



Manatee County Democratic Party 2017 Strategic Plan

Our Vision: Turn Manatee County Blue!

Our Mission

The Manatee Democratic Party works to promote Democratic candidates and issues at the local, state and federal level. As a local extension of the Florida Democratic Party and the Democratic National Committee, it enlists Democratic volunteers to increase Democratic voter registration, build and aid coalition partners, fundraise, canvass and help support Democratic candidates to win elections in Manatee County.

We actively support diversity and we are a party that is greatly concerned about students, seniors, health care, the environment, civil rights, labor and main street businesses.

Our Goals

- ★ Increase number of registered Democrats in Manatee County to make a significant impact on local, state and national elections
- ★ Ensure an active Democratic Party presence in Manatee County
- ★ Foster awareness of Democratic Party Values in Manatee County
- ★ Encourage qualified Democratic candidates to run for office, and provide support for their election
- ★ Develop the most diverse community of Democratic volunteers

Our Objectives

Precinct Development

- Recruit and train captains, leaders and volunteers for all of our precincts
- Develop activities to encourage precinct participation and voter turnout

Voter Outreach

- Coordinate efforts with other organizations active in Manatee County
- Create a welcoming office environment with volunteers able to identify issues, recommend solutions and answer questions

Issues

- Develop issue statements, based on Democratic values, to share via website, handouts, conversations
- Share information about and links to other issue-oriented activist groups

Candidates

- Identify and reach out to community leaders about potential candidacy and/or qualified candidates for positions available in the 2018 election cycle
- Provide proactive support for Democratic candidates

Communications

- Ensure our interactions with volunteers and voters are positive, timely and informative
- Take advantage of social media, in addition to traditional forms of contact

Events

- Continue Traveling Dems participation in local community events
- Identify and/or create additional events throughout the year

Fundraising

- Continue to organize our successful Annual Gala
- Develop exciting, inspirational activities to support our goals

Get Involved – Be Part of the Solution!