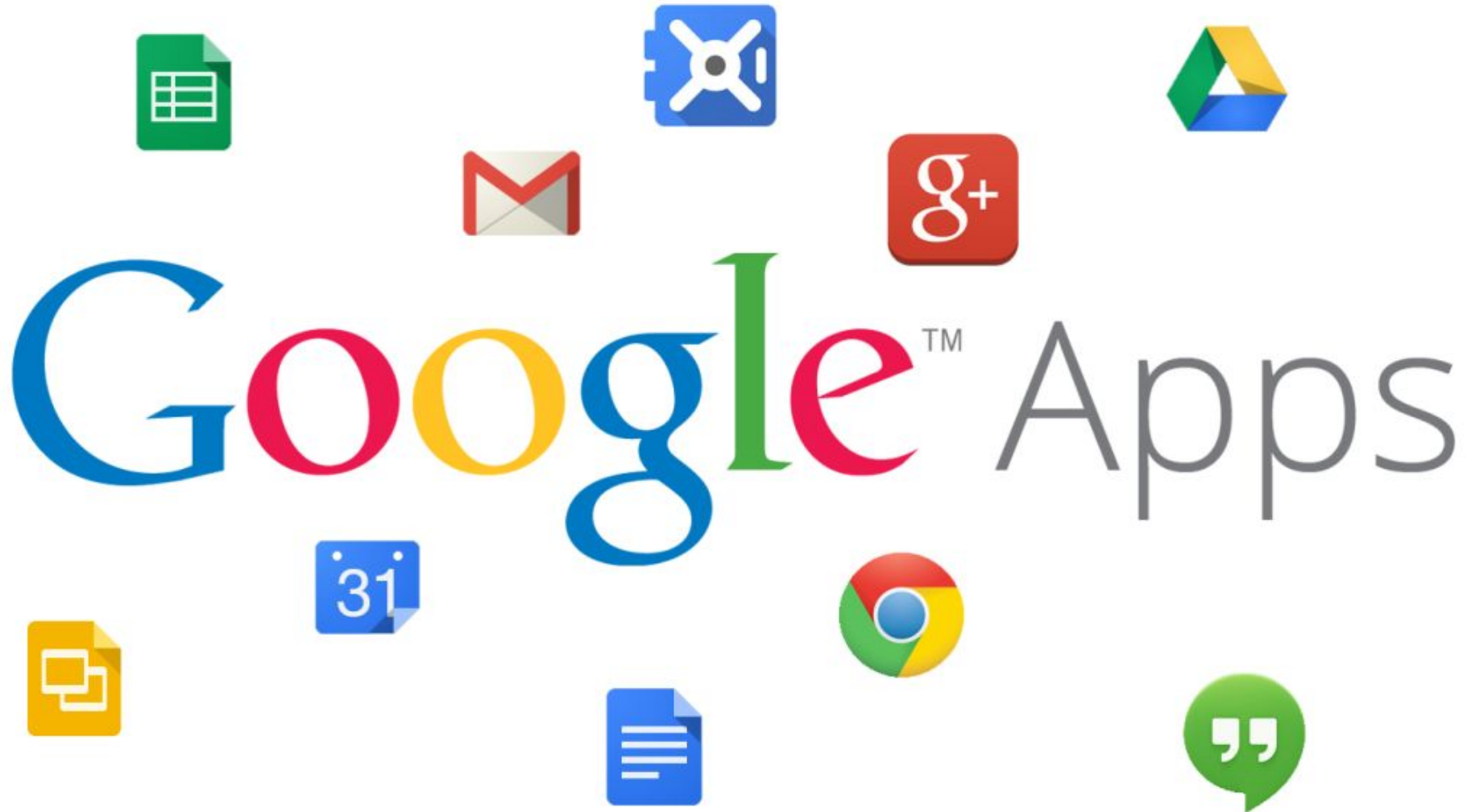
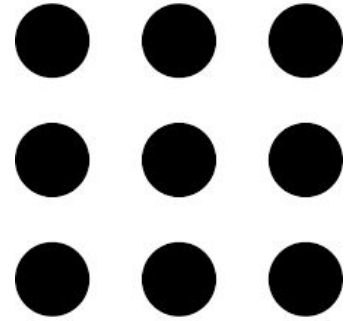
**AND YOU  
GET A GOOGLE  
DOC EMAIL!**

**AND YOU  
GET A GOOGLE  
DOC EMAIL!**

**EVERYONE GETS  
A GOOGLE DOC EMAIL!**

## ACCESSING GOOGLE DOCS

---



# WHY I LOVE GOOGLE DOCS!!!

---

- **Collaborative Word Document**
- **Access, share, & edit from any device**
- **Automatically saves**
- **Free!**
- **Virtually Unlimited Storage**
- **Accessible from any device**
- **Organization**
- **Security & Privacy**







Google Docs

# ORGANIZATION & COLLABORATION

My Drive > Clay County ▾



Name ↑ Owner Last modified File size

 21 County Convention	me	11:05 PM	—
 Agendas	me	11:05 PM	—
 Events	me	11:07 PM	—
 Fundraising Info	me	11:06 PM	—
 Letters to Editor	me	11:07 PM	—
 Meeting Notices	me	11:05 PM	—
 Minutes	me	11:06 PM	—
 Party Resources	me	11:06 PM	—



**GET OUT OF THE  
CYCLE BOX**



GET OUTSIDE THE CYCLE BOX



# GET OUTSIDE THE CYCLE BOX

---

## 1. SET ELECTORAL GOALS

## 2. SET LOFTY NON-CYCLE TYPES OF GOALS

- Where is your precinct in 5 years?
- What will my precinct look like in 2030?
  - Development
  - Population
  - Leadership

# SUCCESSION PLANS

---

**PoO Responsibility:** “Transmit all records pertaining to the office to successor within ten (10) days of vacating office.”

**1. LEAVE THINGS BETTER THAN YOU FOUND THEM**

**2. START A REFLECTION DOCUMENT RIGHT NOW!!!!**

- a. This is what I learned
- b. Should've done this differently
- c. Top TEN Tips for next chair
- d. What I wish I knew
- e. You can rely on A, B, C, D
- f. You'll face pushback, but press on

**g. INCLUDE THE BEAUTIFUL MOMENTS**

# *Building* **BLUE**



**NCDEMOCRATS**

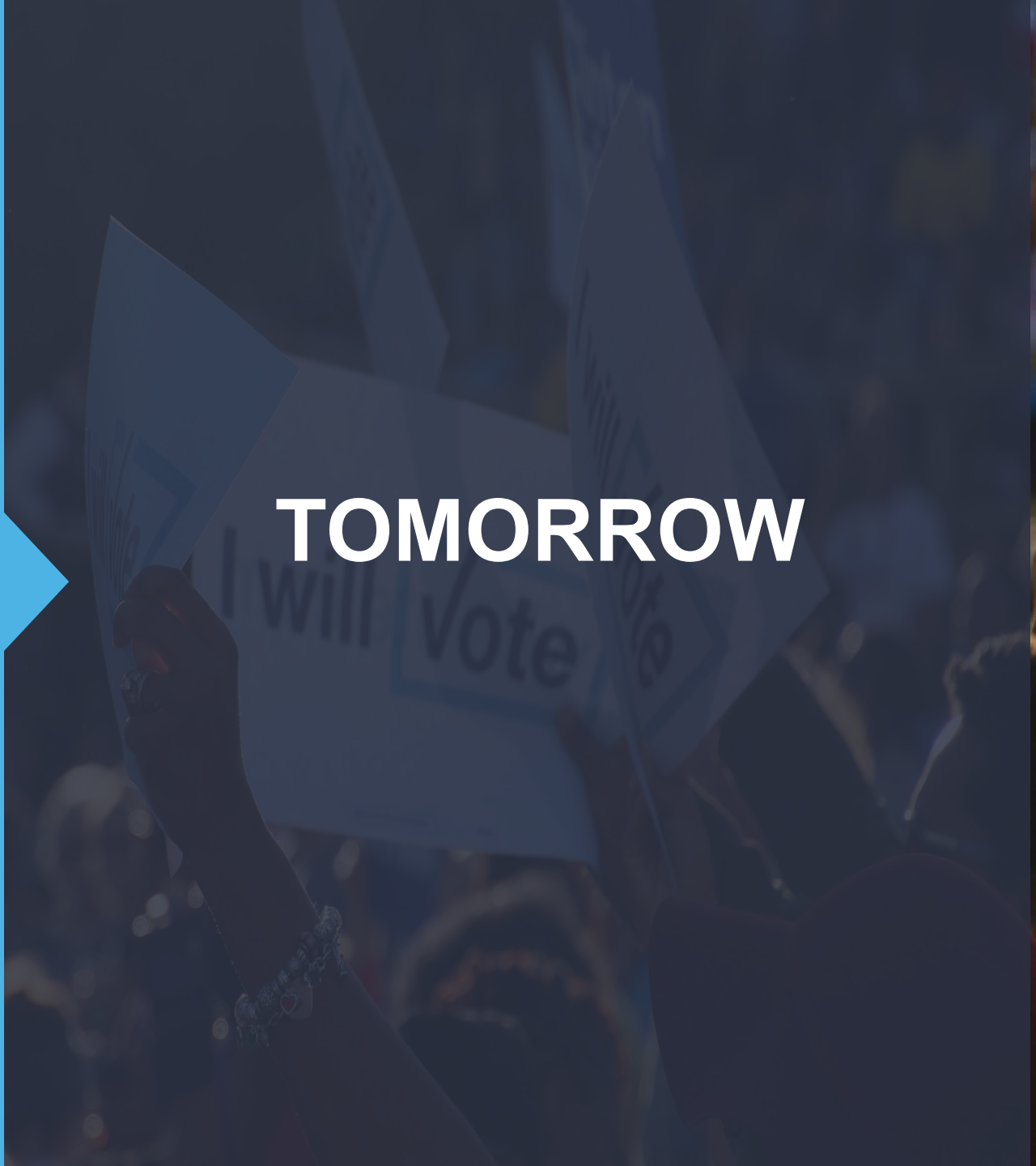
**QUESTIONS?**

# *Building* **BLUE**



**NCDEMOCRATS**

**TOMORROW**



# SCHEDULE FOR TOMORROW

---

**9:00–9:15AM: OPENING KICKOFF**

**9:30 –11AM: OFFICER TRAINING TRACKS**

- Chair
- 1st Vice/Precinct
- 2nd Vice
- 3rd Vice
- Secretary
- Treasurer
- Parliamentarian

**1PM – 2PM: HOW TO DEMOCRAT IN AGE OF TRUMP**

**2:30–3:30, 3:30 – 4:30, 4:30 – 5:30: BREAKOUT SESSIONS**

**6 – 7PM: RBG TRAINING HEROES GALA**

# BREAKOUT SESSIONS

---

2:30-3:30	3:30-4:30	4:30-5:30
Class	Class	Class
Roberts Rules 101	Roberts Rules 101	Voter Suppression/Gerrymandering
Social Media & Digital Tools Training	MailChimp Wizardry	Creating with Canva
Going Mobile with Mobilize	Building Org. Capacity	Zoom Best Practices
Votebuilder 1	Votebuilder 2/Virtual Phone Banks	Cavassing/Cutting Turfs/MiniVan
Messaging: The American Rescue Plan	Leveraging the Power of Your Story Online	Social Media for Electeds
My Precinct is Organized, Now What?	Win #s and Campaign Math	Neighborhood Cluster Model
Working with the Caucus	Candidate Recruitment	Partnering with Your Candidates
Lobbying Your Electeds	Gettin' Groovy With Google Docs	Electrifying the Student Vote
Ready to Run	How to Grow Membership	LGBTQIA: Who we are

*Building*  
**BLUE**



# THANK YOU

---

**NCDEMOCRATS**

# *Building* **BLUE**

A circular logo with an orange top half and a light blue bottom half, separated by a white horizontal band. The top half contains the text "NCDemocrats" in white. The white band contains the word "TRAINING" in blue. The bottom half contains the word "series" in blue script. The entire circle is surrounded by a ring of small white stars.

PAID FOR BY THE NORTH CAROLINA DEMOCRATIC PARTY ([WWW.NCDP.ORG](http://WWW.NCDP.ORG)) NOT  
AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.