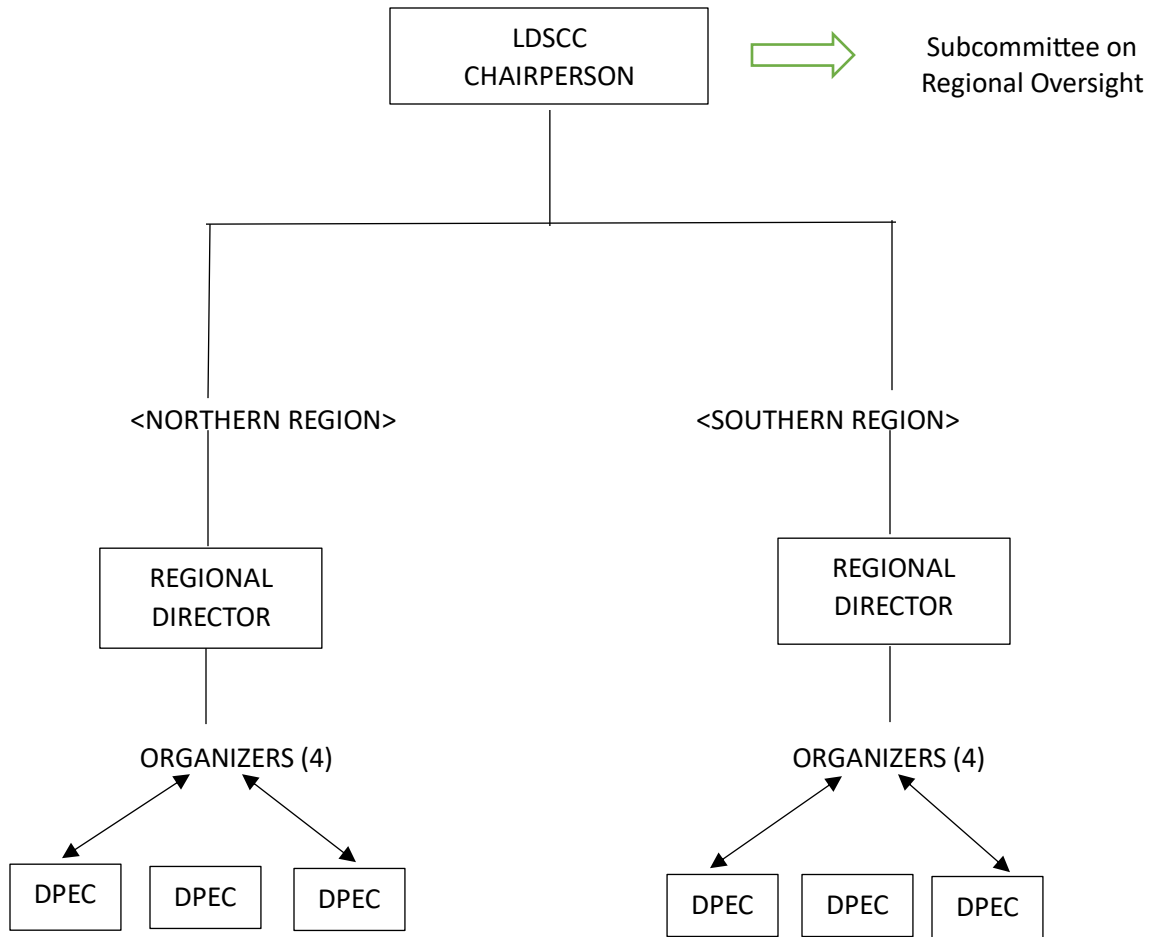


**LDSCC REGIONAL FUNDRAISING & POLITICAL ACTIVITIES STRUCTURE**



*The preceding is the representation of a structural framework designed to optimize the operations of the Louisiana Democratic State Central Committee (LDSCC). This framework and the accompanying memorandum comprise a proposal written by Woodrow Parker and presented to the members of the LDSCC. The proposal is for internal use only and should not be disseminated, reproduced, shared, copied, or used by any individuals or groups outside of the LDSCC without the consent of its author.*

06 June 2023

**Re: LDSCC Regional Fundraising & Political Activities Structure (Proposal)**

This memorandum and the accompanying organizational chart comprise a proposal written by Woodrow Parker. The proposal is presented to the members of the Louisiana Democratic State Central Committee (LDSCC). The proposal is understood to be a structural framework detailing a grassroots-styled operation within the LDSCC to bolster fundraising efforts and enhance political activity across the state of Louisiana.

The purpose of the proposal is to initiate dialogue among the members of the LDSCC, as we seek to develop and implement strategies for growing the Democratic party in this state. Because the desire is to spur that growth in an efficient and sustainable way, the author, Woodrow Parker (DSCC Member, 50<sup>th</sup> Representative District), believes that he has presented a viable approach for such a purpose, while remaining amenable to modifications that might make this proposal more attractive for its serious consideration.

**Regionalization:** Understanding that geographic and psychographic dynamics diverse the political landscape in Louisiana, it is proposed that the state be divided into two regions, the Northern Region and the Southern Region, under the auspices of the Chairperson of the LDSCC. Regionalization will allow the LDSCC to effectively manage the state in a manner with recognizes those dynamics more succinctly. The Southern Region, for example, is more urbanized and statistically more diverse than the Northern Region, which is more rural, more homogeneous, and much more conservative. Those dynamics make it necessary to customize the strategies and approaches for optimizing successful grassroots engagements, fundraising, and vote-turnout.

**Regional Directors:** Beyond the existing staff of the LDSCC, a Regional Director would be assigned to each of the regions of the state. Reporting directly to the to the Chairperson of the LDSCC, the Regional Directors are tasked with spearheading initiatives in their respective region. Each should have a strong working knowledge of their region and will coordinate efforts between the Democratic Parish Executive Committee (DPEC) in the region and the staff members of the LDSCC. These individuals would become a conduit between the strategic efforts of the LDSCC and the work of DPEC members taking place at local levels. To that end, the Regional Directors must work closely with the communications specialists and digital content creators of the LDSCC, as well as with the fundraising professionals, central committee personnel, and subcommittee chairpersons of the central committee.

**Organizers:** Four Organizers would be the ongoing, tactical personnel working under the auspices of the Regional Directors. Each would be assigned to specific subsets of each region to work directly with DPECS and provide localized support for campaigning, community engagement, fundraising, and voter registration and turnout. In addition, the Organizers can work closely with their respective DPECs to fill vacancies, which are crucial for mobilizing voters at the community level.

## **The Broader Components of This Proposal**

Creating a regionalized structure that can more directly support DPECs and candidates at the local level, while also providing new channels for communication, would give the LDSCC greater opportunities for statewide involvement, by decentralizing the Central Committee's working efforts. It also provides a clearer window into each initiative, at a localized level, through the reporting to come from Organizers, which will then be given to the LDSCC Chairperson by each Regional Director. Further complementing this, the data from these initiatives would be presented to the new Subcommittee on Regional Oversight, which would be established of members of the LDSCC General Committee, to monitor, on behalf of the entire body of the LDSCC, the work of the executive committee and staff members of the LDSCC for accountability and effectiveness.

## **The Goals of This Proposal**

- Decentralizes of working authority away from the executive committee and staff members of the LDSCC
- Provides localized support to the DPECs
- Creates a more consistent communications feedback loop between the executive committee of the LDSCC and the DPECS
- Fosters a model of results-oriented public engagement and organizational transparency
- Sets clear and measurable benchmarks for each initiative (campaigns, public events, fundraising, voter registration efforts, voter turnout, etc.) by Organizers and DPECs on behalf of the LDSCC
- Establishes a mechanism for quantifying the effectiveness of the Chairperson and the executive committee of the LDSCC by the Subcommittee on Regional Oversight