



Greenville County
Democratic Party
Strategic Plan
2017

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Greenville County Democratic Party Strategic Plan

1. Introduction

The Greenville County Democratic Party (GCDP), in concert with the state and national Democratic Parties, acts on behalf of the residents of Greenville County to achieve actual, positive change based on shared values. These values are: a commitment to equal opportunities for all Americans, promoting economic growth, improving public education, protecting the environment, making healthcare affordable for everyone, and protecting America at home while strengthening its standing abroad.

To achieve this mission, the GCDP works to recruit, support, and elect Democratic candidates for local, statewide, and national offices. The GCDP organizes and directs volunteers with opportunities for involvement at all levels of the political process during both election and off-cycle years. It keeps local Democrats connected and informed about important issues and events. Additionally, the GCDP aims to increase local resident engagement by attracting new voters to share and realize its vision.

In the spring of 2016, the GCDP decided that it needed a comprehensive Strategic Plan in order to ensure that it was a robust organization prepared to advocate for and invest successfully in future elections. This Strategic Plan will focus the GCDP's activities for the short and long term. Operating in a dynamic environment, the GCDP considers this plan a living document and will continually revisit its stated goals and methodologies to ensure their continued relevance and efficacy.

This document is the result of many individuals' contributions over several months. The GCDP strove to gather input from across Greenville County to represent a wide variety of perspectives so that all stakeholders would feel connected to its goals and projected outcomes. The GCDP seeks to enact tangible results for the benefit of all communities with which it interacts. It is the goal of the GCDP that this document becomes a cornerstone of that effort.

2. Purpose

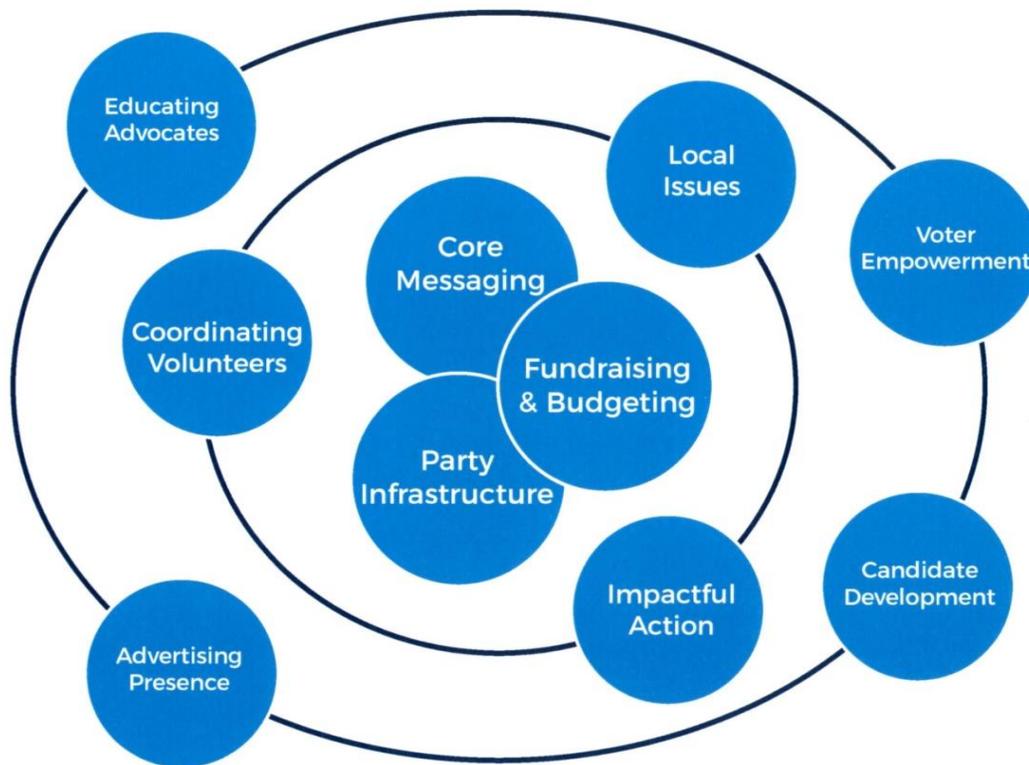
This Strategic Plan states the GCDP's mission and articulates how it will realize that mission in accordance with the organization's values. By serving as the bridge that connects the GCDP's values with its long-term goals and day-to-day activities, the plan will guide members' understanding of how they contribute to the organization's success. It will foster the development of tools to ensure a sustainable competitive advantage by specifying the GCDP's methodologies for increasing vote share in future elections to successfully elect Democrats to local, state, and national offices. Additionally, the Strategic Plan will build a more resilient local party: one that can sustain political losses and adeptly respond to changing circumstances.

3. Development Process and Organization

This Strategic Plan selects, defines, and organizes activities that will further the GCDP's mission. The GCDP has implemented many of these activities already and they could require only modest enhancement. Other activities are new and so will require a sustained effort to fully implement. Because the Strategic Plan is designed to identify all of the activities the GCDP undertakes to achieve its goals, it is as much about what the GCDP shouldn't do as it is about what it will do. In other words, the Strategic Plan specifies the what, why, and how the GCDP will execute day-to-day activities to realize its mission.

The plan organizes these new and existing activities into strategic units. Units are then organized based on their resource requirements and the current availability of those resources. This organization may be visualized in the orbital conceptual model shown below. Units clustered at the core of the model are essential to the operation of the GCDP, as well as the successful implementation of more peripheral units. Additionally, these units will not be resource intensive to implement. This is due to either low implementation requirements or because the GCDP is already heavily engaged with activities in these units. Strategic units that are further from the core require more resources (financial and human) and longer timelines to fully develop, but are no less important to the overall Strategic Plan. In many respects, these outer strategic units are where the GCDP will realize many of its goals. This orbital model should not be understood as a hierarchy of the GCDP’s goals. It only prioritizes strategic units based on resources, expertise, and infrastructure currently available; it does not delineate the priority of the projected outcomes of the activities located in those units.

Implementation of this Strategic Plan can, and should, begin across all identified strategic units. A summary of the identified execution action items can be found in Appendix A. However, the GCDP’s expectation is that the units in the core will be more fully developed at an earlier date than the units in the surrounding orbits. In addition to resource constraints preventing even development across all orbits, the strategic units located in the core are foundational to the GCDP’s mission. Earlier full development of these will facilitate development of the outlying strategic units in the future.



4. Core Strategic Units

The GCDP’s core strategic units are vital to the GCDP’s ongoing operation and success; they are foundational to the GCDP’s function. Because of this, many of the activities included in these three

strategic units are already underway and may require few or no enhancements at this time. However, to be comprehensive, this Strategic Plan outlines their expectations and execution methodologies. It will be important for the GCDP to conduct a review of its current activities regularly to ensure it maintains alignment with the overall strategy.

4.1. Party Infrastructure

4.1.1. Why Party Infrastructure?

Party infrastructure refers to the people, places, data, and technologies that support all of the GCDP's strategic units. It is through these resources and the infrastructure they form that the GCDP will be able to efficiently execute its activities.

4.1.2. What Is Party Infrastructure?

Party Infrastructure is four things: people willing to actively advocate at different levels in the GCDP organization and execution of its activities, spaces that house or hold those activities, the data that forms and tracks the audiences for these activities, and the technologies that facilitate those activities.

People (human resources) include GCDP leadership (including the GCDP elected and appointed officers and committee chairs/coordinators), precinct officers, elected and appointed Democratic Party public officials and their campaign staff, and office and ad-hoc volunteers.

Places (physical resources) include the permanent GCDP headquarters office, as well as spaces that the GCDP regularly utilizes for activities.

Data (information resources) includes the information the GCDP gathers from its constituents and uses to drive strategic units and their audiences and activities, including mailing lists, sign-in sheets, and demographic information.

Technologies (physical and virtual resources) include office equipment such as computers and phones and the service providers associated with these, as well as virtual spaces such as the website, social media accounts, databases, GCDP cellular phones, NGP VAN, bank accounts and other financial spaces, and digital repositories (e.g. Google Drive and hard drives of GCDP computers).

4.1.3. Execution Plan

To be effective in each of its strategic units moving forward, the GCDP must first have a thorough understanding of its current human, physical, data, and technology assets. Audits of these resources are the first step to strengthening the party infrastructure and ensuring that the core and orbital strategic units can be supported.

Evaluation of who is currently involved in the GCDP's activities, what they do, and how they are connected is essential to determining a more organized structure better positioned to handle the complexities of the strategic units. A better articulated human infrastructure ensures that advocates know how they are contributing to the GCDP, better positions new advocates, and uses discrete job descriptions to hold advocates accountable and to ensure efficient communications between them.

Once human resources have been audited, an organizational chart will articulate the hierarchy of the GCDP's leadership structure, outline specific positions and duties attached to those positions, and

develop a plan to hold the officers of those positions accountable. This organizational chart will describe different categories of volunteers and imagines how elected and appointed Democratic Party public officials and their campaign staffs interact with the GCDP.

An audit of all existing physical, data, and technology resources will determine what is currently available to the GCDP. The audit will include a detailed list of:

- the attributes of the spaces GCDP has access to, including the furniture, square footage, and other assets associated with those spaces
- the digital spaces the GCDP occupies and the login information associated with those spaces
- the financial accounts the GCDP owns and who has access to them
- the technologies the GCDP currently owns, including information regarding the various service providers and subscriptions associated with the technology
- the types of data GCDP currently collects, how it is currently managed, and who has access to it

The audit of physical, data, and technology resources will allow the GCDP to more nimbly and efficiently execute activities and to invest in assets as needed. Should the audit reveal duplication or inefficiency of resources, those resources should be replaced or terminated.

4.2. Core Messaging

4.2.1. Why Core Messaging?

Core messaging clarifies what the GCDP communicates and how the GCDP actualizes and translates those ideas in multiple arenas to its advocates, potential candidates, and the broader public. It underpins, clarifies, and focuses all other strategic areas by ensuring that not only the messages but also the strategies for communicating those messages are consistent. The Core Messaging Plan should develop messaging areas for focus issues as well as a strategy for activities that will actualize its core messaging. A plan will also standardize methods of communication, lexicon, and tone, across multiple communication platforms.

4.2.2. What is Core Messaging?

While the state and national Democratic Party organizations distribute messaging on a wide variety of issues, the GCDP should narrow its focus to five or six messaging areas that bundle specific local, state, and national issues. The selected messaging areas should have both local and national applications to ensure that GCDP messaging is synergistic with these other organizations, but should ultimately hone in on those which directly impact Greenville County residents.

4.2.3. Execution Plan

The execution of core messaging has two primary thrusts. The first develops up to six messaging areas that incorporate local, state, and national issues and standardizes a specific lexicon and tone for the communication of those messaging areas. It also determines the level of detail with which messaging areas will address specific issues.

The second primary thrust develops requirements for operationalizing these core messages. In other words, it articulates how core messaging areas are communicated, including the specific activities, infrastructure, and processes needed. These methods should proactively advocate the GCDP's core messaging areas as well as be prepared for reactive communication, as events on the local, state, and

national levels dictate.

The GCDP should gather input from a wide variety of Greenville County residents to select its messaging areas and to determine the best practices for operationalizing those messaging areas. It will seek buy-in from allied organizations so that a broad spectrum of communications across Greenville County support the GCDP's messaging activities.

4.3. Fundraising and Budget

4.3.1. Why Fundraising and Budget?

All organizations require regular, predictable revenue streams to adequately execute their missions and to plan and invest for the future. The GCDP is no different. The GCDP requires revenue to maintain its physical, data, and technological resources (all human resources are volunteer), to communicate and actualize its core messaging, and to support allied organizations or campaigns whose missions are aligned with its own.

Typically, voters focus on donating to specific candidates during election cycles. However, cultivating a donor base and infrastructure to support continuous fundraising will result in a far more productive and sustainable county party structure that can advocate, educate, and mobilize residents on a regular basis. To this end, the GCDP seeks to develop and fund an annual budget that will ensure its robust presence in the community. The GCDP requires a holistic view of fundraising and budgeting to develop annual goals and execution plans for all its activities.

4.3.2. What is Fundraising and Budget?

The GCDP's budget outlines the party's projected financial income and expenses as determined by the GCDP leadership for the coming year. It is the result of broad input developed in concert with the state and national parties, as well as allied local organizations. The annual budget clearly articulates the GCDP's plan to organize efforts across the strategic units, sets fundraising goals for the activities imagined by those units, and allows volunteers to begin individual planning efforts for upcoming activities with an expectation of the share of internal funding versus the amount required to be raised independently.

The GCDP's Fundraising Plan will articulate fundraising goals, the methods of outreach, the donor bases to target, and the core messages that underpin all of these aspects. Fundraising includes all revenue methods available to the GCDP, including new and existing methods of outreach. Activities such as direct solicitations by phone or mail, events, and merchandising are included under this umbrella. The GCDP should think broadly, and creatively, on available methods for cultivating donors. By leveraging various methods of outreach, the GCDP can maximize the number of potential donors contacted and target different audiences for select messages and/or select activities. The GCDP should determine the appropriate mix, and the resources required, for each of these outreach methods.

In addition to its management benefits, the budget is also a fundraising tool. It gives potential donors a clear understanding of where and how their donations will be implemented. The budget identifies specific sponsorship opportunities, allowing for potential donors to be cultivated for specific purposes. Additionally, GCDP management will be able to shift resources, as events at the local, state, and national levels dictate, to support advocacy, education, or mobilization efforts throughout the year.

4.3.3. Execution Plan

An audit of current financial resources and budgetary systems will lay the groundwork for budgeting and fundraising processes moving forward. This audit should include, but is not limited to: regular expenditures, expenditures on events, and regular fundraising activities and their outcomes. After the audit's completion, the GCDP should develop an annual budget articulating its priorities for the coming year, even if resources to execute that budget do not currently exist. This budget will not only serve as a valuable management tool but will also serve to set fundraising goals.

To determine new strategies for fundraising, the GCDP should collect anecdotes of how it has successfully advocated for residents and affected local governmental actions in the past. It should approach other local or state organizations to see other models for budgeting and fundraising. Additionally, the GCDP should gather data and examples of how current and future actions by local, state, and national agencies could adversely affect residents or communities to promote donations to the GCDP's efforts to alleviate or prevent such actions. These anecdotes will serve to help tell the GCDP's story to potential donor bases and focus targeting efforts.

5. Inner Orbit Strategic Units

Strategic Units placed in the inner orbit include activities which may or may not be currently executed by GCDP. Additionally, these strategic units can directly leverage the results from the core strategic units. Finally, they are more directly attainable based on existing resources, expertise, and infrastructure than those units placed in the outer orbit.

5.1. Coordinating Volunteers

5.1.1. Why Coordinating Volunteers?

Volunteer Coordination helps the GCDP more effectively utilize the talents of those willing to donate their time and energy. It mobilizes the number of Greenville County residents who have recently expressed interest in getting involved in the party's activities. Developing systems that maximize volunteer labor and prevent its duplication is essential for the efficiency of the organization and the continued engagement and enthusiasm of volunteers.

5.1.2. What is Coordinating Volunteers?

Volunteer coordination primarily focuses on developing systems to keep track of who is volunteering and how their labor is utilized. The GCDP recruits new volunteers and matches the talents of these new recruits with specific regular tasks or special activities. The GCDP identifies activities for which the GCDP will regularly utilize volunteers, develop resources to train incoming volunteers in the best practices and expectations associated with these specific tasks, and anticipate future application of volunteer labor. Additionally, the GCDP is responsible for the support, supervision, and motivation of the volunteer base.

5.1.3. Execution Plan

The GCDP should develop a Volunteer Management Plan to determine the necessary systems and processes to recruit, train, and manage volunteers. This plan will take a broad view of the GCDP's activities as identified in the Strategic Plan and those activities' requirements for volunteer efforts.

Additionally, the coordination of volunteers requires identifying and understanding volunteers' specific strengths and weaknesses to effectively utilize their talents.

5.2. Local Issues

5.2.1. Why Local Issues?

Recent election cycles have shown a tendency for voters to eschew issues with national and global scope and instead focus on those things that appear to directly impact their daily lives. For example, despite a robust and growing economy during 2016, voters appeared to select candidates who advocated for policies of job protection and de-globalization. Additionally, there was a strong anti-incumbent sentiment among the electorate. This appears to be a result of a growing idea that elected officials are no longer concerned with those issues that manifest on a micro-scale and instead spend most of their time on macro, and abstract, topics. Considering these two developments, the GCDP strives to orient its activities towards local issues directly impacting the residents of Greenville County.

5.2.2. What are Local Issues?

Local issues are those topics that directly affect Greenville County residents. While issues with national scope certainly have an impact in Greenville County (e.g. social justice), this strategic unit is focused on those topics which have immediate significance to county residents relative to those of other places. Examples include affordable housing, public transportation, infrastructure development, city and county governance, and local tax policies. Many of these examples are in line with larger efforts on state and national levels. However, all of the GCDP's efforts should strive to articulate how any issue directly relates to its local audience. Additionally, this activity includes diversifying the avenues of local outreach to increase the impact and awareness of the GCDP presence in Greenville County.

5.2.3. Execution Plan

The execution plan for this activity has two primary thrusts. The first is aimed at increasing the impact and awareness of the GCDP's efforts across the whole of Greenville County. This includes selecting various locations across the county to host forums, monthly breakfasts, and other gatherings. A schedule will be developed to rotate meeting locations both across the City of Greenville and in other municipalities such as Simpsonville and Travelers Rest. This will ensure that the GCDP is available to also address issues important to residents outside of the City of Greenville.

The second primary thrust is to develop a method for articulating the GCDP's point of view on local issues. This includes creating a list of topics that the GCDP will address, including topics discussed in national media outlets, that has been translated to demonstrate local applicability and impact. In developing a list of topics, the GCDP should feel free to exclude topics that may align with broader Democratic principles, but have limited applicability to Greenville County residents. By doing so, the GCDP will maintain and increase its relevance to residents by demonstrating an awareness of local issues directly impacting voters. Leveraging the messaging areas from the Core Messaging strategic unit will aid this effort.

5.3. Impactful Action

5.3.1. Why Impactful Action?

The mission of the Democratic Party is to facilitate the election of Democrats to public office. As a local party, the GCDP must not lose sight of the fact that the ultimate goal of that mission is to make the world in which we live a better place. To that end, the GCDP should strive to use the collective talents of the group to make a direct positive impact on particular areas of the community. The GCDP can develop stronger relationships with those communities typically considered its base, as well as reach out to communities who do not traditionally identify with the Democratic Party. These positive impacts should in turn benefit the competitive advantage of the GCDP by engendering goodwill with voters in Greenville County that will lead to a larger vote share.

5.3.2. What is Impactful Action?

Impactful action engages the community throughout the year on behalf of the GCDP to educate voters, increase engagement, and demonstrate shared values across a wide spectrum of county residents. It also allows the GCDP to show that the organization cares about the community and is interested in positive change, not just political power. Specifically, this means directly raising money or awareness for worthy community causes through the GCDP's activities.

5.3.3. Execution Plan

The GCDP should develop an Impactful Action Team to investigate specific opportunities of engagement and which impactful actions should be undertaken. These opportunities should include various communities, areas of concern, and other ongoing efforts by allied organizations in which the GCDP can make a tangible positive impact. The selected opportunities should have an impact on both the traditional Democratic base and those communities that do not typically view themselves as aligned with the Democratic Party. The Impactful Action Team should determine the appropriate mix of actions and outcomes, including raising money and/or awareness, for each of the selected opportunities. Additionally, the GCDP should determine the process for prioritizing selected engagement opportunities and how those efforts fit into the larger budget and Fundraising Plan.

6. Outer Orbit Strategic Units

Strategic units placed in the outer orbit include those activities that require the most resources to be invested to implement. They face either higher barriers to entry, such as advertising costs, or longer timelines to execute, such as candidate development. Additionally, these strategic units require outcomes from those units in the core and inner orbit in order to be successful. For example, focusing the GCDP's limited resources on developing candidates without establishing core messaging or articulating local issues would be counterproductive.

6.1. Educating Advocates

6.1.1. Why Educating Advocates?

The GCDP must articulate a clear, progressive, and hopeful vision for the future to attract new advocates

and to keep existing advocates engaged. That is only possible if those who communicate on behalf of the GCDP, in both formal and informal venues, are educated on the issues of concern and how current, or potential future, governmental actions impact Greenville County residents.

6.1.2. What is Educating Advocates?

The GCDP strives to equip its members with information about local issues so that the essence of its core messaging is broadcast to the community accurately and effectively. Educating advocates can be accomplished through the GCDP's own initiatives or by utilizing outside groups, such as allied organizations, to provide educational opportunities for the GCDP's advocates.

Education is accomplished through a dynamic engagement with community groups during which the GCDP and its advocates are exposed to the community at large to learn the true nature and impact of current or future governmental actions.

6.1.3. Execution Plan

The GCDP should empower and engage citizens on issues of concern. This process will involve leveraging the information from the Core Messaging and Local Issues strategic units to educate advocates on the current state of governmental legislation and upcoming plans for new legislation. The GCDP should develop a process for distributing educational materials to its advocates at monthly meetings or other events. The GCDP should foster opportunities for advocates to directly engage with elected and appointed representatives at the local, state, and national levels. Additionally, the GCDP should invite interest groups, including groups representing opposing points of view, to gatherings, monthly meetings, or other events to share their expertise on issues of concern. Finally, the GCDP should utilize multiple communication venues to share information to the broader public on those issues to nurture a better educated electorate.

6.2. Voter Empowerment

6.2.1. Why Voter Empowerment?

From a non-partisan perspective, representative government is inherently more successful if more people vote because the elected officials will then more closely represent the collective will of the people. Additionally, history has shown that Democrats are more successful in elections with higher voter turnout. Therefore, the GCDP should aim to maximize voter turnout in Greenville County for local, state, and national elections.

6.2.2. What is Voter Empowerment?

Voter Empowerment is an organized effort to increase voter turnout. The scope of Voter Empowerment encompasses: educating potential voters about proper voting procedures, providing low-effort opportunities for voters to get registered, facilitating access to the polls, and protecting voting rights for all.

6.2.3. Execution Plan

The GCDP should develop a Voter Empowerment Plan that will seek to educate potential voters about

voting processes and provide opportunities to register new voters. The plan should identify community events throughout the year through which to engage current and potential new voters as well as determine the requirements for a robust voter empowerment effort. The GCDP should conduct research to determine how other cities, counties, and states have successfully increased their voter turnout, and look to implement best practices. Additionally, the Voter Empowerment Plan should include the methods the GCDP will employ during the voting process, through poll watchers, legal advocates, and others, to safeguard all residents' voting rights.

6.3. Advertising Presence

6.3.1. Why Advertising Presence?

The GCDP should aim to distribute its core messaging, results of impactful action, educational material, and other important communications to as much of the electorate in Greenville as possible. Doing so provides the mechanism for securing traditional Democratic voters as well as encouraging others to become Democratic supporters.

6.3.2. What is Advertising Presence?

GCDP advertising can take the form of print, digital, or broadcast media. Print media includes newsletters and event calendars, campaign mailers, palm cards, stickers, buttons, placards, yard signs, banners, and flags. Digital media includes static targeted ads (such as banner ads), visual content (such as straight to camera videos, animations, and other promos), and social media content. Broadcast media includes television and radio.

6.3.3. Execution Plan

In the short term, the GCDP should establish and cultivate appropriate relationships with vendors and the press. The Communications Team should establish and maintain a list of contacts for these forms of media. Leveraging the information gathered from the other strategic units, the GCDP should establish an Advertising Plan that can be regularly implemented. The Advertising Plan should include proactive actions to communicate on critical issues and provide the methods for responding to events or concerns as they arise. The GCDP should continuously seek out new forms of advertising and evaluate the viability and reach of the current forms, as media evolves.

Advertising the GCDP's presence can potentially become resource intensive, both in terms of the effort to create content and the cost to distribute it. The GCDP should recruit and cultivate a digital production team that can produce professional grade video content for distribution. This effort, along with others, will help lower the cost of entry into advertising spaces.

6.4. Candidate Development

6.4.1. Why Candidate Development?

Greenville County voters should be presented with a Democratic option in all races to maximize the likelihood of enacting positive, tangible change in line with the GCDP's values. The Democratic candidates in those races must be prepared to run competitive campaigns. To these ends, the GCDP should identify and recruit candidates for all local races, and be a resource for those candidates before

and during their campaigns.

6.4.2. What is Candidate Development?

Candidate development is the organized practice of identifying prospective candidates for office, recruiting those individuals to run for office, and preparing them for a professional campaign with the greatest likelihood of success.

6.4.3. Execution Plan

The GCDP should establish the necessary infrastructure, systems, and procedures by which potential candidates for office are identified and recruited. This will involve performing an historical survey on Democratic candidates' performance across local, state, and national elections to identify races with high likelihoods of success. Care should be taken that the GCDP does not prevent or discourage challenges in primary elections. The GCDP's goal should be to present the best qualified candidates across all races in the general election. Having robust discussions, debates, and options during the primary process will support that goal. The GCDP will remain neutral in Democratic Party primary races.

The GCDP should conduct research into best practices for campaigns, with a specific focus on local campaigns, and the historical costs of those campaigns. The goal should be to educate potential candidates in these subject areas. In this way, the GCDP can be a resource for local Democratic candidates in a practical way without having to provide direct financial assistance. It will also be important, as part of this mission, to identify if there are any resources like this available on the state or national level, and to foster engagement between those organizations and local candidates to maximize their chances of success.

7. Summary

The GCDP seeks to recruit, support, and elect Democrats to local, state and national offices to advance its shared values so that the community enjoys positive, tangible benefits. In order to achieve this goal at the ballot box, the GCDP has presented a Strategic Plan that identifies, defines, and organizes strategic units to connect its day-to-day activities with its mission. The organization outlined here provides the GCDP leadership an execution roadmap with which to assess current activities and plan for future development. The identified strategic units will be implemented over different time lines, but all will work synergistically to promote the GCDP's success.

Appendix: Strategic Plan Execution Items

This addendum is provided to summarize the main execution action items for the attached Strategic Plan. While the full document outlines the reasons, organization, and methodologies for these action items, this outline provides a readily accessible list to distribute to GCDP leadership for quick adoption and execution.

1. Core Strategic Units

1.1. Party Infrastructure

- Audit human resources and develop organizational chart
- Audit physical, data, and technological resources and evaluate their efficacy
- Create a set of requirements for maintaining the GCDP's infrastructure
- Develop a prioritized set of needed assets for future investment

1.2. Core Messaging

- Develop a Core Messaging Plan to identify and articulate core messaging areas that have both local and national aspects included
- Determine requirements for operationalizing core messaging areas

1.3. Fundraising and Budget

- Audit existing financial resources and budgetary systems
- Develop budget based on audit and goals of future strategic units (even if the resources to execute that budget do not currently exist)
- Develop a Fundraising Plan to meet the requirements of the annual budget
- Collect anecdotes from previous GCDP actions that successfully advocated for residents and affected local governmental actions
- Collect anecdotes about current and future governmental actions that can adversely affect residents in order to promote efforts to alleviate or prevent those actions

2. First Orbit Strategic Units

2.1. Coordinating Volunteers

- Develop a Volunteer Management Plan that will identify and define the systems and processes to recruit, train, and manage volunteers
- Determine the process for identifying the volunteer requirements of GCDP activities and how those requirements are met by available talents

2.2. Local Issues

- Develop list of local issues to prioritize in coordination with the Core Messaging strategic unit
- Develop an Outreach Plan to increase GCDP's presence across Greenville County through a

rotating list of locations to host gatherings, monthly meetings, or other events

2.3. Impactful Action

- Develop an Impactful Action Team to identify specific opportunities for engagement and to determine the impactful action that should be undertaken
- Determine the appropriate mix of actions and outcomes for each opportunity
- Develop the process for selecting engagement opportunities in concert with the GCDP budget and Fundraising Plan

3. Outer Orbit Strategic Units

3.1. Educating Advocates

- Develop a process for distilling educational material at GCDP meetings and events that leverages the information gathered in the Core Messaging and Local Issues strategic units
- Foster engagement opportunities with elected and appointed representatives at the local, state, and national levels
- Determine interest groups, with expertise of issues of concern, to engage with GCDP advocates
- Determine the process for communicating educational material across GCDP's multiple media venues

3.2. Voter Empowerment

- Develop the Voter Empowerment Plan to educate voters on proper voting procedures, provide opportunities to register new voters, and determine the methods necessary to safeguard residents' voting rights

3.3. Advertising Presence

- Establish and cultivate the appropriate relationships with advertising vendors and the press
- Develop an Advertising Plan for both proactive advertising and reactive messaging as events dictate
- Recruit and cultivate an in-house digital production team

3.4. Candidate Development

- Establish the necessary infrastructure, systems, and procedures by which potential candidates for office are identified and recruited
- Perform an historical survey of Democratic candidates' performance in local, state and national elections
- Conduct research into best practices for campaigns, with a specific focus on local campaigns, and the historical costs of those campaigns
- Identify any resources available on the state or national level, and foster engagement between those organizations and local candidates to maximize their chances of success