

Mansfield Democratic Town Committee

Mission Statement and Action Plan 2021

STATEMENT OF VALUES

Mansfield Democrats believe in and work for the common good. The strength of our democracy is dependent on the engagement of thoughtful citizens. Our party is organized around the basic notion that individuals, working together through government, make a positive impact in the lives of individuals and our community. The Mansfield Democratic Town Committee is an inclusive and diverse group of community members, welcoming all who share our values.

WE BELIEVE:

- All people should be treated equally, no matter their age, race, religion, national origin, gender identity or sexual orientation;
- High-quality, affordable healthcare is a basic human right;
- America is a nation of immigrants, and fair and sensible immigration policies must be implemented;
- The economy should be more equitable, with broadly shared economic growth;
- Aggressive action is necessary to prevent and mitigate the effects of climate change and protect our environment;
- Protection of civil rights, including comprehensive criminal justice reform is essential to the promotion of safe and strong communities;
- Support must be given to working families including a living wage, paid family leave, and affordable, high-quality housing and childcare;
- Free, high-quality public education from preschool through college should be accessible to every person;
- Government should be transparent, ethical, and open to all;
- Investment in public and private infrastructure is necessary for a dynamic and equitable economy;
- A just and efficient tax system should require that the wealthy pay their fair share;
- Veterans and all who have put themselves in harm's way on our behalf should be supported and cared for by our nation;
- Strong diplomacy and a strong national defense can co-exist to protect our citizens at home and abroad. We support nonviolent conflict resolution as a first resort in our domestic and foreign relations;
- Voting Rights and Access is the foundation of our democracy;

ACTION PLAN

Annual Action Plan Committee:

Called *Annually* by the Executive Committee to evaluate the previous year's goals and election results and to create or edit goals for the upcoming year. It consists of the Executive Committee and any Voting and Associate Members of the Town Committee, who wish to join.

The Updated Action Plan must be presented at the January General Meeting or the first meeting of the new calendar year.

The 4 major areas Democratic Town Committees work on locally are Membership & Outreach, Fundraising, Campaigns, and Issues.

Membership & Outreach:

Increase outreach and participation by all segments of the community, increase visibility, and develop and maintain relationships with other community groups.

- Gather Data and Metrics to Define Goals and Strategies
 - Membership Survey
 - Membership Committee: Summer 2021
- Increase Awareness of MDTC within Mansfield
 - Visibility at Town Events
 - Full Committee: Ongoing
 - Monthly Op-Eds in local papers/news sources
 - Coordinated by Executive Committee: Monthly
- Increase Membership
 - Canvass and Reach out to Super Voters
 - Mansfield Votes/Membership Committee: Summer 2021
- Clearly Define and Activate Membership
 - Define Membership Responsibilities
 - Membership Committee: Fall 2021
 - Create New Member Orientation Meetings
 - Membership Committee: Fall 2021
- Increase Interaction with other local community groups and other DTCs
 - Create more Senate District Wide and County Wide Events
 - DTC Chair, DSC Members, and Affirmative Action and Outreach (AAO) Committee: Winter 2021-2022
 - Seek Opportunities to work with like-minded groups (community and other DTCs):
 - AAO Committee/ DTC Chair: At least twice a year

Fundraising:

Develop and implement fundraising activities and plan fundraising events

- Create Budget
 - Fundraising Committee request proposed budget from other subcommittees
 - Fundraising Committee: Fall 2021
 - Set Annual Fundraising Goal based on Budget
 - Fundraising Committee: Winter 2021-2022
- Create Fundraising Opportunities
 - Organize Annual Breakfast Fundraiser
 - Fundraising Committee: Spring 2022
 - Request Donations from Members and Elected Officials
 - Fundraising Committee/DTC Chair: Fall 2021
 - Create at least one additional annual fundraising event (Trivia, Gala)
 - Fundraising Committee: Annually

Campaigns:

Plan specific campaign activities in support of the Democratic Ticket and coordinate members' involvement with campaigns

- Structure Connections with Campaigns
 - Create Campaign Committee
 - Executive Committee: Summer 2021
 - Select Precinct Captains
 - Campaign Committee: Fall 2021
 - Create Campaign Liaisons
 - Campaign Committee: As Needed
 - Set Volunteering Requirements (Goal: 2hrs/week)
 - Campaign Committee: Fall 2021
- Voter Registration/Civic Engagement
 - Support work of Mansfield Votes sub-committee
 - Mansfield Votes: Ongoing
- Recruit and Train Future Leaders and Volunteers
 - Select Seats to Target to Flip
 - Campaign Committee: Fall 2021
 - Discover Members interested in Running for Office
 - Campaign Committee: Fall 2021
 - Research and Present Candidate and Volunteer Training Opportunities to Members
 - Campaign Committee: Ongoing

Issues

Plan forums and invite guest speakers to address particular issues of interest to neighbors, with focus particularly on local, regional, and state issues

- Increase Issue Awareness in Mansfield
 - Define issues/ballot questions to be prioritized
 - Campaign Committee/AAO Committee: *Annually*
 - Invite speakers to discuss issues at meetings:
 - Executive/Campaign/AAO Committees: *Ongoing*
 - AAO Speaker Series to spread awareness within community
 - AAO Committee: *Ongoing*
 - Create an endorsement process for issues
 - Campaign Committee/AAO Committee: *Winter 2021-2022*