

Writing the County Party Plan

Things every County Party Plan should have:

1. **Stated Purpose** – What is the purpose of your County Party Coordinated Campaign? Are you trying to oust all of the Republican incumbents or just trying to do better than usual county-wide to help the statewide ticket? Are you protecting Democratic incumbents, helping Democratic challengers, or both? Every county's goal is different. For some, a complete sweep of all offices might be a realistic goal. For others, simply increasing Democratic performance by a few percentage points would be considered a victory. Set a goal that is within reach.
2. **Targeting definitions** – What geographic regions and/or races will be targeted? Which specific voters will be targeted? For County Parties, the goal should be to get out as much of the Democratic vote as possible so that our candidates can focus their efforts on communicating with swing voters. So the Democratic Party should be concentrating on communicating with Democrats. The targeting definitions should include county-wide and precinct-specific vote goals.
3. **Budget** – include a line-item listing of how funds will be spent. How much will it cost to achieve your goals? If you find that it will cost more to achieve your goals than you can realistically raise, you need to adjust your goals.
4. **Fundraising Plan** – How will you raise the funds required by your budget? Be specific. How much money do you realistically expect each method of fundraising activity to raise?
5. **Calendar** – a cumulative listing of when phases of the campaign will begin and end. Include electoral deadlines, campaign finance reporting deadlines, and any other relevant due dates. All Calendars and timelines should start with Election Day and work backward. Election Day is the ultimate deadline.
6. **Organizational Memo/Chart** – Who is responsible for what? What is the method of holding people accountable? Will the County Party hire staff or will committees be established?
7. **Volunteer Recruitment Plan** – Where will you find the people to complete all of the necessary tasks? Even if you have the money to hire staff, there are always activities for which you will need volunteers.

*****Please be aware that any plan to raise or spend money for your county campaign needs to consider restrictions contained in state and federal campaign finance laws—especially restrictions relating to judicial candidates, federal candidates (including presidential candidates), and working with party clubs. Compliance issues are not addressed in these sample documents.**

Please make certain, in developing and implementing your plan, that you review the General Compliance Guide for Democratic County Parties (available from the TDP). And for more information on complying with state and federal campaign finance laws, be sure to attend the party training scheduled for county chairs on October 12, 2007, in Austin.***