

Building your County Party: Ideas for Grassroots Engagement



Why party infrastructure matters

- Joe's story: I ran for local office and won, but I had to do it without party infrastructure
- Struggled with:
 - Petitions
 - Volunteers
 - Donors



Why party infrastructure matters

- Taylor's story: I worked on a mayoral that had party infrastructure and we won against an incumbent
- Succeeded with:
 - Coordinated fundraising
 - Volunteer recruitment
 - GOTV

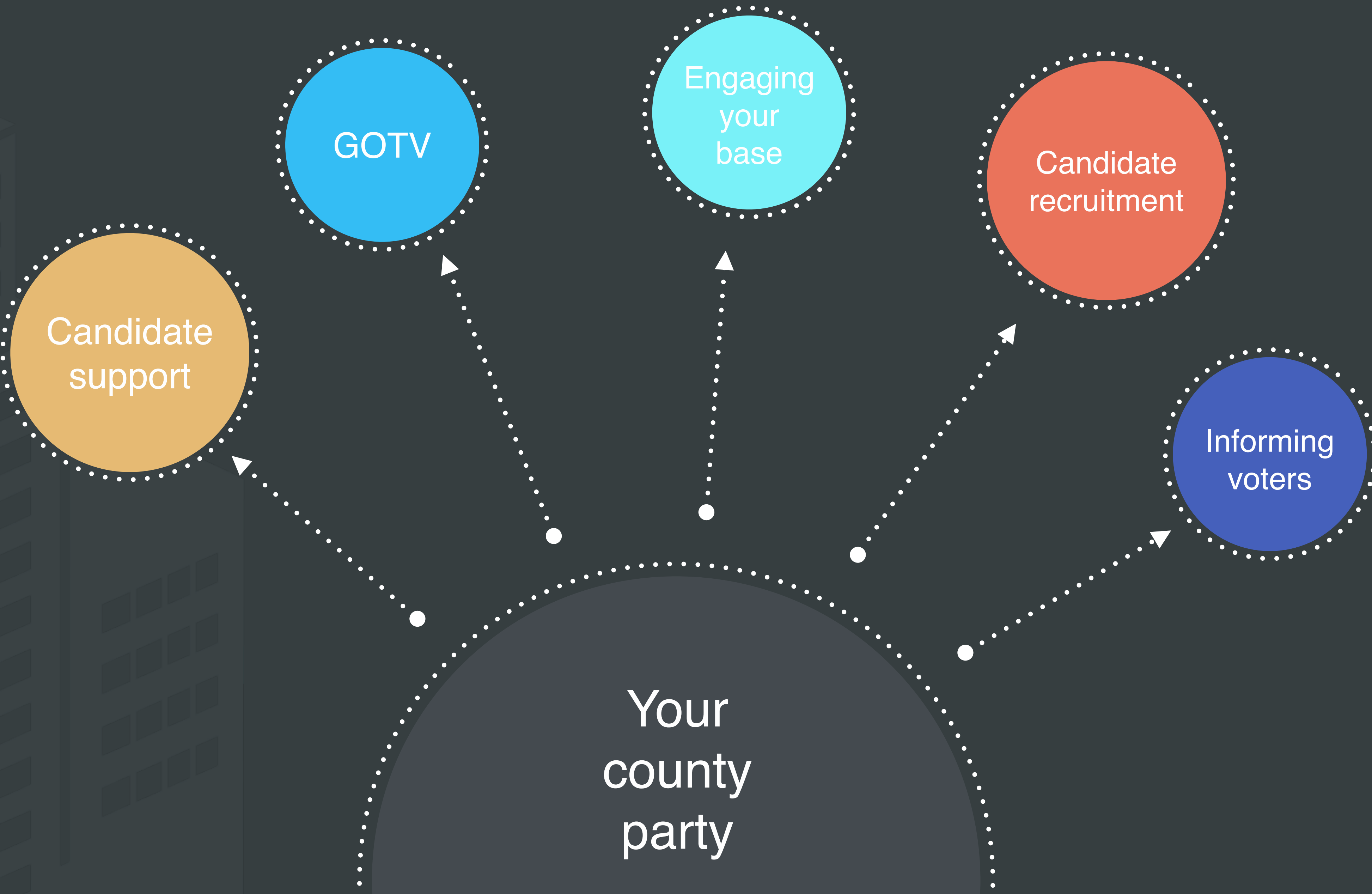


Goals of this Workshop

- Discuss the roles that local parties have had over time.
- Talk about new ways to address daily challenges:
 - Fundraising and limited resources
 - Engaging your base
 - Supporting local candidates
- Outline ways to build local infrastructure for organizing

County Party Roles:

What to do with what you've got



Candidate support

GOTV

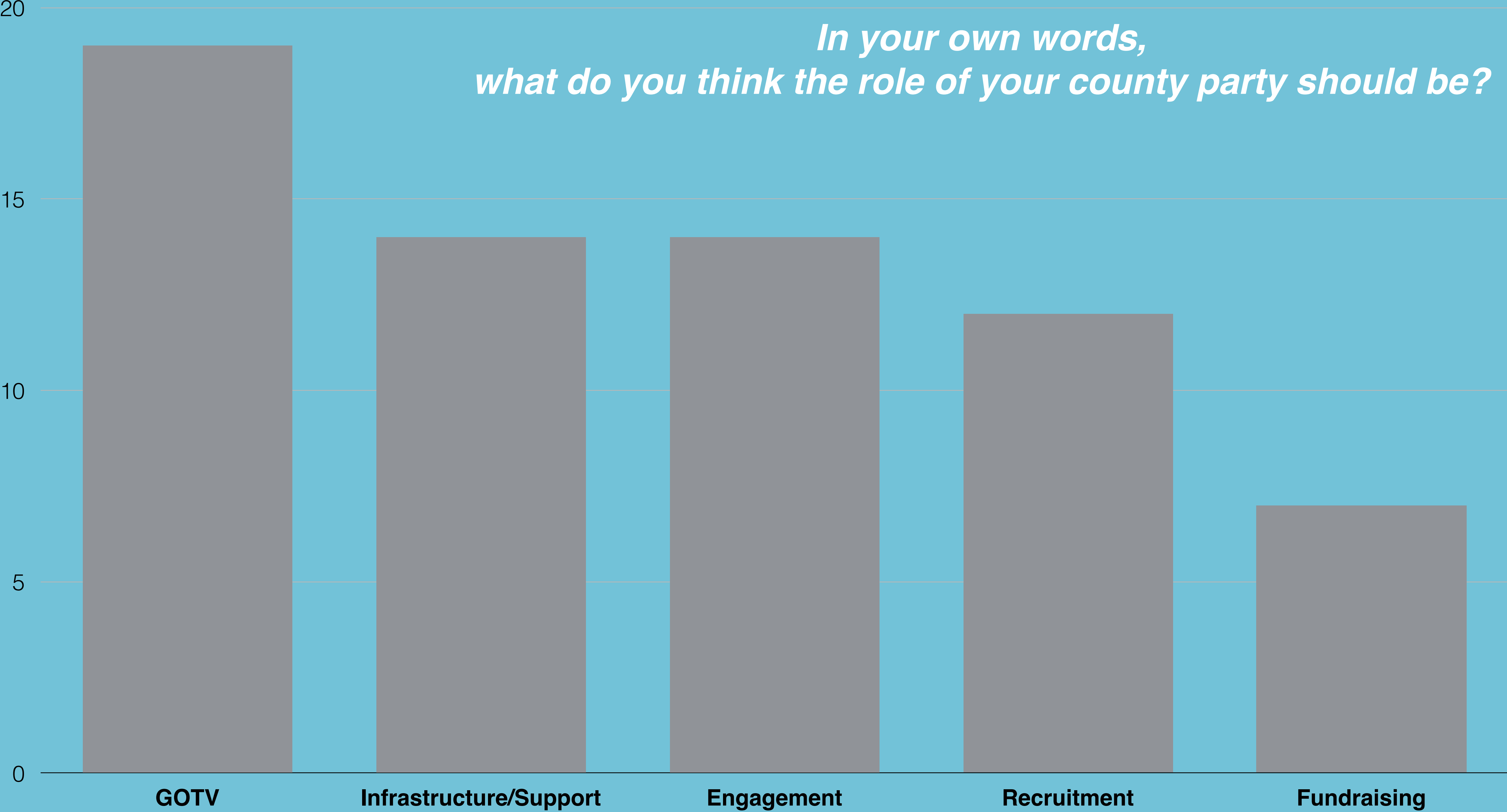
Engaging your base

Candidate recruitment

Informing voters

Your county party

*In your own words,
what do you think the role of your county party should be?*



Infrastructure
Supporting local candidates

Data

Volunteer &
Supporter Lists

Enriched Voter Data

Donor Lists

Action

Coordinated Events

Field Activities

GOTV

Network

Build Community

Empower Leaders

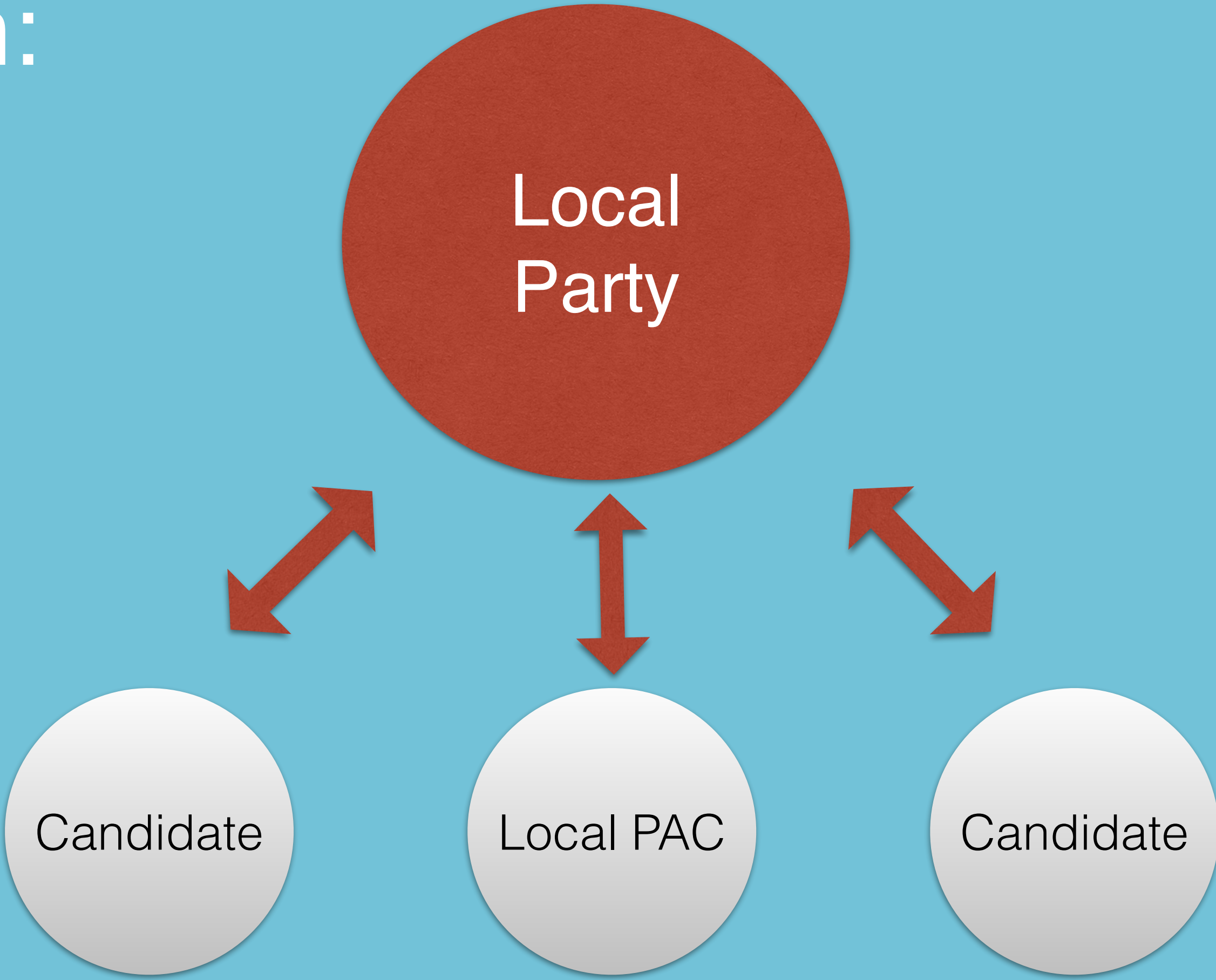
Accountability

Infrastructure
Supporting local candidates

Data

Provide candidates with:

- Volunteer/Donor lists
- Enriched voter data
- Website



A Venn diagram consisting of two overlapping circles. The left circle is labeled 'TRADITIONAL PARTY BUILDING' and the right circle is labeled 'DIGITAL PARTY BUILDING'. The intersection of the two circles contains a large question mark. The circles are white outlines on a teal background.

**TRADITIONAL
PARTY
BUILDING**

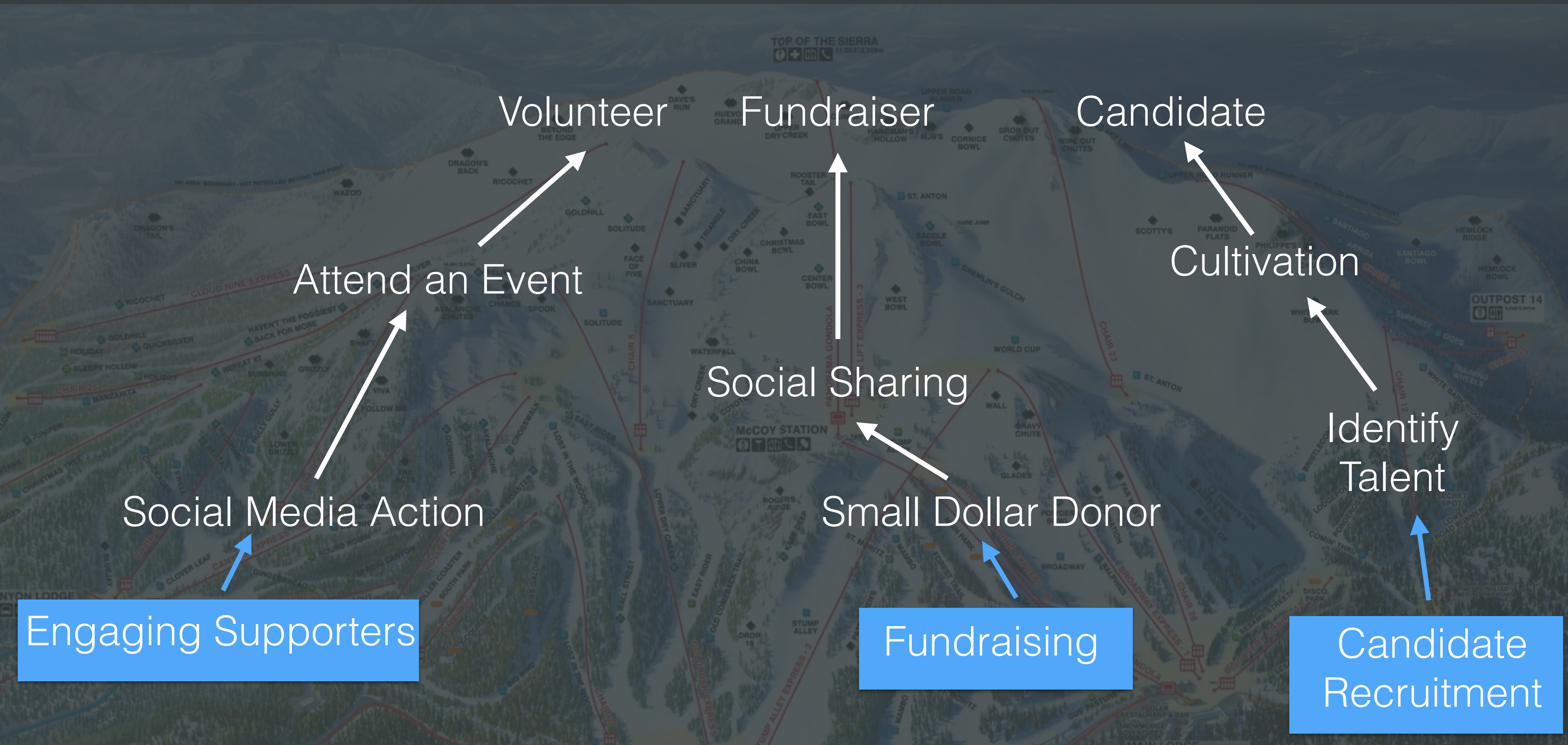
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**DIGITAL
PARTY BUILDING**

THREE CHALLENGES



Leadership Pipeline



50

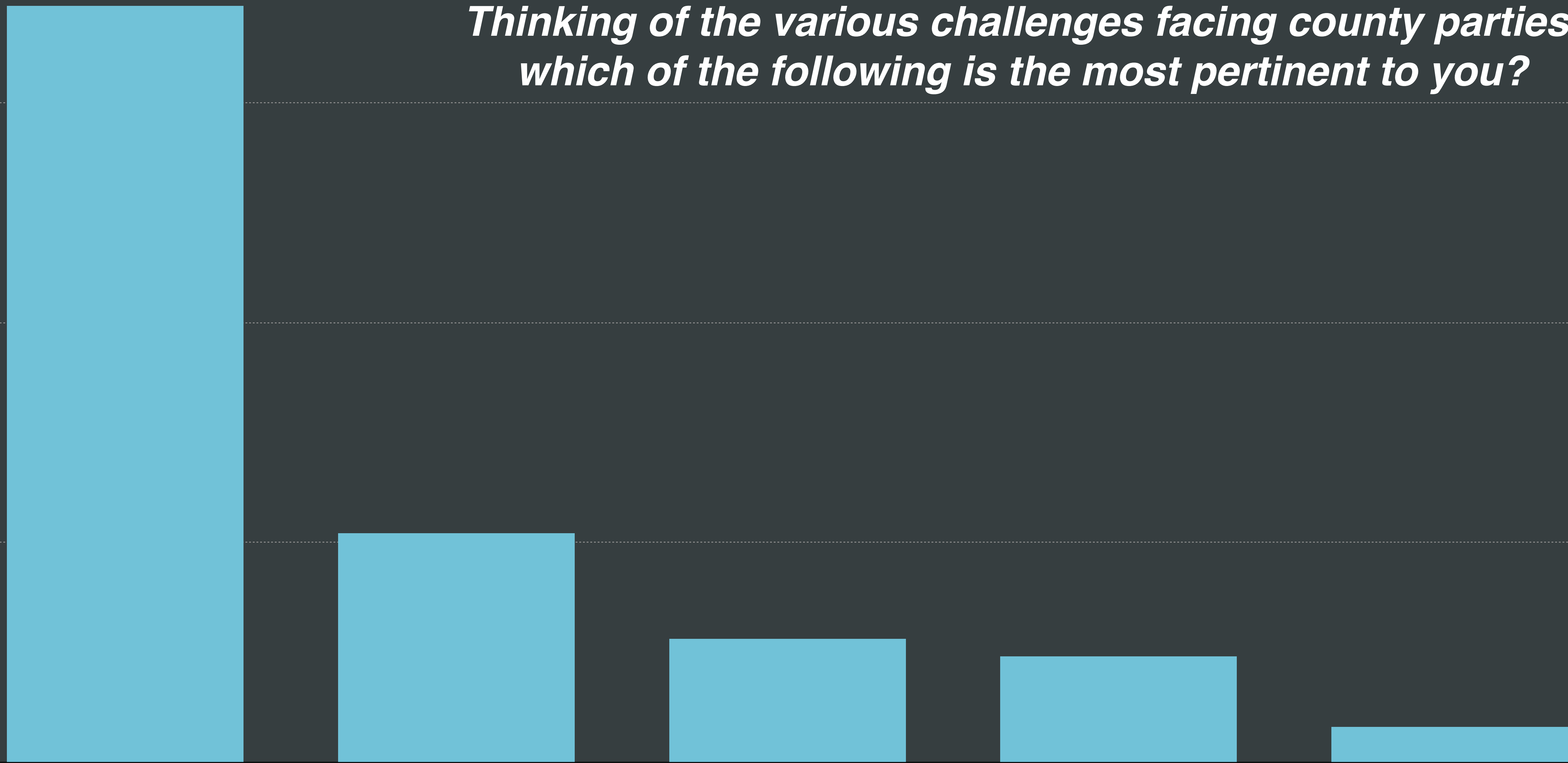
37.5

25

12.5

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Thinking of the various challenges facing county parties, which of the following is the most pertinent to you?



Engagement

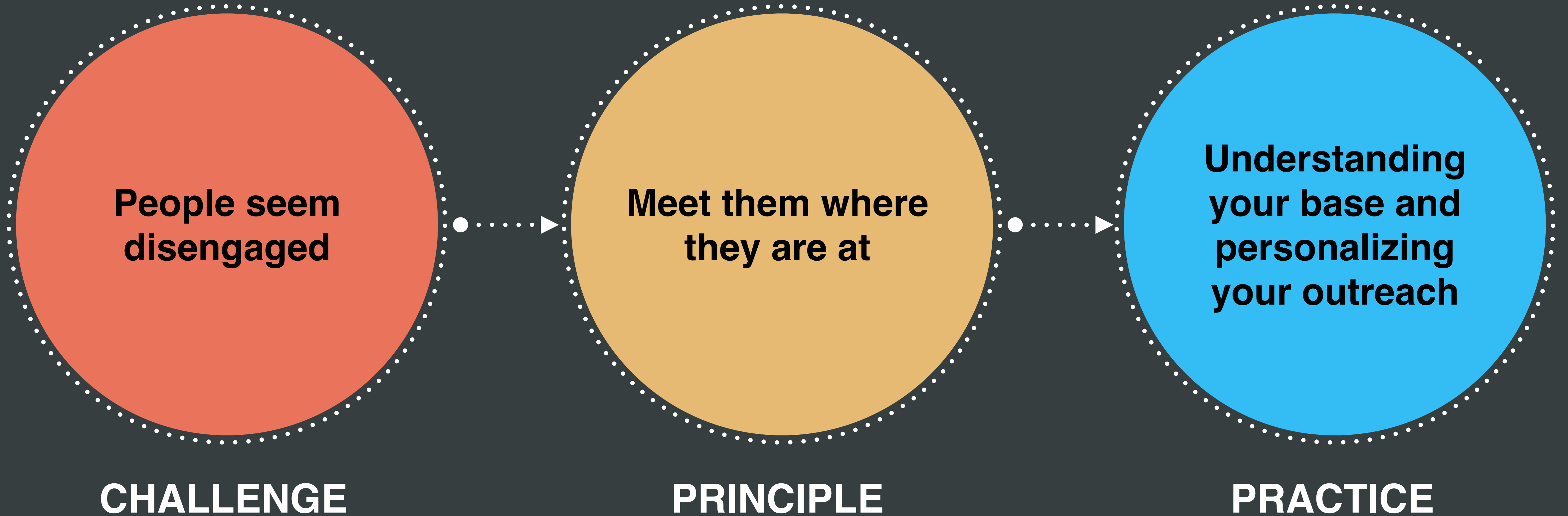
Fundraising

Recruiting Candidates

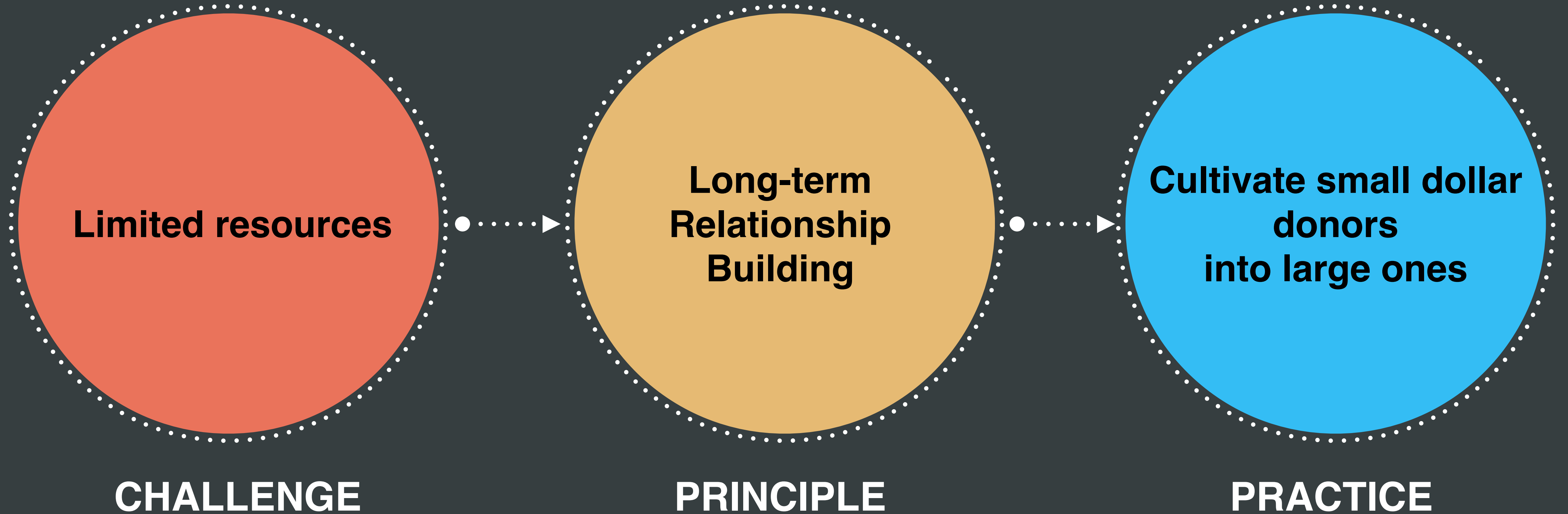
Limited Resources

Candidate Support

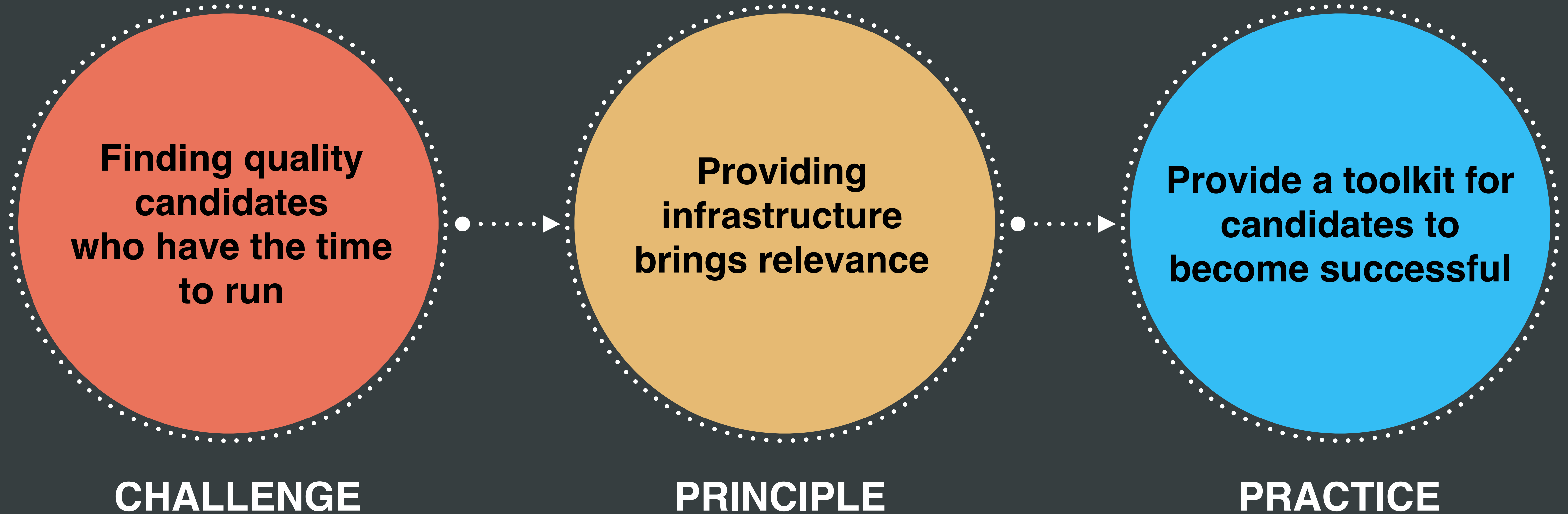
Engaging Supporters



Fundraising



Candidate Recruitment



Infrastructure leads to:

- action
- relevance
- independence

