

DOLPHIN DEMOCRATS STRATEGIC PLAN for 2018-2019

For Board Review September 30, 2017

GOAL: TO IMPLEMENT AND ADMINISTER THE MISSION STATEMENT OF THE DOLPHIN DEMOCRATS OVER THE NEXT TWO YEARS. Mission: It shall be the mission of the Dolphin Democrats to foster good will between lesbian, gay, bisexual, transgender and ally (LGBTQA) members of the Democratic Party and the community at large. We seek individual freedom in the framework of meaningful participation by all citizens.

This will be accomplished by achieving the following five objectives.

OBJECTIVE 1: INCREASE VOTER TURNOUT FOR LGBTQA SUPPORTED CANDIDATES.

MEMBERSHIP

Membership Committee: Conduct questionnaires and greet all attendees at general meetings.

VOTER REGISTRATION

Voter Registration Committee: Register voters at gay bars and LGBTQA events. Register voters at high traffic areas, including Broward County Main Bus Terminal and Broward County Courthouse. Gather signed petitions for the Constitutional Amendment to restore felons voting rights.

INCREASE VISIBILITY

Media and PR Committee: Publish brochure on Dolphin Democrats.

IMPROVE COMMUNICATION METHODS

Technology and Media Committee: Post event pictures on social media. Create content calendar on social media.

OBJECTIVE 2: PROVIDE SERVICES/PROGRAMMING TO MEMBERS.

EDUCATION ON CURRENT RELEVANT ISSUES

Program Committee: Schedule speakers to discuss current issues before general meetings.

CANDIDATE EDUCATION

Campaign Committee: Hold candidate debates and forums.

LIVE FORUMS – FACEBOOK LIVE EVENTS

Media and PR Committee: Profile and spotlight honorees at gala.

OBJECTIVE 3: INCREASE ADVOCACY/EDUCATION ON LGBTQA ISSUES

GENERAL MEDIA PRESENCE

Technology and Media Committee: Invite reporters to event. Prepare press releases.

FOSTER CONTINUING RELATIONSHIPS WITH ELECTED OFFICIALS AND CANDIDATES

Executive Council

SCRUTINIZE RECORDS PRE/POST ENDORSEMENT

Campaign Committee

OBJECTIVE 4: STRENGTHEN PRESENCE/IMAGE WITHIN COMMUNITY

BUILD RELATIONSHIPS WITH OTHER DEMOCRATIC ORGANIZATIONS

Democratic Outreach (AdHoc Committee): Regularly attend other Broward Democratic clubs meetings.

COMMUNITY SERVICE ACTIVITIES

Membership Committee: Staff booth at Pride Center Flea Market. Attend GFLGLCC meetings.

MEMBERSHIP MEETINGS/EFFICIENCY

Executive Council

INCREASE MEMBER INVOLVEMENT

Membership Committee: Reach out to non-renewing members. Host membership mixers.

OBJECTIVE 5: CONTINUE TO SUPPORT DEMOCRATIC VALUES AND BELIEFS

SUPPORT DEMOCRATIC PLATFORMS VIA SPEAKERS ON PROGRESSIVE ISSUES

Program Committee:

INCREASE MEDIA PRESENCE VIA PRESS RELEASES AND MESSAGING

Technology and Media Committee:

OBJECTIVE 6: CONTINUE TO RAISE SUFFICIENT FUNDS TO IMPLEMENT THE STRATEGIC PLAN

PREPARE AND IMPLEMENT A BUDGET

Finance Committee: In June, prepare budget for following Fiscal Year.

FUND RAISING

Ways and Means Committee: Solicit donations from individuals and businesses. Conduct Fall Fundraiser, Holiday Party, etc.