

**2020**

**Action Plan**





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## Overview

### Purpose

The Tuscola County Democratic Party is a chartered organization of the Michigan Democratic Party. The purpose of the Tuscola County Democratic Party is to recruit Democratic members and candidates and to effectively promote the values and principles of the Democratic Party. Our Tuscola County Democratic Party brings together our members, precinct delegates, committees, candidates, and officeholders.

During election periods, members of Tuscola County Democratic Party are encouraged to support their own choices for Democratic office; however, the larger Tuscola County Democratic Party will not endorse one candidate over another before the Primary Election.

### Goals

The following are the principle Tuscola County Democratic Party goals:

- ✓ **Ensure honest and transparent government.**
  - ✓ **Restore and protect our environment.**
- ✓ **Support strong economic growth and opportunity.**
  - ✓ **Strengthen voter access and turnout.**
- ✓ **Promote affordable education and health care for all.**



## Committees

Each of our committees is given the responsibility and authority to perform certain tasks, which are delegated by the Tuscola County Democratic Party as a whole.

A committee recommendation is brought to the Tuscola County Democratic Party for deliberation and adoption, however, because of urgency the Executive Board may decide to adopt the recommendation if it is of a non-statutory or minor nature.

### Communication & Education Committee

**Central Message:** This committee develops and manages the overall message of the Tuscola County Democratic Party and the distribution of that message. It ensures that all the other committees are working to support the central message.

**Social Media:** Members of the committee assist with the creation of the content and the appearance of our Facebook Page and any other social media for our party.

**Website:** This committee also manages the TuscolaDems.com Website including its content and appearance.

**Platform:** The committee makes recommendations for the construction and bringing up to date of the Tuscola County Democratic Party platform. This includes bringing up to date the old planks and developing important, new, planks (the components of the platform) to make the platform relevant and pertinent to issues that are current. When the planks are completed, the Executive Committee as expanded of the Tuscola County Democratic Party votes to add or adopt the planks to the existing platform.

**Issues:** This committee spreads awareness of the Democratic Party's stance on foreign and domestic issues. Through the Platform, the committee makes our values and principles known to others in the party and community.

**Education:** The central goal of this committee of our local party is to educate the public in our mission, goals, and platform, which are the major parts of our central message.

**Other Communication & Education:** Other forms of message and instruction with members and potential members including newsletters and letters to the editor will be developed and managed by this committee.

### **Party Building & Organizing Committee**

**Overview:** This committee creates ways to approach our goal to increase membership and increase interest and awareness in our party.

**VAN & Canvassing:** This database and mechanism are used to identify potential party members and candidates and get people registered to vote in our community. The committee works with Precinct Delegates so that together they get our message out and so that feedback and concerns are returned to our local party.

### **Candidate Recruitment & Campaign Committee**

**Candidate Recruitment:** This committee vets and assists candidates at all levels of office throughout Tuscola County that fall within it including county commissioner and township office positions. Training is available to potential Democrats who run for political positions. Our goal is that all democrats who run for office are prepared to conduct a winning campaign.

**Candidate Support:** Registered candidates who are running for office receive a set-up or system of support that may include Meet and Greet the Candidate events, door-

knocking, phone-calling, and other activities that support our candidates and coordinate their efforts with our overall message.

## **Rules & Bylaws Committee**

**Rules:** Rules are periodically created by this committee and are presented to our whole Tuscola County Democratic Party for adoption.

**Bylaws:** The Rules & Bylaws Committee works to create our bylaws. The first bylaws were written and adopted by the Tuscola County Democratic Party on June 20, 2019. Bylaws are reviewed at least once a year and updated when necessary.

**Resolutions:** Resolutions are submitted to or written by the committee for adoption by the Tuscola County Democratic Party as a whole. This committee brings compelling resolutions for the county, the 5<sup>th</sup> and 10<sup>th</sup> U. S. Districts, and the state conventions for adoption that is approved by our local Tuscola County Democratic Party.

## **Finance & Fundraising Committee**

**Financial Reporting:** The Treasurer provides the membership with a report at each meeting and advises the membership of the current contributions and expenditures and the current financial status of the party, which includes but is not limited to the balances of the Administrative Account and State Account. The committee works to generate a surplus in money that will be carried forward into the next election year, and that is used to support Democratic candidates in that election year.

**Fundraising:** Our local party organizes fundraising events periodically. This committee plans such events and other initiatives with the goal of raising money for our Administrative Account and State Account that is used to help grow our membership, increase the Democratic vote, and support our candidates who run for offices that are local, state, and federal.



## Primary Strategy

### Grow Membership

The Tuscola County Democratic Party has many dedicated people. It is extremely interested in a sizeable increase membership in our local party.

Our recruitment goal is to double the turnout at our meetings and to double our membership in 2020.

This year our Facebook presence has grown greatly; however, we plan to double the number of our total page likes in 2020.

#### To grow our membership, we will:

- ✓ Build our number of precinct delegates.
- ✓ Increase our presence in local media.
- ✓ Increase participation in Democratic workshops and events.
  - ✓ Maintain our participation in local social events.
  - ✓ Maintain our collaboration with other Democratic groups.
- ✓ Stay in contact with members by way of email, phone calls, and mail.
  - ✓ Maintain the status of our strong social media.
- ✓ Create “News Releases” and “Letters to the editor” for our local paper.

### Recruit & Train Democratic Candidates

We work at the grassroot level to flip red voters to blue voters!

The Tuscola County Democratic Party makes its top priority to have a Democrat run in every available office in the elections of 2020.

**To promote our candidate recruitment, we will:**

- ✓ Invite key people to our meetings to discuss a bid for office.
- ✓ Educate and train potential candidates regarding a run for office.
  - ✓ Emphasize that support is available.

## **Support & Elect Democratic Candidates**

When a Democratic candidate runs in the General Election, we support them as much as possible. This includes financial support and access to a network of volunteers or helpers.

We support all Democratic candidates and give them every opportunity to succeed in winning their run for office.

**To support & Elect Democratic Candidates, we will:**

- ✓ Assist candidates in getting the word out about their events.
  - ✓ Volunteer for the candidates.
  - ✓ Provide financial support when possible.

## **Fundraising**

It is expensive to help people run for office! It requires a large sum of money. Our local party designs events, communications and other initiatives with the goal of increasing awareness and interest in our local party and raising money for our Administrative Account and State Account.

Our eventual financial goal of the Tuscola County Democratic Party is to raise a surplus in our State Account and Administrative Account that we plan to use in the General Election of 2020.





## Statistical Data

In the November 6, 2018, General Mid-term Election, the following results were tabulated, locally, in Tuscola County:

### Governor of Michigan

Bill Schuette/Lisa Posthumus Lyons [REP]	13,286 votes at 59.53%
Gretchen Witmer/Garlin D. Gilchrist [DEM]	8,272 votes at 37.06%
All others	760 votes at 3.41%
Total	22,318 votes at 100%

### U. S. Senator

John James [REP]	13,495 votes at 60.57%
Debbie Stabenow [DEM]	8,197 votes at 36.79%
All others	588 votes at 2.64 %
Total	22,280 votes at 100 %

### U. S. Representative 10<sup>th</sup> District

Paul Mitchell [REP]	8,965 votes at 61.55%
Kimberly Bizon [DEM]	4,612 votes at 31.66%
Harley Mikkelson [GRE]	219 votes at 1.50%
All others	769 votes at 5.28%
Total	14,565 votes at 100%

## State Senator

Kevin Daley [REP]	14,543 votes at 67.15%
Cynthia A. Luczak [DEM]	7,059 votes at 32.59%
All others	56 votes at 0.26%
Total	8,568 21,658 votes at 100%

## State Representative

Phil Green [REP]	14,150 votes at 65.45%
William Shoop [DEM]	7,421 votes at 34.32%
Write-in	50 votes at 0.23%
Total	21,621 votes at 100%

## County Commissioner (5<sup>th</sup> District)

Daniel Grimshaw [REP]	2,498 votes at 56.29%
Thomas David McTaggart, II [DEM]	1,928 votes at 43.44%
Write-in	12 votes at 0.27%
Total	4,438 votes at 100%

## City of Caro Counselor—Non-partisan—Partial Term

Megan Ewald	55 Votes at 43%
Mark Putnam	37 votes at 29 %
Kerwood Crutchfield	36 votes at 28%
Total	128 Votes at 100%

## The Reality of Running for Office

Typically, when the average democrat runs for office in Tuscola County, they receive about 35% of the vote while their republican opponent receives about 65% or about 1/3<sup>rd</sup> to 2/3<sup>rd</sup>. Local Democrats however contributed tremendously to the state-wide and national numbers as Governor Gretchen Witmer and U. S. Senator Debbie Stabenow won their races!



## Summary of Action

### Key Steps in 2020

- ✓ Double the number of members in our current membership and double the turnout at our meetings.
- ✓ Double the total page likes on our Tuscola County Democratic Party Facebook webpage and have our TuscolaDems.com website tiered in the top page of Google rankings.
- ✓ Recruit Democratic candidates to run as Democrats in every available office in the elections of 2020.
- ✓ Provide as much as possible financial and volunteer support to candidates running as Democrats.
- ✓ Generate a surplus in our Administrative Account and in our State Account.

### One Final Note

**Our Tuscola County Democratic Party creates good-will that influences voting in local, state, and national campaigns. We inspire people to take a step forward and cast a Democratic vote. Our members do this best as candidates who run for local office particularly in our local county commission and township campaigns. When we run, we create an environment that is powerful and home-spun! This environment creates visibility for our party and influences people to cast an overall Democratic vote. We run to get things done!**