

Escondido Democratic Club 2012 Annual Plan

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and

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Christine Nava, President

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Guiding Principles

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.

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.

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.

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!**

President's Message

Happy New Year, friends and fellow EDC Members! This New Year is significantly new for me as it marks the beginning of my role as EDC President. I am both grateful and honored by the confidence you have bestowed on me, and I thank you. The responsibility for leading EDC towards meeting the challenges of an election year, and importantly, of furthering the accomplishments the Club has achieved in the last few years is indeed a challenging one, but I know that all of us working together will bring about an increased level of commitment towards achieving the goals the Executive Board has laid out for all of us.

We are often reminded at this time of year that January draws its name from the Roman god Janus who is the god of gates and doors, and beginnings and endings. As we stand at the gates and enter 2012, it is important to understand where we have been as a Club, build on those accomplishments, and set goals to meet the challenges of the New Year. EDC's accomplishments for the past year fell in the category of 'outstanding'. We set out to raise the level of activism and in many respects we achieved that. We have seen more member participation in local affairs, taken the club to a new level by reaching out to community groups to address common interests and concerns. We became facilitators, "led from behind", in putting together the Escondido Charter Coalition to deal with the City Council's proposal to move Escondido to a Charter status. The Coalition continues its work to date. Similarly, EDC members took a leading role in Escondido's Future, a non-partisan group whose primary goal focuses on the issues surrounding the quality of life in Escondido (the closure of the East Valley library and the recreation programs). Currently, our members are organizing to collaborate with other groups in support of district elections. Our leadership in community affairs has positioned us well to accomplish an on-going EDC goal of becoming "significant players" on local issues.

Beyond the local issues, Club participation in the National "jobs not cuts" events, protests against attacks on women's reproductive rights, protests against check points, rallies in support of the Occupy Movement, and demonstrations in support of the Move to Amend, points to a heightened level of activism. As a Club, we are well represented and speak to the interests of North County in the Democratic Party Central Committee. Our web site is recognized as the best and is the go-to source for information on issues that affect us as Democrats and members of the community. These are achievements we can boast about, but as a thriving and active club we cannot afford to stop there. We must expand on these accomplishments and take them to an even greater level.

As we look ahead to 2012, our biggest challenge will be to re-elect President Obama and regain plurality in Congress. State and local candidates will look to us to provide resources to their campaigns. Fundraising becomes a critical factor in meeting this need. For that reason I have proposed that our bylaws incorporate a VP for Fundraising. We need someone to step up to fill this important position. Our updated Political Action goals are in place to provide us with a plan to meet the challenges. To realize the goals we need each EDC member to commit to a greater level of involvement and to dig deep into pockets to make sure that we can claim victory in November. Together we can!

Christine Nava, President

The following goals are proposed for the 2012 Annual Plan:

Political Action Goals

1. Address national, state, and local issues that have been identified as priorities.
2. Improve the level of activism of Club members.
3. Increase the number of registered Democrats in Escondido and increase voter turnout.
4. Develop and implement a strategy for identifying, recruiting, cultivating, vetting and supporting candidates suited to serve on boards, commissions and in elected offices.
5. Identify, cultivate and support members who will represent EDC and the interests of North County in the California Democratic Party and San Diego County Central Committee.
6. Increase EDC collaboration with Democratic Party organizations and other groups sharing like goals in North County.
7. Position EDC as a significant player in non-partisan community issues.

Fundraising Goals

General –

The Vice President for Fundraising develops an annual plan to financially support the activities of the Club. The plan should include a variety of fundraising opportunities for individuals to donate in differing amounts. The VP for Fundraising works closely with the President to implement the plan, and to involve and manage volunteers to assist with components of the plan.

Membership Goals

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

Communication Goals

1. To position EDC as THE option for effective progressive activism in the Escondido area.
2. To increase the effectiveness of our communications media in support of branding, increasing membership and encouraging member involvement.
3. To enhance the effectiveness of EDC identity elements.
4. 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

1. Close the “books” (G/L) for 2011.
2. Develop a Budget for 2012.
3. Maintain the General Ledger for 2012.

Political Action Plan

General

The Political Action Goals for 2012 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.

Goal #1 – Address priority issues

For 2012 the following issues were determined to be priorities for the EDC:

1. Health Care –
 - a. National - Medicare/Medicaid
 - b. State - Single Payer
 - c. Local issues – PPH
2. Environment and Energy –
 - a. National – Protecting the EPA, Energy bills
 - b. State - emissions
 - c. Local – landfills, wastewater, traffic flow, local control of community development
3. Immigration –
 - a. National – comprehensive reform
 - b. State – DREAM Act
 - c. Local – checkpoints and ICE involvement
4. Political Reform
 - a. Money in politics
 - i. Move to Amend proposal
 - ii. Public Financing of political campaigns
 - b. Voter suppression

5. City of Escondido issues

- a. Monitoring activities of the City Council
- b. Homeless Issues – identify liaison
- c. General Plan Update
- d. Electoral Reform – District elections, primary system, Charter proposal, etc.
- e. Education Issues – Redistricting, unification
- f. Celebrating Diversity

Goal #2: 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 multi-pronged approach to this objective – Awareness through Education, Political Action Training, Increased Participation through Community Involvement, and Candidate support activities

Tactics:

Awareness: Inform and educate the membership on important issues that affect the community through:

Relevant speaker series

Informative website

Current and robust email update strategy

Participation: establishing task forces to include members of like-minded organizations to strategize and execute plans.

Goal #3: increase the number of registered Democrats in Escondido and increase voter turnout.

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 Director will coordinate with the San Diego County Party's Voter Registration organization to facilitate the objectives of this goal.

Tactics:

Voter Registration Chair will 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.

Goal #4: Develop and implement a strategy for identifying, recruiting,

cultivating, vetting and supporting candidates suited to serve on boards, commissions and in elected offices.

Objective: To have a strong Democratic slate capable of winning in 2012 and beyond.

Strategy: Develop and execute a plan and serve as a resource for candidates seeking office.

Tactics: Develop a plan

Goal #5: Cultivate and support members who will represent EDC and the interests of North County in the Central Committee.

Objective: To increase EDC representation in Central Committee. Although elections take place in 2012, there are open positions at this time.

Strategy: Gather information with regard to open positions and procedures for running for Central Committee.

Tactics: Identify and recruit likely members who will run for CC.

Goal #6: 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:

1. Identify noteworthy Political Action Items consonant with the general goals of the club.
2. Develop a collaboration strategy.
3. Include relevant organizations.
4. Develop a media strategy
5. Develop a plan of action for each issue.
6. Execute the plan.

Goal #7: Position EDC as a significant player in community issues, 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 that create opportunities for networking with leaders in the community.

Tactics:

1. Identify organizations to recommend to club members.
2. Participate in public events.

Objective #2: to 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:

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

Fundraising Plan

Fundraising plan here

Membership Plan

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

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

Objective:

- a. To display a strong Democratic presence in North County
- b. To better represent the ethnic and generational diversity of the City of Escondido
- c. To make a positive impact on the agenda of the Democratic Party
- d. To execute the goals of the Annual Plan.

Strategy:

Acquisition

- a. Conduct outreach to friendly organizations.
- b. Engage existing and potential Democratic voters.
- c. Contact small businesses in Escondido to recruit owners by showing them that Democratic

leadership will benefit their business.

- d. Reestablish the high school Democratic clubs.
- e. Reestablish the local college Democratic clubs at Cal State San Marcos and Palomar College.
- f. Represent the club in any community gatherings in the North San Diego County area for the purpose of recruitment.
- g. Continue Latino outreach and voter registration in Escondido.
- h. Coordinate EDC booths at civic events.

Retention

- a. Encourage a positive social atmosphere for EDC members.
- b. Incorporate morale boosting activities into normal club business.

Renewal

- a. Efficiently manage the intake of new members.
- b. Clean up existing member information.

Tactics:

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

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.

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:

1. Continue to enhance website and weekly emails.
2. Develop a robust social networking system.
3. 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:

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

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 enhance communications vehicles that appeal to younger audiences.

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

Tactics:

- a. Develop content appropriate to each group and provide appropriate information to members.
- b. Encourage the development of a community.
- c. Seek to engage Facebook and Twitter members in EDC activities and, eventually, membership.

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:

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

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:

- a. Communicate or meet regularly with Club leaders to discuss ways they can use existing communications vehicles and to consider new vehicles or methods.
- b. 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.
- c. Monitor the effectiveness of communications to maximize results.

Secretary Plan

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.

Review 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 Plan

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.

Goal: Close the "books" (General Ledger) for 2012

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 2012 calendar year

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

Tactics:

- a. Ensure final 2012 receipts are deposited, expenses are paid, and all transactions are accurately recorded in the club's financial ledger
- b. Reconcile accounts and prepare Year-end 12/31/11 Account Balance statement, Cash Flow Statement, and Revenue and Expense versus Plan statement

Goal: Develop a Budget for 2012

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:

- a. Update the 3-year running average analysis of the club's income and expenses with 2011 data
- b. Based on the financial implications of the club's 2012 operating objectives, prepare the 2012 financial plan
- c. Analyze the plan for financial shortcomings and potential exposures or other issues and develop alternative recommendations as appropriate
- d. Present the 2012 Financial Plan to the board and secure their approval
- e. Ensure that the Club's 2011 Annual Plan includes the approved budget as an appendix item

Goal: Maintain the General Ledger for 2012

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

Strategy: Develop Statements of Financial Condition accurately reflecting the Club's operations and

adherence to the budget.

Tactics:

- a. Deposit all receipts within 2 weeks of receipt
- b. With Board approval, issue payment for all valid and properly documented club expenses in a timely manner
- c. Ensure all financial transactions are properly categorized and entered in the Club's financial records
- d. 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
- e. Identify significant variances in actual vs. planned cash flows, and recommend to the Board prudent alternatives to address them

Appendix 1

Escondido Democratic Club 2012 Plan		
<u>Gross Receipts (Cash Inflows)</u>		
Donations	\$380	11%
EDC Fund Raising	\$954	29%
Membership	\$2,000	60%
Total Cash Inflows	\$3,334	100%
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<u>Expenses (Cash Outflows)</u>		
EDC Operating Expenses	(\$1,505)	44%
Education and Outreach	(\$785)	23%
Political Action	(\$850)	25%
Membership	(\$150)	4%
EDC Fundraising Expenses	(\$100)	3%
Total Cash Outflows	(\$3,390)	100%
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Net Cash Flow	- - (\$56) -	