

# Memorandum

Fr: Don Mark, Policial Director  
To: DPVA Central Committee  
Date: July 19, 2010  
RE: Strategic Plan for DPVA

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In June, the Strategic Planning Committee has concluded its business and produced a document for the DPVA moving forward into the important election cycles coming up. Virginia Democrats have a lot at stake and the hard work we put in on the local level translates into historic victories like we have experienced recently. However, with a difficult cycle under our belts, it is time to look inwards and develop that party infrastructure that can take us from election to election.

In an effort to be earth friendly, copies of the report can be obtained from Don Mark, Political Director at [don@vademocrats.org](mailto:don@vademocrats.org) or 804-644-1966 x227.

I want to thank co-chairs, Mike Henry, Courtney Dozier and Conaway Haskins for all their hard work in facilitating this process. I also want to thank all the members of the committee for their input and labor.

*Hon. Kenny Alexander, Judy Anderson, Hon. Ward L. Armstrong, Dorothy Blackwell, Linda Brooks, George Burke, Lise Clavel, Victoria Cochran, Audrey Collins, Hon. Rosalyn Dance, Austin Durrer, Abbi Easter, Hon. Joseph Fitzgerald, Pete Frisbie, Roz Goin, Sean Holihan, Margo Horner, Sylvia Hutto, Grindly Johnson, Gaylene Kanoyton, Angela Kouters, Alfonso Lopez, Gene Magruder, Bob Martin, Hon. Jennifer McClellan, Hon. Donald McEachin, Janet Muldoon, Susan Platt, Joseph Puckett, Mame Reiley, Peter Rousselot, Susan Rowland, Maggie Sacra, Sue Schorling, EJ Scott, Hon. Mark Sickles, Mike Signer, Hon. Lionell Spruill, Sr., Tim Supler, Susan Swecker, Dietra Trent, James Walkinshaw, and Jerry Welch.*

## **The Background**

The Strategic Planning Committee was created by a motion at the December '09 Central Committee Meeting to examine the party's infrastructure and was tasked to create a strategic plan for the DPVA moving forward.

The committee was created by Chairman Cranwell with a diverse group of Virginians all over the commonwealth including multiple representatives from each congressional district.

The committee met several times via email and in person to create a report to present to the Steering and Central committee.

Work was broken into subcommittees that included Political Infrastructure, Communications and New Media, Finance, Local Elected Officials, Candidate Recruitment, Outreach, Data Analysis, and Precinct Operations.

### **Goals of the Committee**

Create a more reliable, fluid structure for Democratic Party activities that is less subject than at present to the urgency of all state and federal campaigns;

Devise a strong brand that can drive party communications, encourage members to more strongly identify with the party, and aid candidates in shaping their own messages;

Provide resources to campaigns that an established organization can offer more easily than the temporary structures of political campaigns;

Develop a knowledge base of materials that adds longitudinal value to the party;

Stay on top of present modes of communication so that the party can foster more relevant and strategic outreach

### **Electoral Goals**

2010- Hold All Democratic Congressional Incumbent Seats

2011- Hold the State Senate, Pick up Seats in House of Delegates.

2012- Keep Virginia for Obama, Reelect Sen. Webb

2013- Win all 3 Statewide Offices

### **Key Findings**

Budget permitting, DPVA needs to reestablish the regional political director program.

DPVA needs to serve in an opposition role to the McDonnell/ Cuccinelli political agenda. Also needs to contrast with positive Democratic achievements.

DPVA needs to raise money a different way without the Governor's mansion.

Outreach needs to play a central role on the local level with committee involvement.

In order to "build the bench", the DPVA needs to strengthen infrastructure with local elected officials and constitutional officers, and work to train and recruit candidates to challenge local seats.

### **Themes of the Plan**

The Democratic Party of VA should be a resource for campaigns. From communications tools to outreach and fundraising help to electronic and office infrastructure, the party should always have in mind how to improve the operations of campaigns and help make them more effective.

To get there, the party itself must focus not only on how to become more consistently effective and streamlined, but also on how to show campaigns that it can be a reliable source of political and material help. The party must view itself as an extra-campaign entity—i.e. one that is not subject to the whims of each election cycle.

### **Action Items**

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### **Moving Forward**

**It is also the recommendation of this committee that every four years, after the central committee reorganizes, the State Steering Committee create a new Strategic Planning Committee to hold the current plan accountable and create new goals and objectives for the coming election cycles.**