STRATEGIC PLAN-2011-2013
(FIRST DRAFT-MAY 16, 2011)
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I: Overview

Strategic planning is a process through which county Democrat parties answer three important questions: Where are we? Where do we want to go? And how do we get there? Such a plan obviously needs input from a broad spectrum of citizens in the county and is then designed by the county executive committee for approval and implementation. This plan needs considerable discussion as it is being designed and it also must be periodically assessed as to movement toward satisfying the stated goals. It is generally recommended that the plan incorporate both short-term planning covering a year period prior to the next even-year election cycle and the long-term horizon cover a period of three to five years. Each county party must define its mission based upon available resources and the interests of its activists.

At the time this two year plan is being created in May 2011, Granville County and the United States in general face horrendous challenges. A deep and prolonged economic recession and changes of many kinds in the United States and the world stage are causing great unemployment, stress and anxiety among citizens. Those who do not respect or accept Democrat Party principles are striving to implement policies, budgets and radical philosophies that undermine, and in some cases, destroy, many of the principles reflected in the general credo and beliefs of the Democrat Party.

II. Mission and Vision Statement

The Democracy of the United States is based on its Constitution including the Bill of Rights which offers the hope of equal opportunity and fairness for all in the struggles of life. The Democrat Party is on a constant watch to promote fairness, equality, empathy and nurturance to citizens and prevent power shifts to those who do not believe in our values. The mission in Granville County, North Carolina is to promote these Democrat Party values to the best of our ability and with the resources available to us. We will do this by alerting citizens to short term threats to the aforementioned values, by enhancing the structure and organization of the Party in Granville County, by encouraging Democrats to register and vote and by improving communication methodologies in regard to these values and the methods for attaining them.

Our Vision is best summed up in this statement from the Democrat Party Credo in the Charter and Bylaws of the National Democratic Party Committee:

“We recognize that the capacity of government is limited but we regard democratic government as a force for good and a source of hope. At the heart of our party lies a fundamental conviction that Americans must not only be free, but they must live in a fair society. We believe it is the responsibility of government to help us achieve this fair society.”
III. **Goal and Objectives**

**Goal 1: Short Term and emergency efforts**

Communicate with democrats and other citizens of the County as to current and impending attacks on budgets, policies, and all legislation that vitiates and destroys those programs which support Democrat principles. Encourage citizens to react to these threats in an activist manner.

Examples of immediate concern at this time are such political attacks as:

- National and state attacks on budgets which attempt horrendous cuts in programs ranging from student loans to dismantling or eviscerating Medicare, Medicaid and Social Security, the latter three being our basic support systems for older citizens. At the state level, the Republican dominated Assembly is legislating similar cuts on safety net programs including unemployment insurance.
- Constant efforts by opponents to “deregulate” programs across all areas from energy, education, environmental protection, voting rights, etc. in order to allow Republicans to gain power and control and unfairly benefit themselves and their narrow but powerful base of supporters.
- Deceptive practices by opponents as seen in legislation and planning in such areas as Voter Photo ID bills and the political corruption seen in redistricting plans promoting gerrymandering of district lines. Their plan is to corruptively draw new district lines by the “packing and cracking and diluting” of Democrat areas in general, providing themselves more representation and power. This gerrymandering corruption is often focused specifically on minority population areas.
- Attacks on local issues such as cuts to the state budget in critical areas of education, environmental regulation and economic safety systems for those in need. Specific county issue includes large budget cuts related to tobacco farming and related issues of antismoking education (Health & Wellness Trust Fund (HWTF) and the Tobacco Trust Fund, and Golden LEAF).

**Goal 2: Election Planning**

Increase and improve Democrat voter registration and election participation. Continue with precinct organization and promote voter diversity in preparation for the 2012 elections. Obtain the best voter and voting statistics available and analyze such data for planning purposes.

Form subcommittees for the purpose of:

- Determining how to improve young Democrat registration and voting
- Setting up and implementing the critical “Get Out the Vote” Planning
- Carrying out actions for reaching out to democrats in unorganized precincts to motivate them to organize and participate
- Establishing a permanent location for Democratic Party business and campaign headquarters in Granville County.
- Holding a major Democratic Fundraising event
Goal 3: Communication Issues

Improve Communication methodologies with Democrats and the public in general:

- Obtain the best contact data for registered and unregistered citizens
- Promote and improve methods to reach the Unaffiliated voter category
- Determine what methods are best for communication for given age groups, life styles, etc.
- Use modern methods of communication whenever possible such as email, Facebook, texting, Twitter and the internet.
- Develop a Granville County Democrat Website as soon as possible and over time improve its functioning with continuing improvements such as interactive blogging.
- Improve interaction with our elected officials; they are the ones who implement our Democrat goals. Form a subcommittee to examine voting records of such representatives to see if said records agree with the credo and principles of the Democrat Party.
- Participate in local events and celebrations to increase awareness of the Granville County Democratic Party and candidates.