



Organizing for Democratic Victories Countywide

As Democrats, we believe that politics is not a spectator sport. The majority of our work is on-the-ground grassroots organizing throughout Santa Barbara County. This work is important for electing Democratic candidates, but also for fostering a vibrant, energetic civil society. Precinct-level organizing is a basic element of the democratic process: encouraging neighbors to talk with one another about issues of importance is a progressive goal in-and-of itself. We help to deepen our democracy by creating an organization that can train, motivate and materially support citizens who decide to run for public office. At the local level, such organizations provide access to the political arena for ordinary people. Without them, local politics tends to be dominated by the well-connected and the affluent.

Organization also allows activists the ability to be more than foot soldiers for candidates and elected officials. We believe that the relationship between activists and the candidates they help elect should be one of mutuality. The grassroots must have a role in the formation and implementation of policy. Political parties, rather than candidate-based election organizations foster this two-way relationship.

Our goal is to build a sustainable, accessible organization from the neighborhood level up. In order to further these goals, our organizing strategy has four basic components:

- Establishing a full program of candidate recruitment & development.
- Maintaining ongoing effort for voter registration & education.
- Encouraging the growth of strong Democratic clubs.
- Enacting a robust field plan led by the Democratic Party.

Candidate Recruitment & Development

- The Party will encourage and recruit experienced, respected, qualified Democrats to apply for appointments to County and City Boards, Commissions and Committees.

- We will also research makeup of local governmental bodies, and strategically plan to elect Democrats to a certain number of seats.
- We will also identify and develop Democratic candidates to potentially serve on Board of Supervisors, City Councils, School Boards and Special Districts.
- The Party will make it a priority to provide training for prospective candidates far before election season, explaining the ins and outs of campaign finance, fundraising, etc.
- We will also identify opportunities for Democrats to get involved in local non-political organizations, such as PTA's, non-profit boards, and community groups.
- The Party will also provide additional support for candidates and elected officials.

Voter Registration & Education

- It shall be the policy of the Party to engage in voter registration drives, year round.
- We will identify citizenship classes, new citizen ceremonies, new residents to the area, and other target groups to register as first-time Democrats.
- The Party will systematically target geographic areas that are heavily Republican or Decline to State to increase Democratic registration especially among non-registered population.
- Furthermore, we will identify registration barriers in low voter registration areas and create a plan to break down barriers and implement action to increase voter registration.
- We will also Increase and maintain visibility in the community with participation in community festivals and events.
- The Party will produce and distribute informational materials on the party's policy positions and activities and materials that explain the difference between a measure, candidate, etc.

Strong Democratic Clubs

- The Party will research what areas or communities in our county could benefit from a Democratic club, and encourage their development, making sure that clubs have a clear sense of their mission and whom they serve.
- The Party will also support existing clubs, and persuade loosely affiliated groups, with trainings and resources.
- The Party will also provide clubs with databases of their membership target groups. (i.e. all Santa Maria Valley Democrats to Santa Maria club, all voters 35 and under for Young Democrats chapter).

- We will also support and encourage clubs to engage in policy debate and advocacy, host forums and programs in the community.

Robust Field Plan Led by Democratic Party

- The Party will maintain and grow a database of Democratic volunteers, who we can engage at all times, not just in election seasons.
- Furthermore, we will update and maintain county voter file with information acquired in the course of precinct walks, phone banking, and other contacts.
- The Party will build and sustain precinct captain operation in all precincts in the county.
- The Party will also produce campaign materials, flyers and leaflets for every election.
- While candidates must run their individual campaigns on their own terms, the Santa Barbara County Democratic Party will act as the coordinating organization in election seasons for united Democratic field campaigns, with the goal of electing our endorsed candidates.
- The Party will execute GOTV plans with focuses on vote-by-mail voters, targeted precincts, targeted door hangers and phone calls, and Election Day door knocking operation.
- The Party is committed to continuing to ensure fair elections. To that end, we support the CDP's "Promote, Protect the Vote" program and other programs intended to ensure that every eligible voter is given the opportunity to vote, and that all eligible votes are counted.