

RUTLAND COUNTY DEMOCRATS ORGANIZING STRATEGY May 12, 2019

I. BUILDING COMMUNITY To flip Rutland County, we need to expand our support. Voters need to know that we have their backs. These things go hand-in-hand: when a person knows that we have their back, they have a vested interest in supporting us.

	What we're doing	Goal	What you can do
Partisan Activities like Issue Forums and Community get-togethers	Provide more opportunities for conversations about the issues	To learn more about one another and strengthen our commitment to this work. A stronger county membership will ensure that we bring everyone's voices to the table and, in the process, make ourselves as effective as possible.	Attend an event and bring friends Help advertise our events by telling friends and family Help plan an event
Listening Campaigns	Provide opportunities for volunteers to participate in listening campaigns	To make connections during non-election seasons, to learn what the people need, and to demonstrate our commitment to listen to the people	Go door-knocking with us to learn more about your neighbors and to help us forge relationships within the community
Canvassing	Provide opportunities for volunteers to canvass for candidates	To build the personal connections that are the most effective means of winning votes for a candidate	Go door-knocking with us to support candidates
Non-partisan Activities like picking up trash	Advertise the work you do supporting the community by posting on social media	To increase public awareness of Democrats' commitment to our community	Tell us what's going on so that we can advertise events and send us pictures and stories so that we can share Democrats' work hastevenson9@gmail.com

II. MESSAGING This includes all of the ideas communicated to the world about Democrats and Democratic proposals.

You are the most important messenger!

- By fostering a positive view of Democrats in general, you help to elect Democrats.
- You have an influence on whether the public reaches out to officials about proposed legislation. Elected officials need to believe that their constituents will support their votes.

What if you don't agree with a policy or something a Democratic official has done? It would be impossible for any one party to incorporate the ideas of every single member. Party messaging/work is going to reflect the consensus of elected Democrats. To influence that, you can help us elect Democrats who reflect your values. We can't do that if Democrats are bad-mouthing the Democratic Party. Join us to help change how we do things!

What we do on messaging:

- Keep you up-to-date with what's going on in the legislature and provide you with contact information so that you can reach out to your legislators
- Provide you with access to legislators in county meetings
- Provide guidance on messaging - see *Latest News* at <http://rutland-democrats.org/>
- Advertise the work of allied groups that lobby the legislature
- Help elect more Democrats to strengthen our voice

What you can do on messaging:

- Talk to friends, family and neighbors
- Write letters to the editor and talk to friends, family, neighbors, and people you meet about your values – see *Rutland County Democrats Messaging*
- Follow us on social media. By “liking” and “sharing” each other's work, we will boost our public profile and expand our base of supporters.
Facebook: @rutlanddems Twitter: @RutlandDemocrat
Instagram: rutlanddemocrats SnapChat: rutlanddemocrat

III. ELECTING CANDIDATES We are always looking for candidates! By building a strong “bench” of Democrats with public office and election campaign experience, we can ideally position ourselves to elect Democrats across the board. So we're looking for candidates up and down the ticket. No office is too small.

Who makes a good candidate? Who speaks up at Town Meeting or select board meetings? Who writes letters to editor? Who stops you in the store to comment on local or national news? Who is on town committees/boards or is already a Justice of Peace? If you know someone who would be a good candidate – or if you're interested in running – contact your Town Chair (see <http://rutland-democrats.org/find-your-town/>) or the Rutland County Chair at hastevenson9@gmail.com 802-353-0998

Want to work on a campaign? Opportunities include fundraising, driving candidate to houses, door-knocking and phone-banking on, holding signs for honk-and-waves, writing letters to the editor, standing at polls, driving voters to polls, and more. To work on a campaign, contact the candidate or the Rutland County Chair at hastevenson9@gmail.com 802-353-0998.

Your donations fund campaigns! Every dollar helps & the money stays in Rutland County! <https://secure.actblue.com/contribute/page/rutland>

To make suggestions about our organizing strategy or for opportunities to become more involved, contact your Town Chair (see <http://rutland-democrats.org/find-your-town/>) or the Rutland County Chair at hastevenson9@gmail.com 802-353-0998

Worried that you might not be the “perfect” candidate? There's no such thing as “perfection.” Voters want real people with their values. We'll work with you to craft a campaign. And remember, we're playing the long game. Campaigns aren't just about winning that election. Running for office is a good way to get your name out there—so that you can win next time—and to remind voters that their communities are filled with Democrats committed to working for everyone. By running, you help other Democrats on the ticket.

Worried that you don't have enough money for a campaign? The Vermont Democratic Party is committed to ensuring that candidates have the funds to campaign. Talk to us.