

King County Democratic Central Committee (KCDCC) 2008 Strategic Plan

GOAL: As a Washington State-County organization, KCDCC's GOAL is to promote Democratic principles and recruit, support and elect qualified Democrat candidates. During 2008, the following objectives will guide our efforts to accomplish our GOAL.

- Increase and maintain a strong membership base.
- Strengthen the organization
- Build a quality candidate base.
- Turn out the vote.

It is the intent of this strategic plan to clearly define the ways in which the King County Democratic Central Committee can make 2008 a banner year for King County. It will require increased resources, both volunteers and funding, dedication and diligence.

- **Increase and maintain a strong KCDCC membership base.**
 1. Ensure that membership understands the Democratic Party principles, structure and resources by sending a consistent message through newsletters, brochures and at meetings.
 2. Enhance and update the County brochure for both new and current members – party structure, roles and responsibilities, acronyms, involvement.
 3. Support the legislative districts' recruitment of PCO's.
 4. Provide appropriate training for members, PCO's and officers.
 5. Design a County marketing approach, one that addresses the diversity of the organization.

- **Strengthen the KCDCC organization.**
 1. Ensure that all officers fully comprehend the responsibilities of their respective offices and that they have a commitment to the goals, objectives and required duties, including an understanding of the By-laws and Robert's Rules of Order.
 2. Plan a budget, schedule and activities to achieve priorities.
 3. Establish a regular reporting cycle of accomplishments.
 4. Involve membership in the meetings.
 5. Ensure an ongoing and active commitment to the objectives of KCDCC.
 6. Encourage KCDCC members to attend other District, KCDCC,
 7. WSDCC meetings, and meetings of other related groups and service organizations.
 8. Provide support for legislative district activities as appropriate.
 9. Promote improved meeting programs and events.

(9). Promote and maintain a training committee that designs, develops and presents needed courses for PDC, Chairs, PCO, and New Candidate and Caucus/Convention

- **Build a quality candidate base.**

1. Development candidate recruitment process.
2. Recruit new candidates for all levels of government.
3. Provide leadership training for potential candidates.
4. Review approach to endorsement process and procedures.

- **Turn out the vote.**

1. Register additional voters.
2. Recruit new and more elected, appointed and adoptive PCO's.
3. Develop and implement a plan for "Getting the Vote Out."
4. Design community outreach and retention programs.
5. Promote and maintain a Rapid Response Team that reviews media

This is just a beginning and is intended to be a living, breathing document that will be revised and updated as necessary. We have a huge challenge ahead and we must organize and strengthen our existing resources to prepare for the next presidential election cycle now.