



# David Parker

North Carolina Democrat for State Chair

## “First 30 Days” – A Working Document

In the “First 30 Minutes” after the Chair’s election on January 29, 2011, I will implement Roundtables, Caucuses, *ad hoc* Committees, Associations and Circles plus our existing Auxiliaries to transform both our State Executive Committee (“SEC”) and Party (“NCDP”) into working change agents. The group Agendas and “First 30 Days” Plan break into three components, all three of which require focus at every level for us to elect Democrats in 2011 and 2012:

Members – campaign organization	Message – why elect Democrats	Money – how we pay for this
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In the “First 30 Days” and beyond, we will put the transformation into Action throughout North Carolina. Some dates are set by our Plan of Organization and traditional North Carolina Democratic Party (“NCDP”) events – these are highlighted in bright red. Even before the SEC Meeting, some work must be done to hit the ground running on January 29, 2011. Footnotes are added where necessary to explain events in the timeline.

DUE DATE	MEMBERS	MESSAGE	MONEY
Pre-SEC	<p>Collect OFA walk and call list data; integrate into VB to use for 2011 Precincts; Evaluate feedback from OFA staff for “Best Practices Manual”.</p> <p>Collection of Obama/NCDP/OFA 2008 and 2010 Attorneys; start Lawyer skills inventory<sup>1</sup></p> <p>Evaluate OFA/County relationships and meet with OFA leadership to plan cost-efficient coordination for 2012. Focus on Base Vote and Youth Vote</p> <p>Target 2011 Municipal campaigns</p> <p>Executive Director and Political Director job description and requirements</p>	<p>Preliminary Meetings with Message/Media Leadership, new media, YouTube, Rapid Response team. Establish video team and process.</p> <p>Formulate research teams, specialty areas, Roundtable/Caucus input, chains of communication.</p> <p>Set Budget for interactive virtual meeting tools (Goodwin House; field)</p> <p>Get Key Mentors for each Media/New Media outlet committed</p> <p>Persuasion campaign outline</p> <p>Communications Director job description and requirements.</p>	<p>Preliminary Meetings with prospective State, Congressional District, and key County Finance Committee Chairs; preliminary meetings with “Affinity Groups” on <i>avoiding coordination issues</i></p> <p>Collect 2008-2010 campaign Contributors; assess impact of 527’s &amp; <i>Citizens United</i>; Legal brief on “coordination” issues. Design \$3 Pledge Drive. State Finance Committee/Trustees committed; Single and Multi-County District Finance Mentors committed.</p> <p>County and Precinct Targets set by Date and Giving Range<sup>2</sup>. Tax Pledge forms and lapel stickers for SEC meeting designed.</p> <p>Finance Director job description and requirements.</p>

<sup>1</sup> The Lawyers’ Roundtable will inventory skills (voter protection experience, due diligence gathering, litigation, etc.) to match with work to be done. The Lawyers’ Roundtable will also develop plans for Redistricting including mapping and litigation if needed. Will work with Elections Integrity *ad hoc* Committee.

The Lawyers’ Roundtable will also take on a “Platform Accomplishments” task. A Lawyer for each legislative district will monitor Bills introduced, votes, etc. for Legislators by monitoring the General Assembly website. This information will be funneled into the Media/New Media staff and roundtables for aggressive, proactive “Rapid Response” Team work.

<sup>2</sup> Typically, quotas and targets fail to suggest targets for how many of what level of contribution to achieve targets which novice Precinct and County Finance Chairs need. For instance, asking each Precinct to raise \$100 (through the five member “cell” groups) \$100 with targeted contribution amounts of \$25 (2), \$10 (3), and \$5 (4) would raise \$275,500 statewide. Adding to that a County Finance Chair’s quota of amounts of \$250 (1), \$100 (4) and \$50 (13) would raise an additional \$100,000 statewide.

The 5-get-5-get-5 Program, special emphasis should emphasize finding former Obama volunteers and getting them involved with directives for them to find their OFA friends and get them in the Checkers Program.



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Pre-SEC	Identify "1 <sup>st</sup> 30 Minutes" Conveners	Identify "1 <sup>st</sup> 30 Minutes" Conveners	Identify "1 <sup>st</sup> 30 Minutes" Conveners
1-25-11	<b>North Carolina General Assembly Convenes</b>		
1-29-11	<b>State Executive Council Meeting [Raleigh]</b>		
1-29-11	<b>State Executive Committee Meeting [Raleigh]</b>		
1-29-11	Roundtable/Circle Breakouts (see "First 30 Minutes" Plan)	Roundtable/Circle Breakouts (see "First 30 Minutes" Plan)	Roundtable/Circle Breakouts (see "First 30 Minutes" Plan). Tax Pledge forms distributed, stickers on lapels
1-29-11	Gather data at SEC Meeting for Assessment of Organized Precincts, Precinct and County Chairs status	SEC Message development and distribution	Gather data at SEC concerning potential County Finance Committee members and Chairs
1-29-11	Electeds post-SEC Meeting	Post-SEC Meeting Press availability and statements	Treasurer appointed; State Finance & Sustaining Fund Chairs appointed
1-31-11	ED, Political Director, Communications Director, Finance Director Personnel Evaluations and job search interviews, etc.  State Executive Council input into E.D. search process; Council advise/consent to E.D.	Message Team/Mentors meeting with NCDP Communications Staff  <b>Initial weekly (minimum) media initiative by NCDP Chair (continues throughout cycle).</b> Initial conferences feature Democratic Legislative/Governor alternatives to GOP bills & proposals	Finance Staff Reviewed; compliance plan; Fundraising and check collection from Trustees (Chair travels/calls/videos as needed – <b>continues throughout 2012 cycle</b> )  Tax Pledge forms emailed to VoteBuilder Dems and leadership
2-11-11	Detailed Revised Budget complete for 2011; dovetails with anticipated OFA budget ramp-up for 2012. Distribution to Exec. Council for review via conference call.	Detailed Budget complete for 2011 – includes interactive, virtual meeting budget	Detailed Budget complete for 2011 – includes Check-off Drive Budget
2-13-11	State Executive Council conference call (trial run of Video Conference using GoToMeeting video and text/audio feedback)	Initial Test of Writers/Bloggers Roundtable process	State Finance Committee/Trustees Meeting (includes State Finance Chairs, Treasurer)
2-14-11	Run-up to JJ; possible alternative events; Speaker(s)	Run-up to JJ: media preparation	Run-up to JJ; Large-\$\$\$ Fundraising events planning
2-1-11	Talent/Resource Inventory loaded into VoteBuilder (process continues throughout cycle). Model building for base and Youth vote and review of staffing needs for 2012 cycle.	Tax Choice Day publicity using New Media primarily  	Initial day for NC Tax Filing – beginning of Check-off emails and contacts using Precinct Chairs and Committees as contact/grassroots points
2-7-11	ED and major staff hired & contracts in place; timeline	Media timeline through January of 2013 drafted	Finance timeline through January of 2013 drafted



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	through January of 2013 drafted for Exec Council review		
2-7-11	Integration of VoteBuilder data into Precinct Meeting publicity effort	Ramp-up to Precinct Meetings. Governor/Legis/Chair Video(s) for Precinct Meetings (live?)	Integration of Check-off Campaign into precinct meetings
2-7-11	Design of Precinct Meeting Agenda; Assessment of Organized Precincts, Precinct and County Chairs status; Gather info re streaming video and bandwidth needs, precinct allocations, Media facilities, targeting, etc.	Budget for live/YouTube video of Governor from NCDP HQ	Assessment of NCDP 2010 Check-off campaign; plans for 2011-2012 Checkoff Campaign <sup>3</sup>
2-14-11	<u>Honest</u> evaluation of organized (vs. paper) precincts; precinct meeting places catalogued; County Chairs conference call re: Precinct Meetings and Check-off campaign.  Speakers Bureau re-established (in place by 3-22-11 in time for County Conventions): <u>all</u> NCDP Officers and DNC Members; Current and former Governor, Council of State & Legislators	Publicity for Precinct meetings to ID'd Democrats in VoteBuilder, etc.; Governor/Legis/Chair videos on importance of Precinct Meetings (Jim Hunt video?)	Gather info re NCDP county/zip code giving patterns, 2010 NCDP Check off campaign, Sustaining Fund activity; County finance performance 1/1/2009 to date; Appointments to North Carolina Political Parties Financing Fund ("Tax Check-Off Fund") Committee; Develop "Tax Election Day" campaign, materials and data capturing for distribution at March Precinct Meetings
2-17-11	Precinct Materials to Precincts	Media campaign for "Tax Choice Day"	Distribution of "Tax Choice Day" materials to Precincts
2-23-11	E.D. approved and in place (in time for ED/DNC Meetings in DC	Communications Director in place	Finance Director in place
2-24 to 2-26-11	<b>DNC Winter Meeting – Washington DC – ASDC meetings</b>		
2-26 to 3-11-11	<b>Precinct Meetings Window</b>		
3-1-11	Reports from "First 30 Days" due back for establishment of County Roundtables (see "1 <sup>st</sup> 30 Minutes" Memo)	Reports from "First 30 Days" due back for establishment of County Roundtables (see "1 <sup>st</sup> 30 Minutes" Memo)	Reports from "First 30 Days" due back for establishment of County Roundtables (see "1 <sup>st</sup> 30 Minutes" Memo)
3-11 to 3-23-11	Assessment of Precinct Meetings and data; <u>honest</u> appraisal of	Media campaign begins for County Conventions; coordinate with	Conference calls to County Finance Chairs; selection of

<sup>3</sup> The **NCDP Check-off Campaign** should integrate all 2,775 precincts in North Carolina to raise \$1,000,000 via check off at an average of 120 "Checkers" per precinct. Although this money will not come in until 2011 (Note: 50% of 2011 collections are distributed to the State Chair to spend under NCGS §§ 163-278.41 and 278.42), a basis will be laid for larger sums to come in for the 2012 cycle (including the retained 50% of the 2011 collections).

Based on the 2010 projections, there will be 214,956 Democratic checkers in 2010 – a total of \$644,868 and an average of 77 per precinct. The "cell" method of recruiting the 120 per precinct is a 5 get 5 get 5 approach: The Precinct Chair identifies 5 folks in their precinct (from the list of known Democrats if available), each of whom gets 5 more who pledge to get 5 more.

Top tier organizers could get die-cast check-box pins (NC with bold blue check-mark on it) with checkers (for instance at Conventions) getting check-box stickers when they sign up (like the "I Voted" stickers on election day. Email and cell-based phone calls would go to checkers reminding them to Check-Off and asking that they each get five more people to "Vote Democratic" on their NC Tax Return.



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	County Chairs – recruitment if anticipated vacancies by NCDP Chair and CD Chairs as needed	Writers/Bloggers, New Media, etc.	County Finance Committees
3-23 to 3-31-11	Suggested speakers for County Conventions circulated; Speakers' Bureau active in placements; Design of materials for County Conventions	Media Campaign on County Convention speakers; Governor/Legis/Chair videos on importance of County Conventions	Check-off Campaign materials developed for County Conventions
3-1 to 4-9-11	Follow-up on First 30 Minutes Reports in preparation for County Conventions. Design plan to increase Youth involvement for County and District Conventions.	Follow-up on First 30 Minutes Reports in preparation for County Conventions	Follow-up on First 30 Minutes Reports in preparation for County Conventions
4-1-11	County Convention materials distributed	County Convention Message packets ready for County Message team distribution after County Conventions	Check-off Campaign materials <u>distributed</u> to Counties; coordinate with Finance Committee
4-1-11	<b>State Executive Council Retreat – Wilmington??</b>		
4-9 to 4-16-11	<b>County Conventions Window</b>		
4-9 to 4-27-11	Convention Speakers;	Photos and videos from County Conventions for NewMedia and Press packages	Finance Committee talks to County Conventions
4-9 to 4-27-11	County Roundtable Creation and announcements at Conventions	County Roundtable Creation and announcements at Conventions	County Roundtable Creation and announcements at Conventions
4-15-11	“Tax Election Day”	“Tax Election Day” Media	“Tax Election Day”
4-28-11	Impact on County Chairs Association of County Conventions and new Chairs		
4-30-11	SEC Reception at Governor’s Mansion	Messaging re SEC gathering at Governor’s Mansion	State and County Finance Committee Reception at Governor’s Mansion
4-30-11	<b>State Executive Council Meeting [Raleigh] – exact date TBA</b>		
4-30-11	<b>Jefferson-Jackson Dinner [Raleigh] – exact date TBA</b>		
5-1-11	Reconvene County Chairs Association – election of officers for 2012 cycle.  Convene State and County Roundtables in Raleigh as needed	Media releases on County Chairs Association, JJ, and SEC Meeting. Convene Messaging Roundtables- Committees- Teams in Raleigh as needed	Open and frank discussion of importance of Tax Check-off Committee in 2012. Planning of County events and goals for large dollar events.
5-5-11	Design of Materials for Congressional District Conventions; Speaker placements for District Conventions	Media Prep for District Conventions; Media Campaign on District Convention speakers; Governor/Legis/Chair videos on importance of CD Conventions	Convening of State Finance Committee/Trustees
5-14-11	<b>Congressional District Conventions (officer elections)</b>		
5-23-11	Tax Check-off Committee Meeting/Conference Call (with new CD Chairs)	Media concerning Congressional District Meetings	Tax Check-off Committee Conference Call (with new CD Chairs)



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<p>5-23 to 9-1-11</p>	<p>Convene Organizers, IT, Logistics, Platform/Resolutions, Plan of Organization, Elections Integrity, BPM, DNC Nat'l Convention (if applicable) Committees and Former NCDP Chairs and Auxiliary Presidents Circles.</p> <p>Plan and implement Fall Youth Vote campaign with increase in (a) College Clubs (especially on HBC campuses), (b) County YD Clubs in all 100 Counties.</p> <p>Convene DNC Member and Delegate Selection Committee as required</p>	<p>Convene Writers/Bloggers, New Media, Rapid Response Committees</p>	<p>Convene Finance and Tax Vote Day(s) Committees</p>
<p>Summer 11</p>	<p>State Executive Council Retreat – Lake Norman??</p>		
<p>Summer 11</p>	<p>ASDC Meeting [TBA – possibly California]</p>		