
2020 Vision – A Business Plan for the Alberta Party



DRAFT

A politician thinks of the next election. A statesman, of the next generation.

James Freeman Clarke

DRAFT – SUBJECT TO REVIEW, REVISION AND APPROVAL BY THE BOARD

Executive Summary for Distribution

REVISION TRACKING

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Executive Summary

The Alberta Party is pursuing a two election strategy to be government by the year 2020. This document outlines the strategic steps that will be taken to build the party and achieve this goal.

After the 2012 election the Alberta Party had a decision to make; would we fold our tent or continue on as a political party? Party members voted to continue as a political party and elected a board to stabilize the organization.

Each of the four years between elections has a distinct theme:

2012/13: Stabilization

2013/14: Building the Foundation

2014/15: Growth

2015/16: Electoral Success

The process for building the Alberta Party is similar to the process used to build a business. It's about outreach, organization and fundraising. No one area is more important than the others; they're interrelated, not sequential and we must focus on all three right out of the gate.

The Alberta Party is uniquely positioned to capture the attention of Albertans because we do politics differently. We respect other political parties and even when we disagree, we're not disagreeable. More importantly, we respect Albertans. The Alberta Party was founded based on the concept of the Big Listen, which still forms the core of who we are as a party. The people of Alberta are never wrong; if we listen closely to them we will know exactly what to do.

Building the Alberta Party

Outreach - The Alberta Party must be where Albertans are; festivals, cultural events, coffee shops and anywhere else we're invited. We must communicate regularly with Alberta Party members and all Albertans. We will establish a regular, bi-weekly newsletter. As we build momentum we will receive increased media coverage and the leader will try to push the Alberta Party into the news. However, expect our coverage to be uneven until we have MLAs in the legislature and even then it will be a struggle at times. We must communicate directly with Albertans using social media and the Alberta Party website. The Alberta Party has shown in the past that we have an advantage in social media and this is something we can and should continue.

Organization – Our first priority will be to hire a staff person to help build the party. We have been prudent in managing our finances since the last election and this gives us some money to work with. With a staff person in place, we can schedule the leader's time and ensure we are able to respond quickly to issues. The Alberta Party will run 87 candidates in the next provincial election. To achieve this we need 87 strong constituency Associations. Building CAs can be done in two ways; organically one at a time or by acquisition of members of other parties. We will do both by giving Albertans a compelling reason to join the Alberta Party. Our outreach strategy will allow us to double the Alberta Party membership each year through the election.

Fundraising – The leader must be actively involved in fundraising from the very beginning. We will use personal networks to appeal for funds and will rely on the members of the Alberta Party to donate personally and to talk with your communities and networks to encourage them to also support our party financially.

About the Alberta Party

Alberta is a land of opportunity. Our ancestors came from all over the world to build a prosperous, inclusive and community-minded province and the many thousands of people who come to Alberta every year continue this tradition. Together, we have built a province based on the values of hard work and a balance between a self-reliant, can-do attitude and a strong commitment to community and taking care of one another. We pitch in to help where needed and when we disagree, we do so respectfully.

The Alberta Party believes our political system has lost its connection with these values. We want to reconnect Alberta values with politics by *doing politics differently*.

Why?

Because these are uncertain times for our province. While we continue to enjoy great prosperity as a result of our energy industry, the world around us is changing. People in Canada and around the world are demanding action on the environmental impact of resource development and on climate change. The fundamentals of energy supply and demand are changing as unconventional shale oil projects come on stream and the developing world (and others) increasingly incorporate renewable energy to satisfy demand.

Our reliance on unstable resource revenues creates challenges of their own; the refusal of the PC Party to get Alberta off of the resource revenue rollercoaster has led to instability and inefficiency in key services like healthcare and education. The entitlement that comes from 40+ years of the same party in power also constrains Alberta politics. Old approaches to new problems will get us nowhere.

To meet these challenges, and take advantage of the significant opportunities that a changing world presents, Alberta's political landscape must change. Political parties must present clear, credible and long term plans that show us the path forward. Political parties must engage in meaningful consultation with Albertans but must also be prepared to take decisive action. Political parties must be willing to work with each other, even when they disagree, to ensure they're acting in the best interests of Albertans.

These are the values that the Alberta Party was founded upon. Alberta needs the Alberta Party because we *are* Alberta. We are a diverse, inclusive, pragmatic, hard-working and community-minded party whose policies are based on the input of many thousands of Albertans. We have the skills and the passion and the compassion to take Alberta forward into an uncertain world.

This document outlines the path forward to make the Alberta Party to be the party of choice for Albertans. Our vision is to form a government by the year 2020 that will ensure prosperity now and for generations to come.

The stakes are high; no less than the future of Alberta depends on it.

Vision and Mission

The Alberta Party Board of Directors undertook an extensive process of creating a new Vision and Mission for the party in January 2013. The following is the result of that process.

Our Vision

We will form a government committed to diversity, integrity, transparency and collaboration. As leaders of positive change, we value inclusiveness, ideas over ideologies, and champion economic, environmental and social responsibility.

Our Mission

We will:

- Model responsible and ethical government
- Generate and implement practical, constructive solutions through listening, citizen engagement, evidence-based policy and building common ground
- Tackle tough issues facing Albertans by examining root causes and maintaining a long-term view of prosperity and sustainability
- Act as guardians of the public interest
- Conduct ourselves in an open, transparent and accountable manner
- Steadfastly refuse to engage in short-sighted, politically motivated, partisan politics
- Provide economic, environmental and social leadership in order to benefit Alberta, Canada and the world

30 / 60 / 100 Day Plan

First 30 Days

The goal of the first 30 days after electing a leader is to take advantage of the momentum generated by having a new leader. We will do so in three ways:

- 1) Outreach – Be present in the news media immediately following the leadership.
- 2) Organization – Start re-establishing Constituency Associations in areas that have previously had CAs, start identifying areas for new CAs.
- 3) Fundraising – Direct fundraising by the leader supported by the President and VP Fundraising. Fundraising mail out to all members and supporters in our database.

To see this goal to fruition the leader must be very active in the first 30 days post-leadership, and to support the leader the Alberta Party will hire a full time Executive Assistant. In addition, the following will be accomplished in the first 30 days after the leader is elected:

- “2020 Vision – Business Plan for the Alberta Party” presented to the Board for review and revision
- Executive Assistant hired
- Start bi-weekly member newsletters
- Create simple fundraising collateral (printed one-pager or trifold brochure)
- Fundraising letter to all members and supporters in our database
- Leader actively engages in fundraising activities; 1-on-1 meetings and small group meetings
- First draft of CA ‘quick start’ package developed
- Minor, incremental updates to website
- New leader email address established
- Leader business cards created
- Achieve fundraising goal for first 30 days

First 60 Days

- “2020 Vision” approved by the Board of Directors
- Start initial review of website redesign
- Continue direct fundraising appeal
- Complete CA ‘quick start’ package
- Start “meet the leader” sessions in each region
- Start technology review / plan
- Start CA creation process
- Start leader 1-on-1 meetings with Board members (held before each board meeting)
- Achieve fundraising goal for first 60 days

First 100 Days

- Complete website redesign; ready for launch first week of January
- Complete technology review; start implementing recommendations
- Complete “meet the leader” sessions in each region
- Continue member outreach process; build CAs
- Continue direct fundraising appeal
- First draft of 2014 summer festival calendar; start planning attendance
- Establish regular meetings between leader and Regional Reps and policy committees
- Start process of building internal research capacity
- Achieve fundraising goal for first 100 days

Performance Measures, Metrics and Milestones

The following are the targets by which we will measure our success. These are firm goals we will use to guide our activities, prioritize our resources and allow us to report back to our members about our progress.

2013 through 2016 Election

End of 2013

- All 30/60/100 Day tasks complete
- 10 active Constituency Associations established
- Achieve financial target
- 600 members

End of 2014

- 50 active Constituency Associations established
- 30% of policies updated at AGM
- Achieve financial target
- 1,200 members

End of 2015

- Hire an Executive Director
- Open an office
- 25 nominated candidates
- 87 active Constituency Associations established
- 100% of policies reviewed / updated at policy convention
- Achieve financial target
- 2,400 members

As at 2016 Election

- Hire election staff
- 87 nominated candidates
- 3,500 members
- Achieve financial target
- Elect MLAs

2016 through 2020 Election

End of 2016

- Update 2020 Vision and revise strategic plan
- Alberta Party 20% in the polls
- Achieve financial target
- 5,000 members

End of 2017

- Update policies based on feedback from Albertans
- Alberta Party 25% in the polls
- Achieve financial target
- 7,500 members

End of 2018

- Alberta Party 30% in the polls
- Achieve financial target
- 10,000 members

End of 2019

- 45 nominated candidates
- Alberta Party 40% in the polls
- Achieve financial target
- 15,000 members

As at 2020 Election

- 87 nominated candidates
- 20,000 members
- Achieve financial target
- Elect minimum 45 MLAs