STRATEGIC PLAN, 2019-2022
DEMOCRATS ABROAD MEXICO

Structure, Strategy, and Actions Aimed at Supporting Democratic Victories in 2020 and 2022
MISSION & VISION

- Help US citizens in Mexico to register and vote in US elections.
- Get more Democratic candidates elected in ALL US elections (local, state, and federal).
- Build a community of Democratic US citizens in Mexico.
- Work with US government officials and elected representatives to advocate for issues that concern Americans in Mexico.
Context

Unmatched Potential

- Mexico is home to the largest community of US citizens outside the US.
- An estimated 1.5 million citizens could make the margin of victory in US federal, state, and local elections.
- Yet, Mexico ranks 5th in Democrats Abroad membership—behind Canada, UK, Germany and France. Many cities with high concentrations of US citizens do not have active chapters.

*Membership data at the start of the 2019-2022 administration. Members assigned to chapters may appear in regions without chapters due to mobility.
I. INSTITUTION BUILDING

Build a foundation for action:
- Planning, Policies and Procedures
- Inter-chapter and national-chapter coordination in strategic areas

II. GROWTH & OUTREACH

Double membership incrementally by 2022
- Increase membership diversity by 25% by 2022
- Increase geographic reach to include either new chapters or precincts in unincorporated areas.

III. GET-OUT-THE-VOTE

Increase ballot requests from Mexico by 20% in 2020 and 2022 (relative to previous general and midterm elections in 2016 and 2018)

ORGANIZATIONAL OBJECTIVES
STRATEGIC PLAN
EXECUTION

I. INSTITUTION BUILDING

- Systems Plan, Strategic Plan, By-laws
- Form specialized committees with chapter representation

II. GROWTH & OUTREACH

- Activate volunteers in chapters and nationally.
- Attract new members in existing chapters with informational, social and special events.
- Support and encourage local and virtual organizing

III. GET-OUT-THE-VOTE

- National social media GOTV advertising campaigns.
- Chapter coordination for boots-on-ground registration.
- Establish mechanisms for voter outreach and support (phonebanking, email, messaging platforms, CRM)
INSTITUTION-BUILDING
Ad hoc Governance Task Force

Phase 1:
- New bylaws Fall 2019
- Standing Governance Task Force Recommended

Phase 2:
- Policies, Procedure, Committee Briefs, Job Descriptions
INSTITUTION-BUILDING

Strategic Plan

Phase 1:

- Creation and adoption in 2019

Phase 2:

- Implementation 2020-2022
INSTITUTION-BUILDING

Systems Plan

Phase 1: 2019

- Audit usage across chapters of email, hosting, social media, cloud storage platforms
- Recommend changes and standardization where warranted

Phase 2: 2020-2022

- Funding, implementation, and execution
INSTITUTION-BUILDING
National and Chapter Coordination

Phase 1:

- Establish national Committees chaired by DAMX chair and with representation from each chapter through its Chapter committee chair.

Phase 2:

- Greater information sharing.
- Identification and promotion of best practices.
- Development and adoption of shared standards.
- Greater sense of shared purpose and team spirit.
GROWTH & OUTREACH
Doubling membership through 2022

● Develop a pitch for why people should join.

● Attract new members through local chapter events.
  ○ Design detailed event calendar for all 7 chapters and unincorporated areas.
  ○ Increase diversity of membership.
  ○ Engage volunteers.

● Marketing: Organize social media campaigns to promote priority events based on areas with highest membership or concentrations of US citizens.

● Sign-up new members at events, and follow-up on email, Facebook or by phonebanking to complete registration when necessary.
GROWTH & OUTREACH
Geographic Expansion

- Attract new members through targeted social media campaigns in strategic locations.
- Analyze location data and divide areas of Mexico to outside chapters and precincts.
- Assign members to precincts according to geographic location.
- Identify and recruit, where possible, precinct captains in each precinct.
- Coordinate with Chapters, Membership, GOTV, Publicity Committees
Hey there!
If you’re a US citizen in Mexico, we want to invite you to register to vote in the 2020 elections.

The process is simple. All you need is an address where you or your family last lived in the US and a valid ID (passport, driver’s license, or SSN).

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National GOTV
Digital marketing methodology

AUDIENCE
CALL ADS
CONTENT SOCIAL NETWORKS

VISIT
CONVERT LANDINGS DESIGN ONLINE REPUTATION WEB ANALYTICS

LEAD
CLOSE FOLLOW-UP EMAIL MESSENGER PHONE

MEASUREMENT AND ANALYSIS

OPTIMIZATION
The 3Cs of the digital marketing plan

CALL

Draw US citizens in Mexico to www.votefromabroad.org, landings, and other pages using social media ads.

Test and adapt ads to different audiences.
The 3Cs of the digital marketing plan

**CALL**
Draw US citizens in Mexico to www.votefromabroad.org, landings, and other pages using social media ads.

**CONVERT**
Show our audience that they can vote from Mexico and convince them to do so.

Optimize the strategy using analytics and improvement to ads, landings, design, and contact.
The **3Cs** of the digital marketing plan

**CALL**
Draw US citizens in Mexico to www.votefromabroad.org, landings, and other pages using social media ads.

**CONVERT**
Show our audience that they can vote from Mexico and convince them to do so.

**CLOSE**
Follow up with visitors/potential voters to assist them with voting.

Optimize the strategy using analytics and improvement to ads, landings, and contact.
National GOTV
Coordination, voter contact & assistance

- Build a national voter assistance team for help on social media or email.
- Adopt a CRM and design a schedule to follow up with leads (on email, phone, or messenger) from social media advertising campaigns.
- Design a phonebanking strategy for membership.
Design a GOTV calendar and strategy in relation to key events and locales that attract high numbers of US citizens for all chapters.

Support chapters in adopting a CRM to follow up with leads (on email, phone, or messenger) from tabling and other gotv campaigns.

Print GOTV business cards with key details and contact info, share with members for distribution to potential voters outside planned activities.
Timeline

2019
- Institution-building
  - Completed by December
- Prep for GOTV:
  - Develop, test ads and landing pages
  - Recruit voter assistance teams

2020
- GOTV campaigns
- Membership growth and diversification

2021
- Consolidation, elections, new board training
- Develop & refine systems
- Membership growth and diversification

2022
- GOTV campaigns
- Membership growth and diversification

Annual Assessments