

SCPD PAC STRATEGIC PLAN—KEY PLANKS MARCH 2009

Issues

- Nothing defines the SCPD PAC more than the issues it chooses to support.
- Issues are ultimately endorsed or opposed on the basis of the degree to which they complement the spirit and concepts of the SCPD PAC Mission Statement.
- SCPD PAC will engage in an on-going endeavor to infuse the Democratic Party with a more progressive voice.
- In working for or against a particular issue, SCPD PAC will leverage the current knowledge and experience of its membership and network with like-minded progressive or allied organizations. Simultaneously it will endeavor to develop within its own membership structure a large, dependable and knowledgeable group of issues-oriented campaigners.

Candidates

- We seek to build Democratic majorities wherever possible and subsequently build towards progressive majorities. Our ultimate goal is to help create more progressive legislation.
- We will establish credibility with candidates by delivering on our commitment to them.
- We will attain success by leveraging the campaign knowledge and experience of our current members and by building knowledge and experience of additional members. One of our distinguishing characteristics will be our cadre of people who can provide “feet on the street” for a campaign.
- While our primary focus will be on “feet on the street” campaign assistance to candidates, we recognize that money is also essential to a successful campaign. Therefore we will sustain a PAC to provide modest funds to selected candidates as part of our larger program of support.
- We recognize our campaign resources are finite so we will allocate our resources based on where our influence will be most effective to achieve our goals.

- To help focus on progressive candidates, we will use our “decision matrix” to guide our decisions on endorsements and campaign support for both primary and general elections.
- We will provide candidates with exposure both within our organization and within other public forums which we support.
- It is our intent to maintain an effective relationship with candidates after they are elected so that our progressive voice will be heard.
- We will encourage and support our members to become Precinct Committeepersons in order to help develop more political awareness among the citizenry.

Community Organizing/Outreach

- Grass roots participation is critical to successful implementation of progressive politics. We will strive to create in our membership and in others an ethic of citizen participation. Relying on a small core of people is, in the long run, self-defeating to such a purpose. We will solicit and nurture a membership dedicated to an activist paradigm.
- We will employ various activities to inform and educate both our own members and community members who are interested in our issues. The primary vehicle for this will be presentations at our monthly membership meetings, which will include guest speakers, panels, special forums, and presentations by members. We will also use letters to the editor, position papers, and “coffees” to educate and motivate people.
- We will identify and work with other progressive groups on an ad hoc basis when there is an interest of mutual concern.
- We will maintain a website that includes information about our organization, about progressive issues and actions, and about candidates. This will be accessible to our members and to the general public.

Marketing

- It is in the long-term interest of SCPD PAC to make its potential for positive political change evident to the community in which it resides.

One of its chief goals, therefore, will be to generate publicity about its on-going activities in as many organs of public information as possible.

- We will strive to build into our grass-roots activities a mind-set that continually informs and publicizes to others our organization and our goals.
- We will utilize our communication mechanisms such as the newsletter, e-mail communications, and the website to network with and inform members and others (citizens, compatible organizations, news media, politicians) of our activities and our positions.
- We will develop a presence at key public events—Democratic Party functions, fundraisers, and community events.
- We will use our resource support to help market our organization—speakers bureau, candidate and organization training, campaign support.

Develop SCPD PAC

- Our intent is to build an organization that is effective in the long-term, so we will build a solid infrastructure that includes a large and active membership, an internal communication structure, an effective organization structure, and funds to support our activities.
- As a grass-roots organization it is imperative that all our members have the opportunity to be active participants. We will provide a system for review and development of proposals from members regarding outreach, fundraisers, events, etc. We will build methods that identify member interests, respond to those interests, and engage the members actively.
- We will invite members who show interest and potential to participate in leadership training and organization activities so that we develop a stream of future leaders.
- We will develop traditions, such as an awards dinner, to acknowledge the progress and achievements of our members.
- We will provide continual education and training to all SCPD PAC members so that we further motivate ourselves and develop our skills and our political acumen.

- We will provide a focus on developing recruitment activities that help us enlarge our membership on an on-going basis.
- We will develop creative and effective methods for raising funds to support our program activities. We believe our principles are attractive to many in the community and we need to find ways to approach them and garner their financial support.