



S T A T E
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50 State Strategy

- Governor Dean has committed to a fifty state strategy for the DNC
- Focusing on battleground states every four years will not work. We are working now, year-round...not six months before election day in every state.
- We are committed to strengthening state party infrastructures to elect Democrats at all levels of government

Organizing to Victory

- Democratic Party organizers are working with the grassroots to build local, precinct-based leadership in every community
- We are organizing in all 50 states
- Every one of us needs to take responsibility for the Democratic organization in our neighborhoods

Goals

- Strengthen the relationship between the DNC and State Parties and strengthen the grassroots operation of the Democratic Party
- Develop a field organization in every state that is the foundation for a permanent national grassroots organization
- Conduct grassroots training for all States
- Connect local candidates and the grassroots to the State Parties

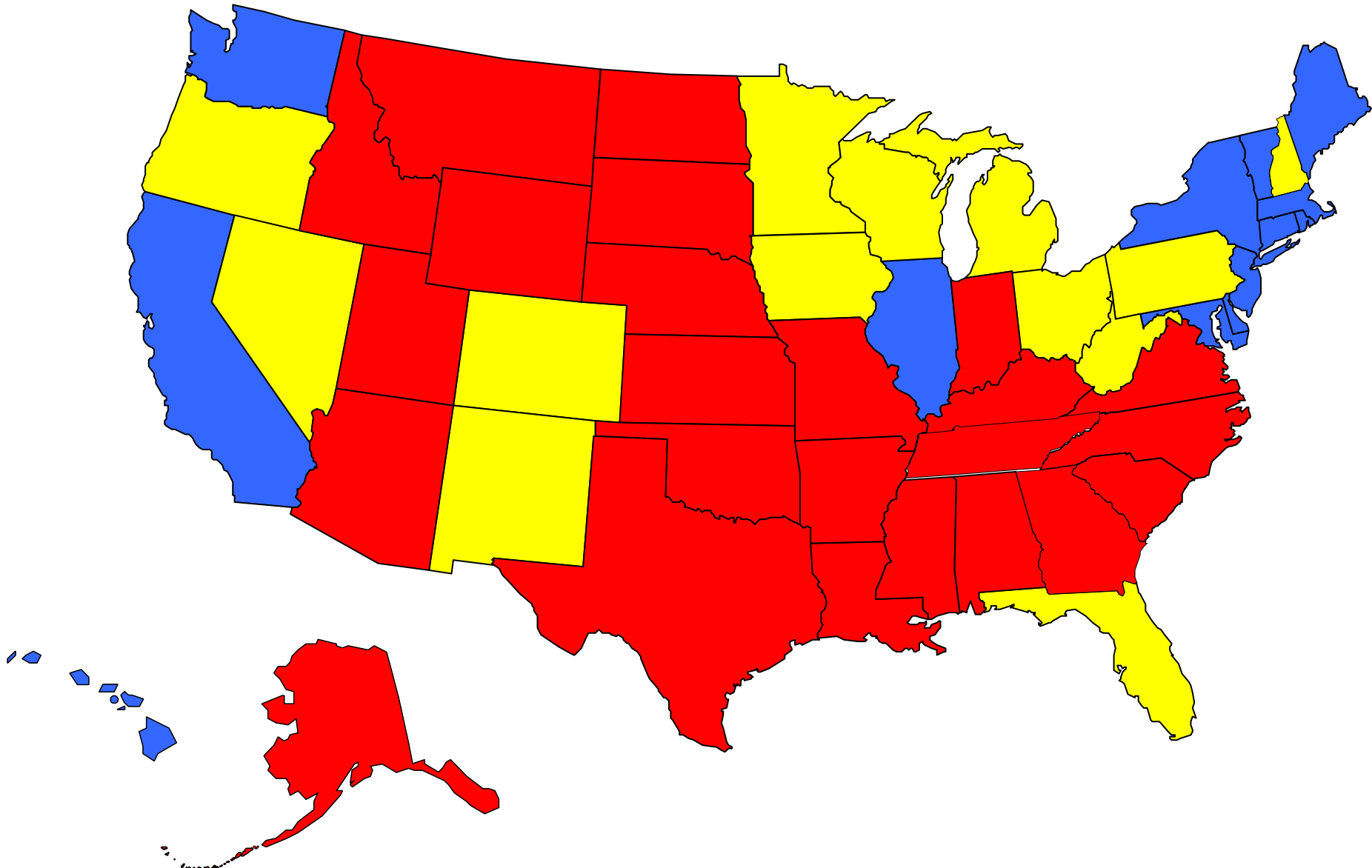
Why a Precinct Based Program?



“Election by election, state by state, precinct by precinct, door by door, vote by vote.... we’re going to lift our Party up and take this country back for the people who built it.”



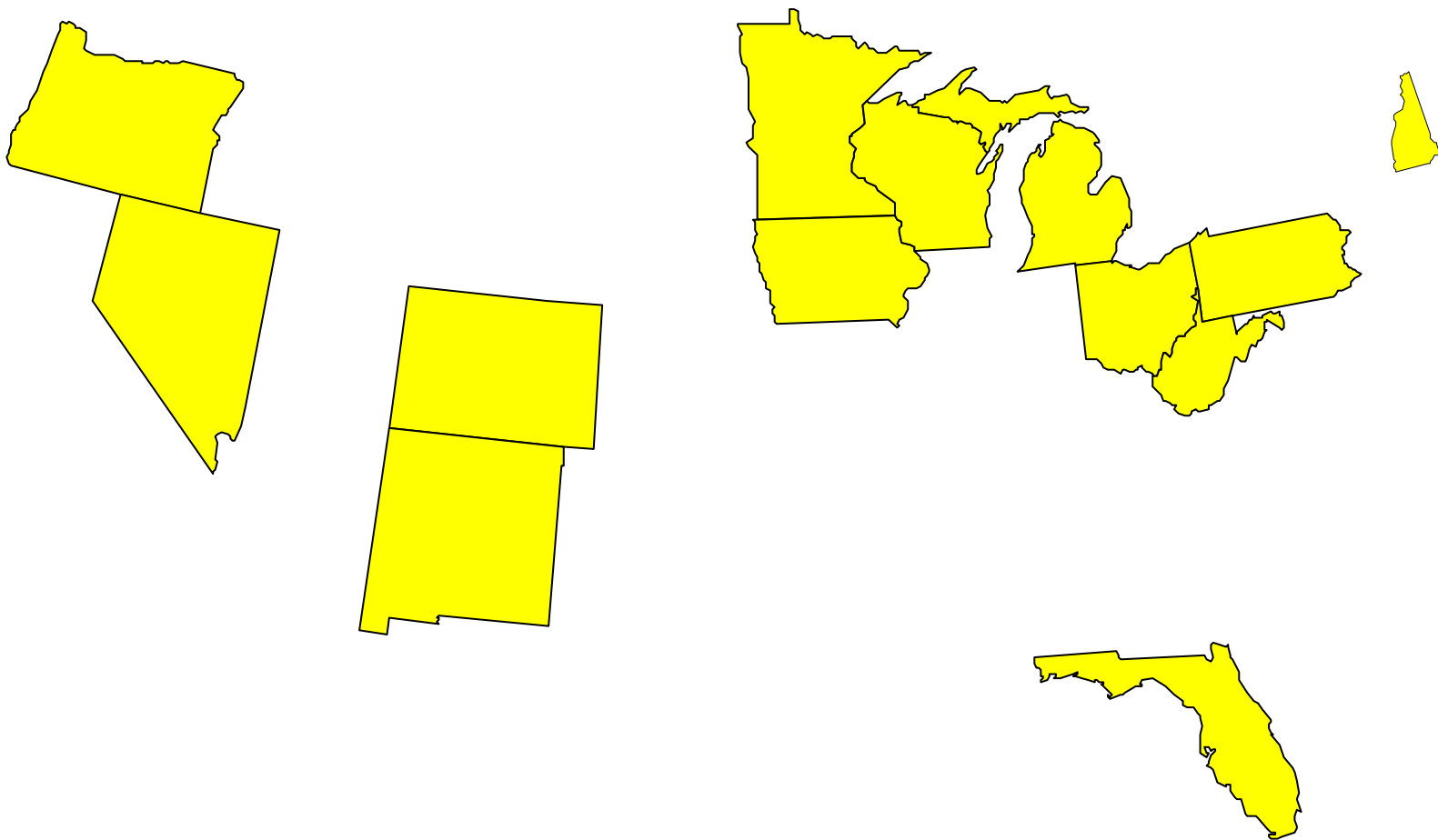
Battleground 2004





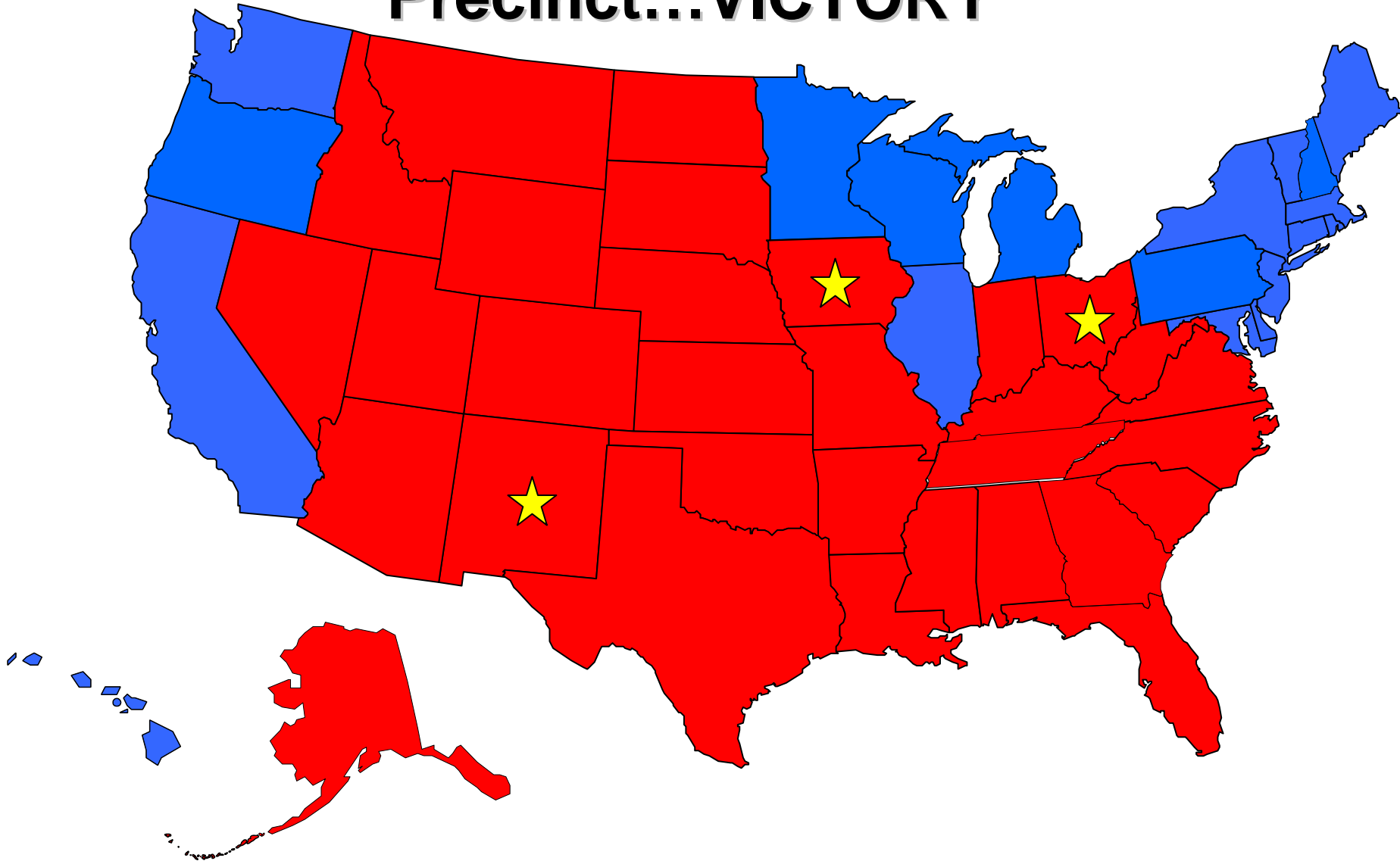
Battleground 2004

Lost: 7 Won: 6



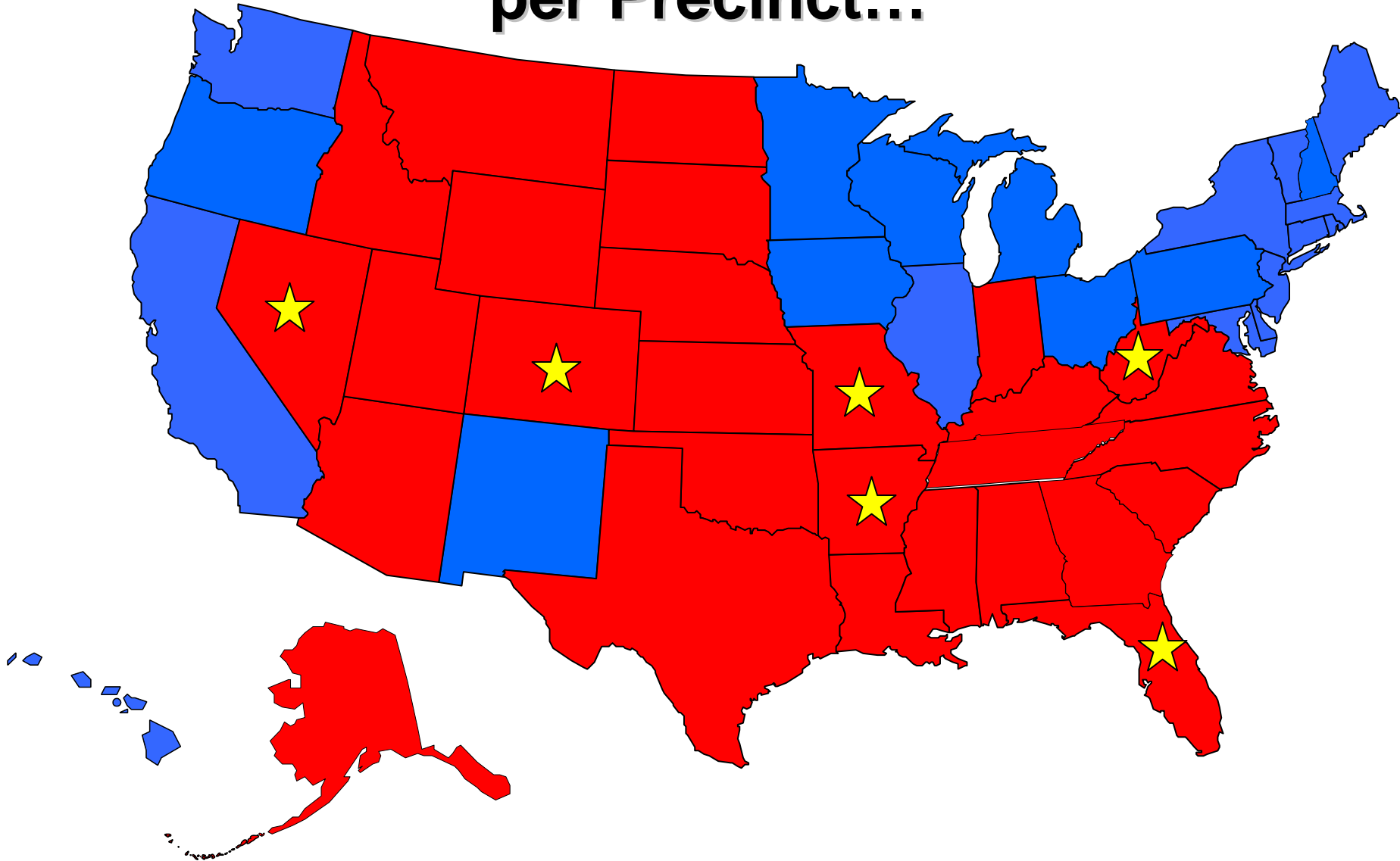


If We Had 10 More Democratic Votes per Precinct...VICTORY



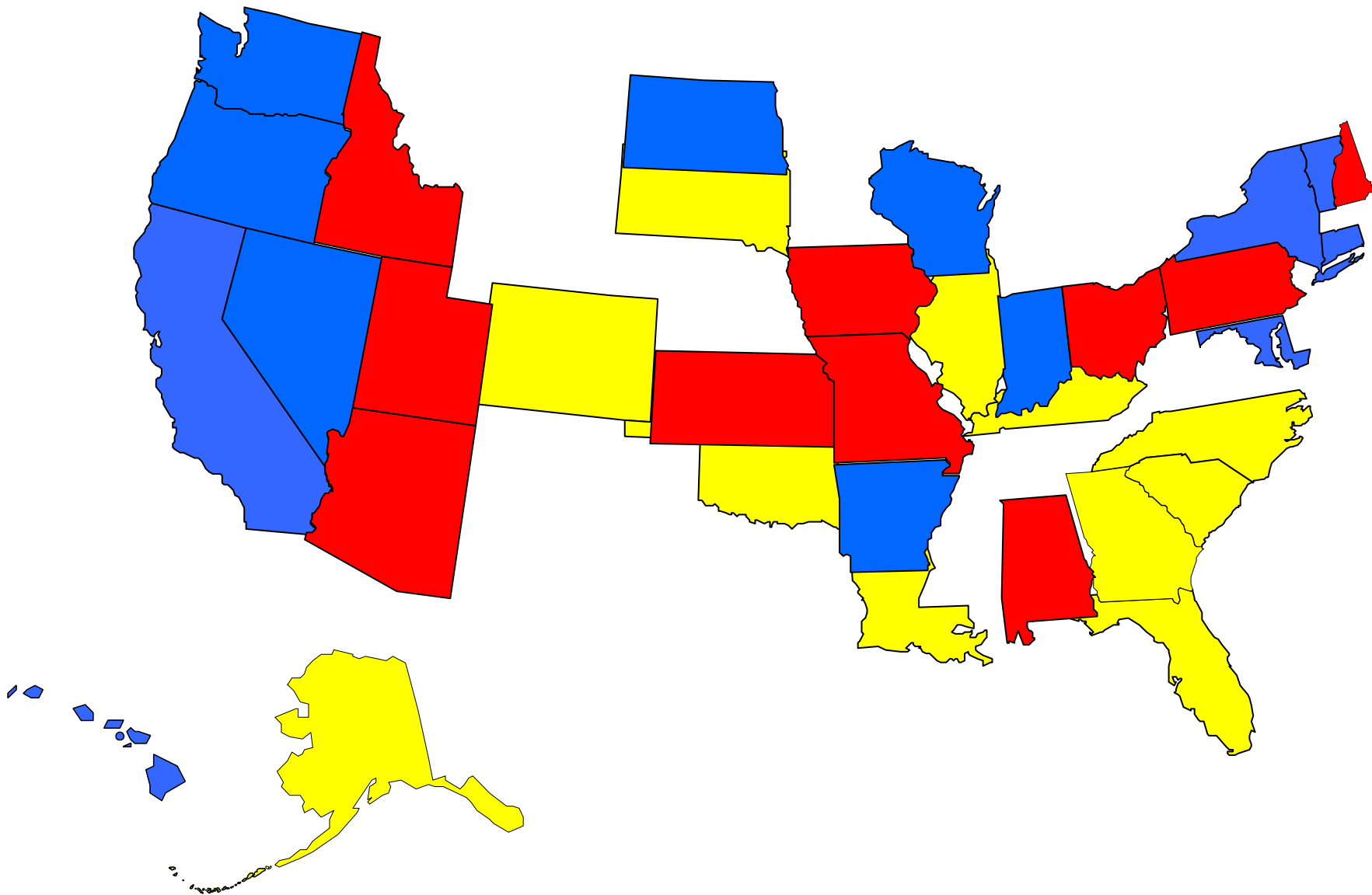


If We Had 50 More Democratic Votes per Precinct...





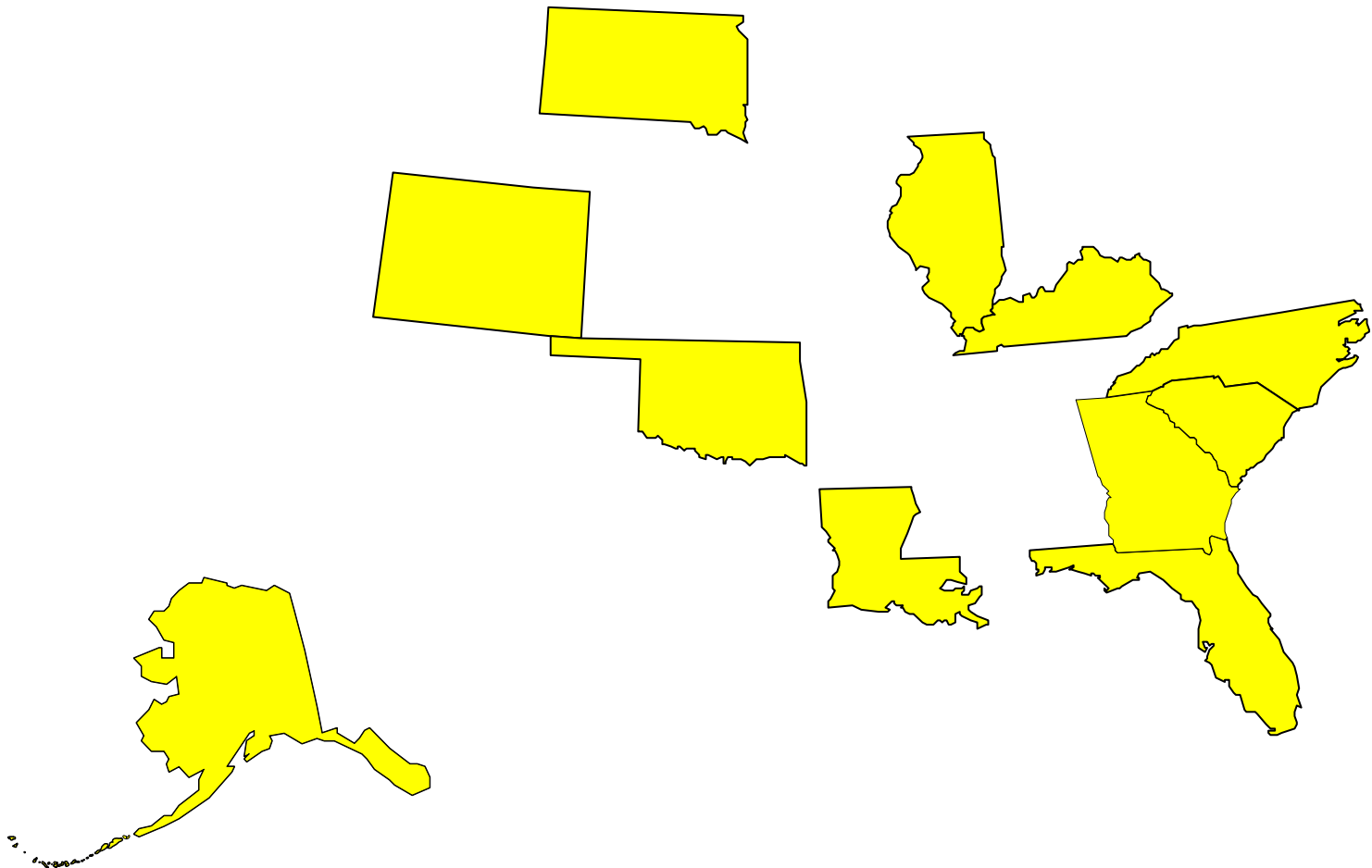
2004 Senate Races





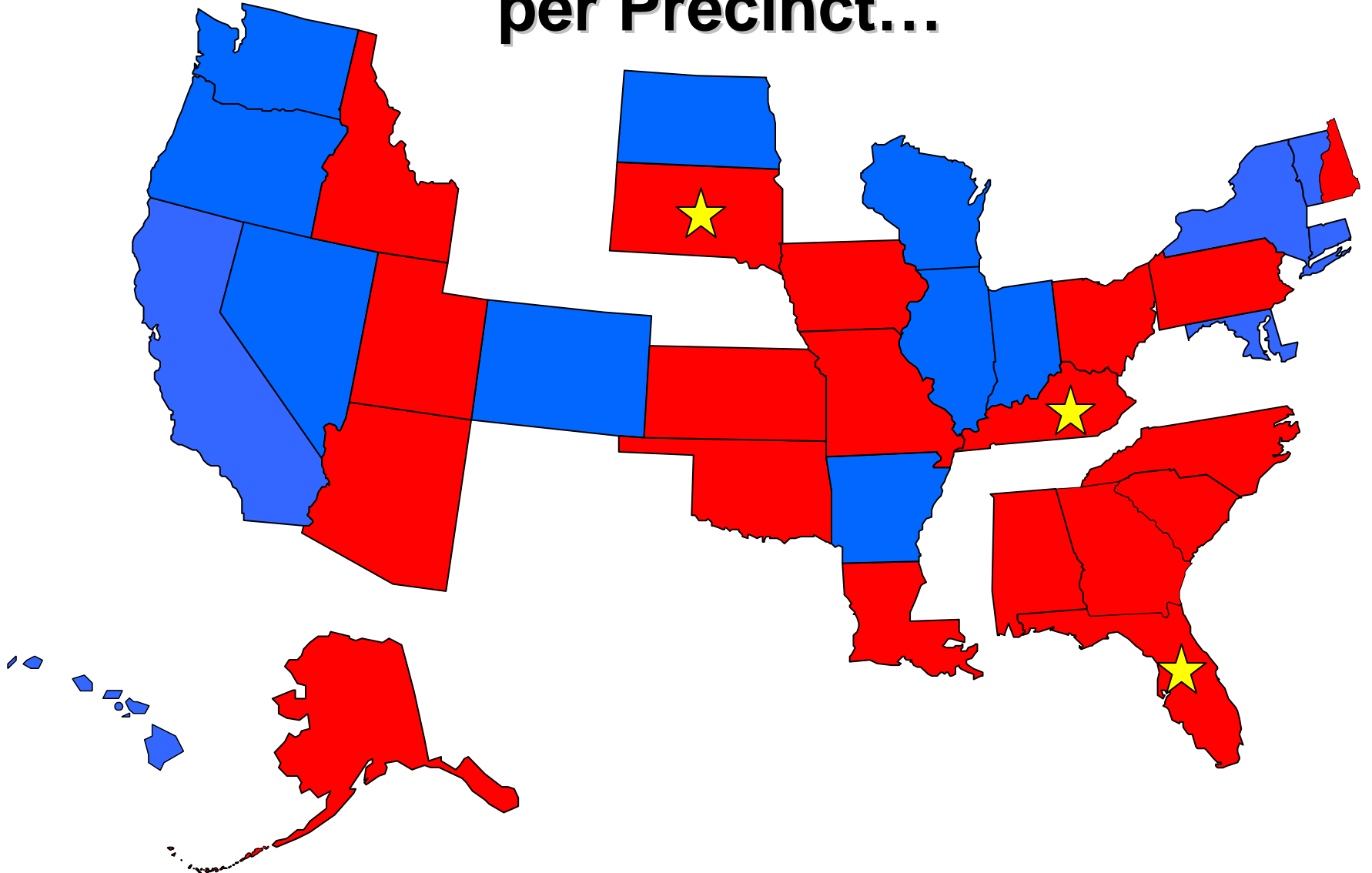
2004 Senate Open and Battleground

Lost: 9 Won: 2



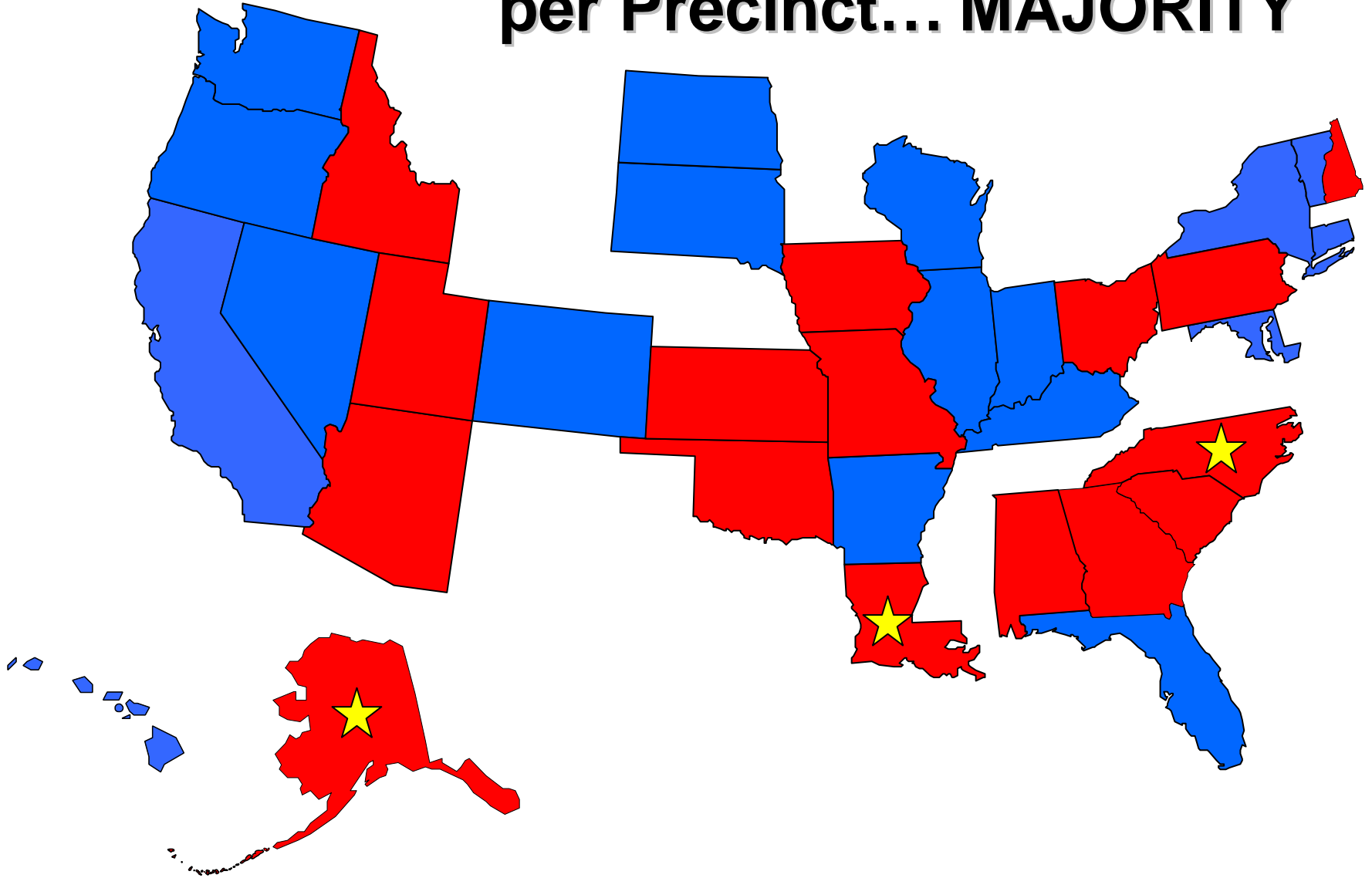


If We Had 10 More Democratic Votes per Precinct...



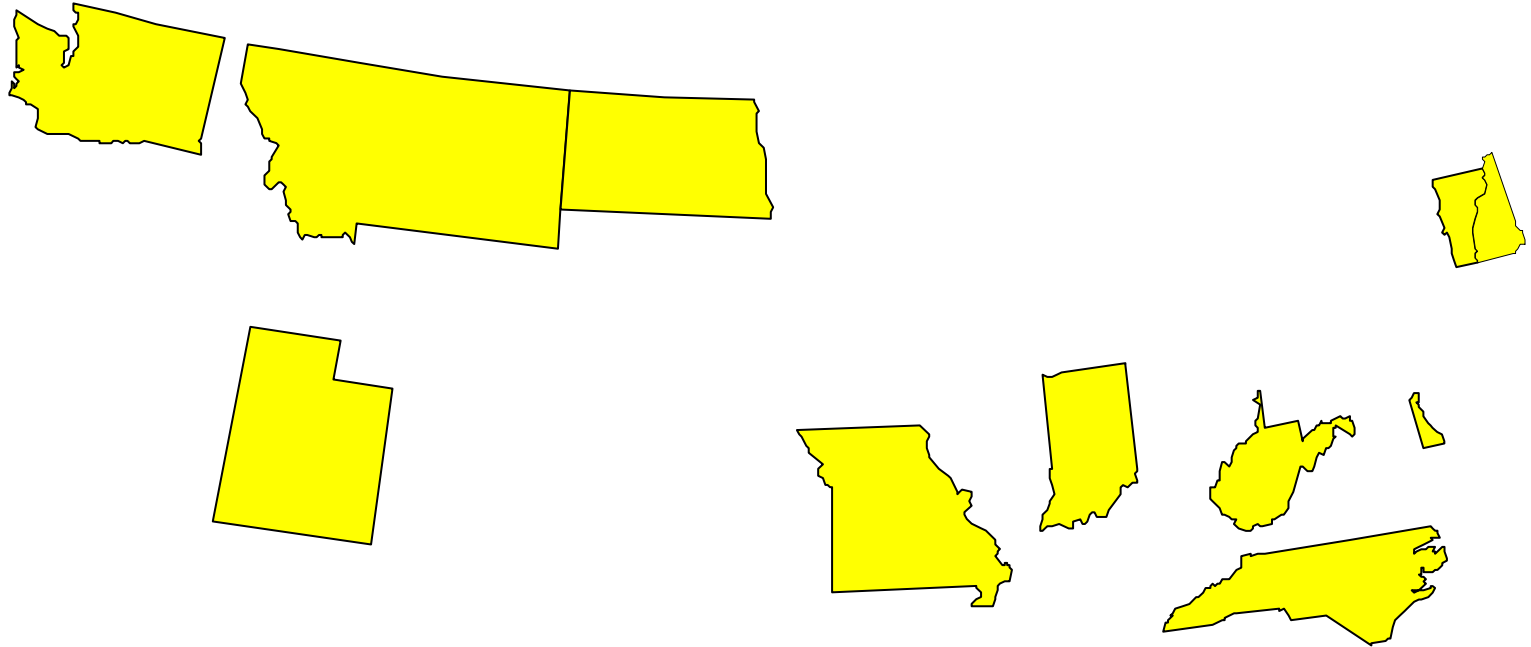


If We Had 50 More Democratic Votes per Precinct... MAJORITY





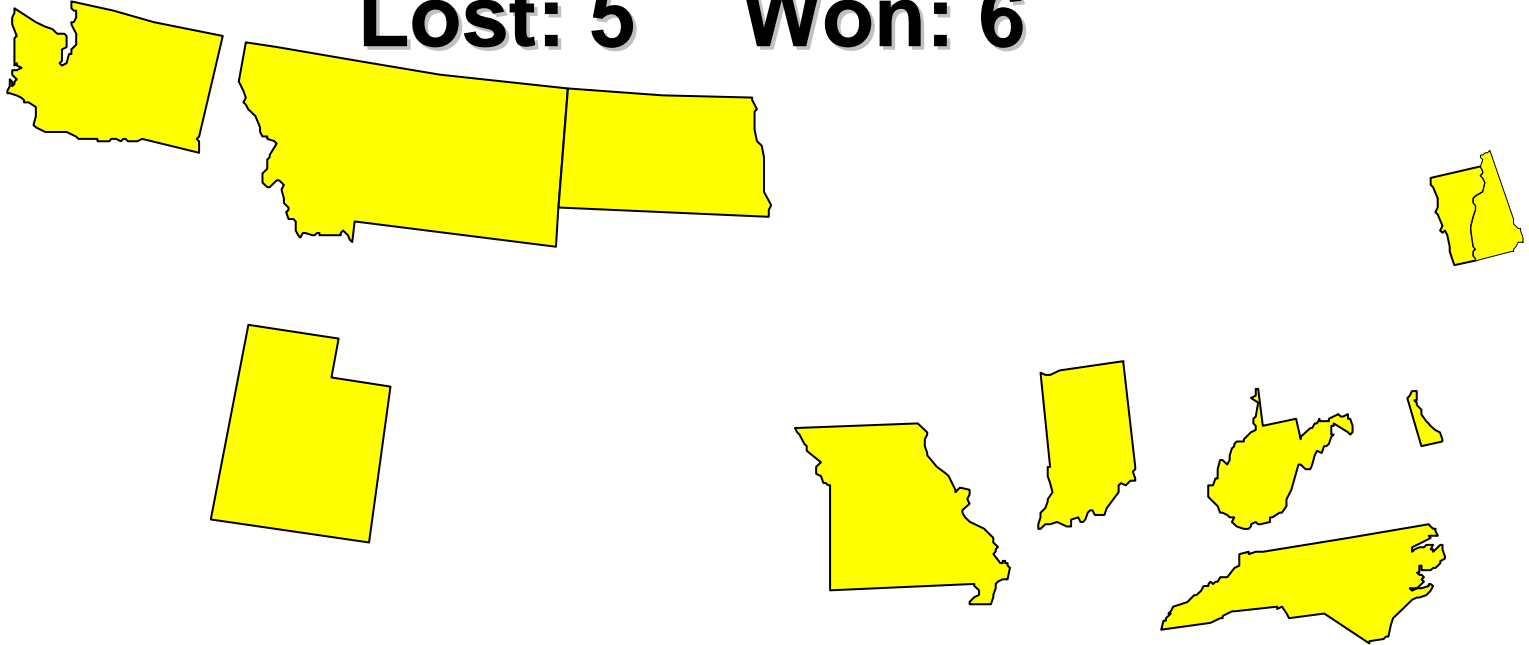
2004 Governor's Races





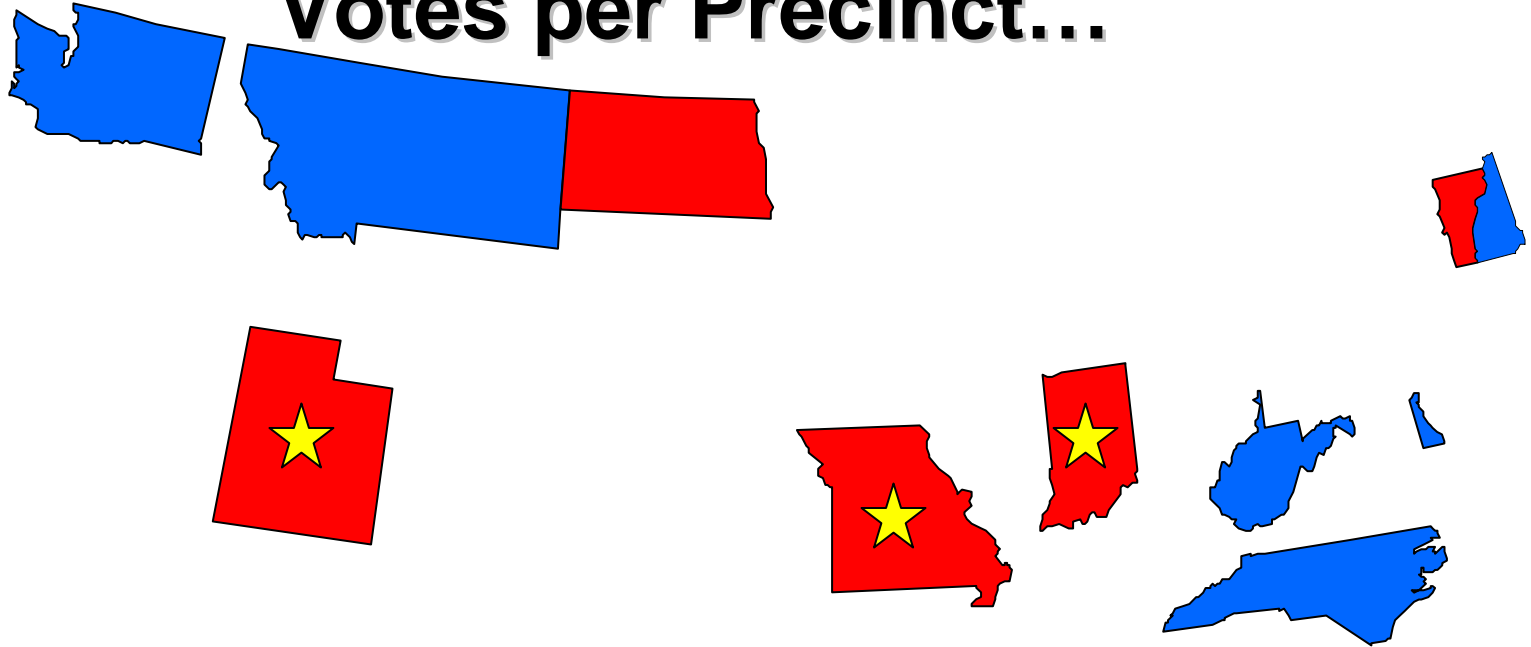
2004 Governor's Races

Lost: 5 Won: 6





If We Had 100 More Democratic Votes per Precinct...



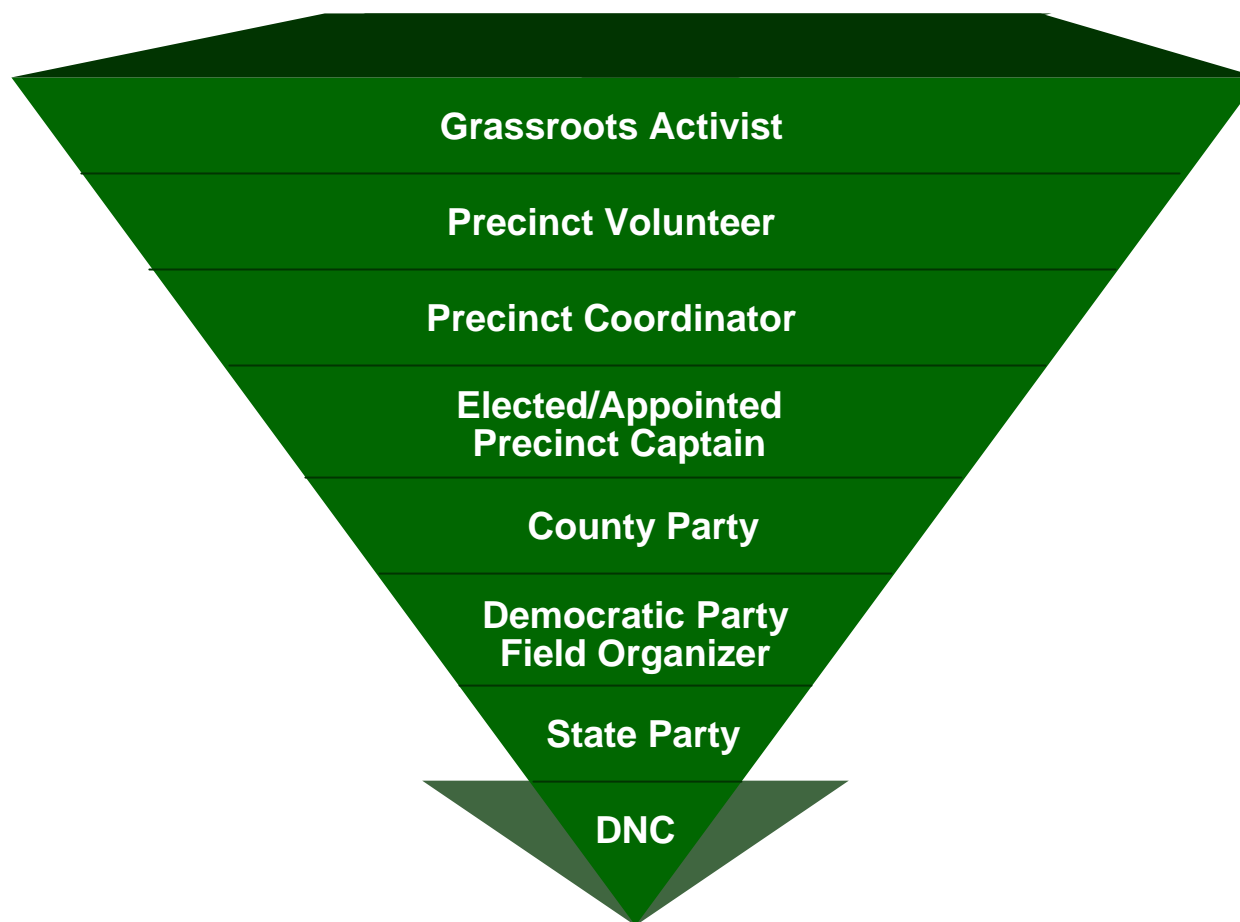
Grassroots in Action



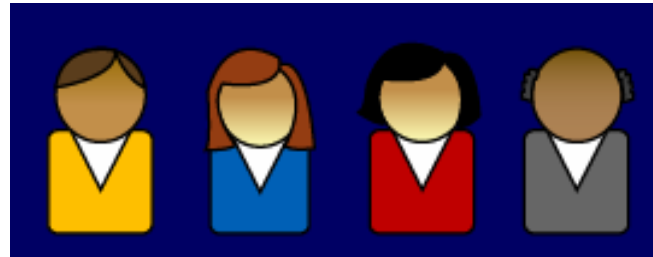
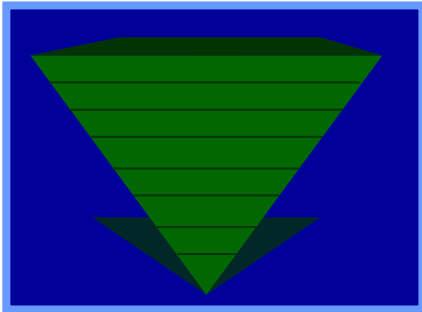
Organizing does not happen from the top down

- Grassroots Activists and Volunteers drive our effort
- We need you to help organize and strengthen the party to elect Democrats at all levels
- The most important person in our plan is **YOU**

Organizing Precincts: Grassroots in Action



Precinct Program in Action



Grassroots Activists



Precinct Volunteers

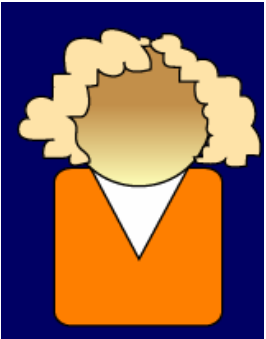


Precinct Captain & Precinct Coordinator



Democratic Party Field Organizer

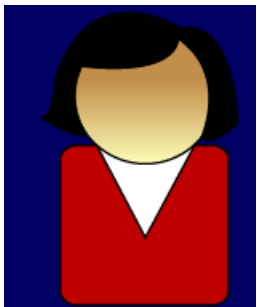
Precinct Program in Action



Democratic Party Field Organizer Stacey Berger is hired by the State Democratic Party to work locally, building Governor Dean's 50 state strategy.

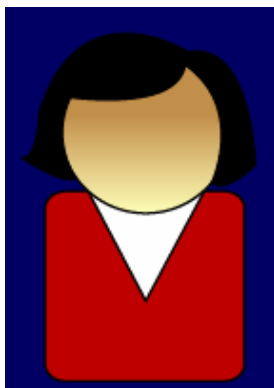
Working with the state party, she contacts all of the Democratic County Chairs in her region. She is a resource to help strengthen their precinct program.

She works with the State Democratic Party to identify counties in her region without an existing Democratic County Party and works with local Democrats to establish one.



In Dem County, Joanne Wong, a longtime, tested Democratic activist and leader agrees to work with local Democrats and take charge of her county. Stacy knows that she is responsible and willing to devote the time needed.

Precinct Program in Action

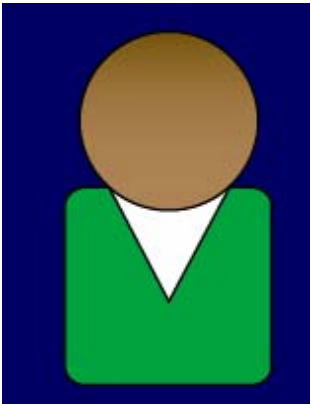


In Downtown Capitol City, Joanne works with the local County Chair and Democratic leaders to find Precinct Captains. The local County Chair suggests Jamal Smith in Precinct 6, and Joanne recruits and trains him.



Jamal's goal is to increase the number of Democratic votes in his precinct from 675 to 725 – if all 1846 Precinct Captains in the state find 50 more votes, there will be 92,400 more Democratic votes.

Precinct Program in Action



Jamal's first step is building a team to help him organize his precinct. He asks Melissa to be the Precinct Coordinator and she finds Ben and Kim to be Precinct Volunteers. Ben knows Renee, a local Grassroots Activist who has ties to other allied groups and asks for her involvement. Renee agrees and will work to contact more Grassroots Activists to work locally with the Democratic Party.



In order to get 50 more votes, the team's goal is to motivate 25 Democratic voters who don't always vote, to register 15 more Democrats and make sure they vote, and to find 10 more persuadable voters to support the Democratic ticket.

Precinct Program in Action

Using the targeting information provided by the state party, they find:

- **Motivate 25 Democrats who don't always vote**
- **Register 15 new Democrats and make sure they vote**
- **Find 10 persuadable voters to support the Democratic ticket**

The team begins contacting these voters and building relationships with them that will allow them to get the 50 more votes they need on Election Day.



Action Items - What You Can Do

Volunteer Commit locally to help elect Democrats
Election Day 2006

Recruit volunteers to help organize your neighborhood

Host 1 social event/meeting

Run 2 voter contact programs (phone bank/canvass)

Attend at least 1 training

Create a precinct/neighborhood welcome program



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