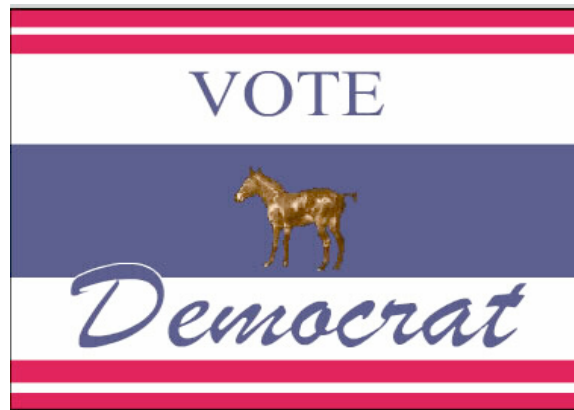


Escondido Democratic Club

Escondido Democratic Club (EDC) Annual Plan

Submitted
in fulfillment of
EDC By-Laws dated 23 Jun 2007
and
Approved by the General Membership 8 Jan 2011

2010 Annual Plan



January 1, 2011

Paul P. McNamara

President EDC



1	GUIDING PRINCIPLES	3
2	EDC ANNUAL GOALS	4
3	POLITICAL ACTION PLAN	7
4	MEMBERSHIP PLAN	11
5	COMMUNICATIONS PLAN	13
6	SECRETARY PLAN	16
7	TREASURER PLAN	17
8	APPENDIX A. ANNUAL CALENDAR	19
9	APPENDIX B. ANNUAL BUDGET	22
10	APPENDIX C. LIST OF BOARD MEMBERS, APPOINTED CHAIRS AND SPECIAL EVENT COORDINATORS	ERROR! BOOKMARK NOT DEFINED.



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1 Guiding Principles

1.1 *Mission*

The Escondido Democratic Club provides opportunities for active political participation for members of the California Democratic Party in the Greater Escondido area. We unite in order to promote democratic principles, issues and candidates thereby contributing to the democratic process in America.

1.2 *Values*

Each of us is equal and deserves protection under the law and the freedom to live life striving to obtain our full human potential. Diversity is strength and a cause for celebration – not a reason to be divided. We hold that through inclusion, tolerance and understanding the American promise can be realized.

1.3 *Vision*

America will progress to become even better than its glorious past. The future belongs to those that can see it and are willing to work for it. The Democratic Party in Escondido will become a viable force for change. The EDC club will be part of the fulfillment of the promise of America through the execution of its foundation tenets.

1.4 *Foundation Tenets*

- To educate our members
- To support Democratic candidates
- To advocate on behalf of important issues
- To encourage participation in self government
- And to have fun doing it!



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2 EDC Annual Goals

2.1 *President's Message*

"Creating an Escondido for Everyone"

Fellow EDC Democrats,

First, I would like to say again how honored I am to be your President for 2011. Like last term, I look forward to a productive and rewarding year working with all of you on the goals of this year's plan.

The Board conducted a review of last year's goals as well as a review of the election results. The Board concluded that the EDC is moving forward but learning some hard lessons along the way. To that end, the goals reflect three main efforts. One is to address the club's expansion of impact and influence, and the other is to counter some of the mistakes we made, and thirdly to raise money. Consequently, our political action goals, that are our main effort, are further refined. But again, we need a strong engine to support them, which is of course, membership. So once again, we will have a special focus on membership and developing a consortium of organizations that share a common purpose. Finally, we believe we need to make stronger effort in developing a repeatable and successful fund raising strategy.

This year is also an off- election year. The off-election year efforts are a continuation of the establishment of a two-year cycle based on the elections. This cycle was started 2 years ago, where one year is the preparation year and the other is the action year. One of the reasons for the annual plan is to recognize this repeatable pattern and ensure we have the correct goals for each season of the cycle.

As mentioned earlier, the Board believes we need to spend more of our resources in certain areas. One is fundraising and the other is in organizing. While this may seem obvious, when one reviews the history of the club, its actions, and its capabilities, this is a bigger step than one might initially assume. It becomes a larger challenge when one couples these goals to the need to remain in the "conversation" with the city leadership regarding the direction of the city.

For this year, the goals offer us a chance to take the club to another level. Each Board member lists below several specific goals in their area of responsibility and then provides a plan for the execution of those goals. Much like last year, we are fortunate to have each Board member spending a lot of time working on not only the "what" but the "how" for our goals in a resource restricted environment.

To realize these goals, we will need the help of many of our present members and our future members who have yet to find a place where their voice is heard. Once again, I would encourage all of you to commit to doing one more thing for the club this year. Together we can make our home and by extension our country a better place to live.

Wishing us all a very successful year!!

Sincerely,

Paul



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2.2 Approved Goals

The following goals were approved for the FY 2011 Annual Plan:

Political Action Goals

- Improve the level of activism of Club members.
- Support San Diego County Democratic Party efforts to increase the number of registered Democrats with a targeted focus on the Escondido area
- Identify, recruit and prepare to position our candidates for a successful run in the next election
- Cultivate and support members who will represent EDC and the interests of North County in the Central Committee.
- Increase EDC collaboration with Democratic Party organizations and other organizations sharing like goals in North County.
- Position EDC as a significant player in non-partisan community issues.

Membership Goals

- To be the largest, most diverse, and most impactful Democratic Club in North County.

Communication Goals

- To position EDC as THE option for effective progressive activism in the Escondido area.
- To increase the effectiveness of our communications media in support of branding, increasing membership and encouraging member involvement.
- To enhance the effectiveness of EDC identity elements.
- Use communications to support the goals established by other administrative areas in order to advance political action, membership and other activities.

Secretary Goals

- Conduct a review of, and establish where necessary, the Secretary processes, and supporting documents to ensure good processes are in place, records are accurately kept and supporting/governing documents e.g. By-Laws support the actions of the club.

Treasurer Goals

- Close the “books” (G/L) for 2010.
- Develop a Budget for 2011.
- Maintain the General Ledger for 2011.



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- With the Board's direction and involvement, facilitate the development and execution of a fund raising strategy for the Club.
- Develop a plan for college scholarships to inspire High School Democratic clubs.

Director of Outreach

- Contact Small Businesses in Escondido to recruit owners by showing them that Democratic leadership will benefit their business.
- Reestablish the High School Democratic clubs.
- Reestablish the local College Democratic clubs.
- Represent our club in any community gatherings in the North San Diego County area for the purpose of recruitment.
- Continue Latino outreach and voter registration in Escondido.



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3 Political Action Plan

3.1 General

The Political Action Goals for 2011 are intended to build upon the achievements of the past and to advance similar goals with a focus on community issues and concerns. At the heart of this mission is the election of candidates who will promote the principles and values of its members, and the advocacy of those issues that are important to us as Democrats. For 2011 the following national and regional issues were determined to be priorities for the EDC:

1. Health Care -
 - a. State -Single Payer
 - b. National level - Republicans are going to attempt to undo the healthcare plan passed by the Obama administration last year.
 - c. Medicaid – on Republican agenda

2. Climate Change Energy and Energy Legislation-
 - a. EPA's climate regulations.
 - b. Gulf oil spill resolution
 - c. Energy bills.

3. Immigration –
 - a. Local – craft a policy statement on checkpoints and develop strategy for engaging the mayor.
 - b. National – comprehensive reform

4. Social Security- SS Reform

5. Pop-Up Issues

3.2 Goal: Improve the level of activism of Club members.

Objective: To have the membership of the club participate more fully in the achievement of the club's political action goals.

Strategy: EDC will have a two-pronged approach to this objective – Awareness through Education, Participation through Community Involvement.

Tactics: A goal chair will be established in order to provide overarching goal execution leadership that facilitates- developing supporting efforts, coordinating participation and executing plans as required.

- Awareness: Inform and educate the membership on important issues that affect the community.
By using:
 - Relevant Speaker series
 - Informative website
 - Current and robust email update strategy
 - Local issues Forums -
 - Water and sewer
 - District elections
 - Budget cuts



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- Check points
 - Ballpark
 - General Plan
- Participation: Establish task force groups to include members of other groups to strategize and execute plans that include:
 - Checkpoints
 - Community inclusiveness – celebrating diversity in our City
 - Community Involvement -identify worthwhile activities and provide engagement opportunities to the membership.
 - Candidate Support Activities-maintain an active relationship with Democratic Party Candidates and keep the membership informed of support activities.
 - Infrastructure-develop a supporting infrastructure that responds to issues and goals of the EDC plan, and capitalizes on progressive organizations' calls to action.

3.3 Goal: Support San Diego County Democratic Party efforts to increase the number of registered Democrats with a targeted focus on the Escondido area.

Objective: To have Club members participate in the registration of new Democrats in the Escondido area and support increased voter turnout at election.

Strategy: The Club under the leadership of the Voter Registration Chair will coordinate with the San Diego Party's Voter Registration organization to facilitate the objectives of this goal.

Tactics: A goal chair will be established in order to provide overarching goal execution leadership that facilitates- developing supporting efforts, coordinating participation and executing plans as required.

- Recruit and organize volunteers to conduct voter registration events throughout the year.
- Club members will be encouraged to participate in voter registration at swearing in ceremonies for new citizens in the San Diego County.

3.4 Goal: Identify, recruit and prepare to position our candidates for a successful run in the next election.

Objective: To have the Escondido Democratic Club actions result in an election slate with Democratic Candidates.

Strategy: Form an EDC club committee that develops and executes a viable plan capitalizing on the work of the County Recruitment and Endorsement Committee. This committee would also serve as a resource for candidates seeking office ranging from inexperienced to seasoned.

Tactics: A goal chair will be established in order to provide overarching goal execution leadership that facilitates- developing supporting efforts, coordinating participation and executing plans as required.

- Coordinate with County Committee
- Develop a Plan
 - Develop a vetting process in consonance with EDC priorities.
 - Identify potential candidates
 - Propose EDC support and engagement strategies



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- Execute the Plan

3.5 Goal: Cultivate and support members who will represent EDC and the interests of North County in the county Democratic Party.

Objective: Increase EDC representation in the SDC Central Committee.

Strategy: Maintain an active list of positions and openings and ensure an recruitment process is in place.

Tactics: A goal chair will be established in order to provide overarching goal execution leadership that facilitates- developing supporting efforts, coordinating participation and executing plans as required.

- Identify and recruit likely members who will run for CC
- Educate the members on the selection process
- Support members in their campaign

3.6 Goal: Increase EDC collaboration with Democratic Party organizations and other organizations sharing like goals in North County.

Objective: Through multiple organization collaboration enhance the Democratic Party influence and voice in North County politics.

Strategy: Coordinate the participation and actions of like-minded organizations on specific issues that affect North County

Tactics: A goal chair will be established in order to provide overarching goal execution leadership that facilitates- developing supporting efforts, coordinating participation and executing plans as required.

- Identify noteworthy Political Action Items consonant with the general goals of the club.
- Develop a collaboration strategy
 - Include relevant organizations
 - Media strategy
- Develop a plan of action for each issue.
- Execute the plan.

3.7 Goal: Position EDC as a significant player in community issues, both partisan and non-partisan.

Objective #1: To increase EDC effectiveness as a Community Leader in North County.

Strategy: Expand the level of community participation in organizations and that invites opportunities for networking with leaders in the community.



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Tactics: A goal chair will be established in order to provide overarching goal execution leadership that facilitates- developing supporting efforts, coordinating participation and executing plans as required.

- Identify organizations to recommend to club members
- Participate in public events

Objective #2: Play a role in affecting public discussion of significant issues.

Strategy: Identify local issues in which EDC is likely to be able to successfully intervene and develop plans for those interventions:

Tactics:

- Collaborate with like-minded local groups and organizations.
- Identify significant issues
- Create teams to consider options for affecting those issues
- Develop and implement plans, working with other groups



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4 Membership Plan

4.1 General: The membership of the EDC should reflect the diverse regional population. It should reflect the proportion of registered Democrats in the EDC sphere of influence, approximately 15,000 voters.

4.2 Goal: To be the largest, most diverse, and most impactful Democratic Club in North County.

Objective:

- To display a strong Democratic presence in North County
- To better represent the ethnic and generational diversity of the City of Escondido
- To execute the goals of the Annual Plan.

Strategy:

Acquisition

- Conduct outreach to friendly organizations.
- Engage existing and potential Democratic voters.

Retention

- Encourage a positive social atmosphere for EDC members.
- Incorporate morale boosting activities into normal club business.
- Be responsive to members input.

Renewal

- Efficiently manage the intake of new members.
- Maintain accurate existing member information.
- Ensure renewal of current members and work to regain membership of lapsed members.

Tactics:

- Create new membership forms for meetings and an electronic/online registration system.
- Develop new postcards for members who do not have computer access.
- Coordinate with County party to mine lists of Democratic voters for a mailing.
- Finalize annual awards and certificates program and name first award.
- Register new members at club movie nights.
- Set membership goals with union and Latino outreach coordinators.
- Incorporate poll data into meetings and events.
- Coordinate with Communications VP to incorporate snapshots of club members lives into club website, Facebook group, and email communications.



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- Conduct a “scrub” of each member’s information.



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5 Communications Plan

General: The communications function is designed to advance the overall goals of the club and to support its fundamental tenets. Communications will work to increase activism through education and by providing current information. Communications will support efforts to increase membership by promoting a reputation for EDC as THE organization for Escondido activists and by creating materials that enable recruiting efforts. Communications will assist fundraising programs by disseminating information through the news media, as well as colleague organizations, and by preparing materials such as invitations and event programs. In all cases, communications will strive to make use of the latest technology to achieve a satisfying activist experience for those involved.

5.1 Goal: To position EDC as THE option for effective progressive activism in the Escondido area.

Objective: Ensure that EDC is credited for its contributions to effective political action for positive change.

Strategy 1: Communicate effectively to members and friends using the website and emails and other methods to be devised.

Tactics:

- Continue to enhance website and weekly emails.
- Develop a robust social networking system.
- Consider options that allow website posts to be categorized so as to separate internal EDC items from broader, community-wide topics.

Strategy 2: Gain more awareness from the general public through free media.

Tactics:

- Place stories in local newspapers about EDC's involvement in local issues.
- Write and gain publication for articles about collaboration with other local groups and organizations in the newsletters or on the websites of those groups.
- Write and place op-eds representing EDC's position on local issues with authors identified as EDC members/officers.

5.2 Goal: To increase the effectiveness of our communications media in support of branding, increasing membership and encouraging member involvement.

Objective: Encourage two-way communication and add communications vehicles that appeal to younger audiences.

Strategy: To reconfigure EDC's Facebook presence and establish a Twitter presence and to provide unique, targeted communications to their members.



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Tactics:

- Reconfigure EDC's Facebook presence and encourage membership.
- Use the new Facebook presence to start a Twitter account and encourage followers.
- Develop content appropriate to each group and provide appropriate information to members.
- Encourage the development of a community.
- Seek to engage Facebook and Twitter members in EDC activities and, eventually, membership.

5.3 Goal: To enhance the effectiveness of EDC identity elements.

Objective: To support branding, member recruitment and member involvement through more effective communication of the organizational mission.

Strategy : To conduct a review and revision of the communications mark (logo).

Tactics:

- Guided by the revised "tag line," develop concepts for visual representation of EDC's mission.
- Identify and involve experienced graphic arts professionals to benefit from their expertise.
- Using a small committee, develop several proposed approaches and test with board and members.
- Gain comment from external groups.
- Submit final recommendations for member approval.
- Gradually introduce the new mark (logo) into communications vehicles.

5.4 Goal: Use communications to support the goals established by other administrative areas in order to advance political action, membership and other activities.

Objectives: Create relationships that allow rapid and effective response to communications needs by other EDC units.

Strategy: Work closely with VPs, other officers and committee chairs to understand how communications can support their programs.

Tactics:

- Communicate or meet regularly with Club leaders to discuss ways they can use existing communications vehicles and to consider new vehicles or methods.
- Create regular, scheduled opportunities for Club leaders to submit posts for the web site and for email messages, such as "Legislative Corner" posts for Political Action and items about new/renewing members for Membership.
- Monitor the effectiveness of communications to maximize results.



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6 Secretary Plan

6.1 General: The Secretary is the primary record keeper of the Escondido Democratic Club. The primary goal of the Secretary for 2011 will be to continue to keep accurate, concise minutes of Executive Board and General Meetings, and to continue to post those E-Board minutes to the Board members, and General Meeting minutes to the EDC website within ten days after each meeting.

The secondary goal of the Secretary will be to review and revise the EDC By Laws and policies to bring them into consistency with the By Laws and policies of San Diego County Democratic Party organizations.

The Secretary will accomplish these goals by taking accurate notes during meetings, and analyzing and comparing the EDC's By Laws to other San Diego County Democratic clubs' By Laws. The Secretary will also review the minutes of the 2010 year in order to identify weaknesses of the current By laws and policies. For example, the endorsement process for City Council candidates was more subjective than objective in the 2010 election process. More objective rules need to be put into place. Conduct a review of, and establish where necessary, the Secretary processes, and supporting documents to ensure good processes are in place, records are accurately kept and supporting/governing documents e.g. By-Laws support the actions of the club.



7 Treasurer Plan

7.1 General

The Treasurer goals include assuring the Club that all valid financial obligations are fulfilled in a timely manner and that the Club's financial position is accurately and fairly reported to the Board and the general membership. The development of an annual financial budget (or plan), and the tracking of actual cash-flows versus this plan, will help ensure that the EDC continues as a vibrant entity and adheres to the Club's guiding principles.

7.2 **Goal:** Close the "books" (G/L) for 2010

Objective: Ensure availability of accurate representations of the Club's finances at the time of transition to the new board, and at the end of the 2010 calendar year

Strategy: Develop Statements of Financial Condition accurately reflecting the Club's operations and adherence to the budget.

Tactics:

- Ensure final 2010 receipts are deposited, expenses are paid, and all transactions are accurately recorded in the club's financial ledger
- Reconcile accounts and prepare Year-end 12/31/010Account Balance statement, Cash Flow Statement, and Revenue and Expense versus Plan statement

7.3 **Goal:** Develop a Budget for 2011

Objective: Prepare a financial plan which realistically reflects the goal's of the Club

Strategy: Using historical performance as a guide and incorporating upcoming goals for this year, allot financial resources for each major income and expense category.

Tactics:

- Update the 3-year running average analysis of the club's income and expenses with 2009 data
- Based on the financial implications of the club's 2011 operating objectives, prepare the 2011 financial plan
- Analyze the plan for financial shortcomings and potential exposures or other issues and develop alternative recommendations as appropriate
- Present the 2010 Financial Plan to the board and secure their approval
- Ensure that the Club's 2010 Annual Plan includes the approved budget as an appendix item

7.4 **Goal:** Maintain the General Ledger for 2011

Objective: Monitor the Club's operating income and expenses and report to the Board any realized or potential variances to plan; secure direction and approval from the Board for resolving any significant variances from the approved annual financial plan



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Strategy: Develop Statements of Financial Condition accurately reflecting the Club's operations and adherence to the budget.

Tactics:

- Deposit all receipts within 2 weeks of receipt
- With Board approval, issue payment for all valid and properly documented club expenses in a timely manner
- Ensure all financial transactions are properly categorized and entered in the Club's financial records
- Prepare financial statements (including actual vs. planned cash flows) for dissemination to the board and the general membership for their review on a monthly basis, or at such times as the Board deems necessary
- Identify significant variances in actual vs. planned cash flows, and recommend to the Board prudent alternatives to address them

7.5 Goal: With the Board's direction and involvement, facilitate the development and execution of a fund raising strategy for the Club

Objective: Identify fund-raising opportunities to support the Club's goals, operational expenses and designated special programs drawing on the Board's, and ultimately the Club's, insights, experiences, and commitment

Strategy: Identify the specific steps which must be completed to achieve the Club's financial goals and monitor the progress of those activities

Tactics:

- Schedule and facilitate a Fund-Raising Strategy Development session with the Board; identify next steps (tactics) including required resources, timing and associated roles and present the strategy to the general membership for their review and approval
- Monitor the execution of the strategy and report status to the Board on a periodic basis.



8 Director of Outreach

8.1 General: The purpose of the Outreach Directorate is to focus on interaction with the underrepresented communities in Escondido. The aim of the directorate is to educate those communities as to the purpose and goals of the club and to encourage participation.

8.2 Outreach Goal: To increase the diversity of the EDC.

Objective: To increase awareness and impact of the EDC in the local community across the socio economic spectrum.

Strategy: Develop a target list of groups and organizations that share our Democratic values whose members are underrepresented in the EDC.

Tactics:

- Contact businesses and organizations in Escondido to recruit owners by showing them that Democratic leadership will benefit their group.
- Reestablish the High School Democratic clubs.
- Reestablish the local College Democratic clubs. Cal State San Marcos and Palomar.
- Represent our club in any community gatherings in the North San Diego County area for the purpose of recruitment.
- Continue Latino outreach and voter registration in Escondido.



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9 Appendix A. Annual Calendar

Date	Event	Location	Note/Theme
January 3 (Monday)	E-Board Mtg	Paul's house	
January 8 (Saturday)	General Mtg	Chamber of Commerce	Brief Annual Plan
February 7 (Monday)	E-Board Mtg	Paul's House	
February 12 (Saturday)	General Mtg	Chamber of Commerce	
March 7 (Monday)	E-Board Mtg		
March 12 (Saturday)	General Mtg	TBD EVCC?	Joslyn available in aft.
April 4 (Monday)	E-Board Mtg		
April 9 (Saturday)	General Mtg	Chamber of Commerce	
May 9 (Monday)	E-Board Mtg		
May 14 (Saturday)	General Mtg	Chamber of Commerce	
May 15 (Sunday)	Esc Street Faire	Grand Avenue Esc	10AM – 6PM
June 6 (Monday)	E-Board Mtg		Goal Review
June 11 (Saturday)	General Mtg	TBD (Joslyn?)	
July 5 (Tuesday)	E-Board Mtg		
July 9 (Saturday)	General Mtg	Chamber of Commerce	
August 8 (Monday)	E-Board Mtg		
August 13 (Saturday)	General Mtg	Chamber of Commerce	
Sept 6 (Tuesday)	E-Board Mtg		
Sept 10 (Saturday)	General Mtg	Chamber of Commerce	
Sept 10 (Saturday)	Grape Day		
September 26 (Monday)	E-Board Mtg		



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October 1 (Saturday)	General Mtg	Chamber of Commerce	EDC Election
October 16 (Sunday) (Tentative)	Esc Street Faire	Grand Avenue Esc	10AM – 6PM
No November meeting			
Nov 7 (Monday)	E-Board Mtg		
December 3 (Saturday)	Year-end party		



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10 Appendix B. Annual Budget

TO BE ISSUED SEPARATELY



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