

The Strategic Plan is focused on five goals:

- 1) Increase Membership and Diversity
- 2) Run And Elect More Candidates
- 3) Create More Positive Awareness of the Party
- 4) Create Closer Ties with Movements, More Effective Issue Advocacy/Policy Development
- 5) Change Structures to Better Align with Goals

## Goal Two: Run And Elect More Candidates

<b>OBJECTIVES</b> <b>What we should have</b>	<b>ACTION ITEMS</b> <b>What we will do</b>	<b>MEASUREMENT</b> <b>How we will know it's working</b>	<b>WHO will do the work</b>
<p><b>An action plan</b> at all levels of the party to identify, develop and support candidates who can win, perform well, and help build the party. The plan will include a strategic focus on certain districts and/or types of races, based on criteria the committees set and opportunities for growth.</p>	<p><b>Develop an electoral strategy</b> to build results over time, in increased vote totals and victories, on both the local/state levels and the Presidential level.</p> <p>The plan will include ways to create early successes that we can build on for leverage and greater success down the road.</p>	<p>An electoral strategy document will be created by 2014.</p>	<p>Coordinated Campaign Committee</p> <p>Steering Committee</p> <p>State Party leaders</p>
<p><b>An action plan...</b></p>	<p><b>Assist states with state-level electoral strategies.</b></p> <p>We will create a template to assist states with asking the key questions and including the key information needed to build a state-level strategy.</p>	<p>Written electoral strategies for at least ten (10) states in the next 2 years.</p>	<p>CCC, state party leaders</p>
<p><b>An action plan...</b></p>	<p>Build national network of state electoral point people. Have a CCC State Liaison (point person) for each state.</p>	<p>Network will exist and will be communicating about electoral strategies and activities.</p>	<p>CCC, state party leaders</p>
<p><b>An action plan...</b></p>	<p>Create, promote and distribute resource materials and training for state parties and candidates.</p>	<p>New or existing materials will be created and distributed. Increased attendance on webinars or at campaign schools, Increased hits on website will be seen.</p>	<p>CCC, Outreach Committee</p>

<b>Significant money to support candidates</b>	Set financial goals and raise money dedicated to candidates. Develop a process through which candidates can access these funds. Analyze investments to build understanding of what works and what doesn't.	We will have a larger fund to distribute. We will make annual report including campaign analysis of at least those candidates supported by GPUS	CCC Fundraising Committee Fundraising Staff
<b>System to track and analyze electoral activities and successes</b>	Maintain GP database of candidates. In partnership with locals, states, and candidates, conduct analysis of key races; build understanding of dynamics on the ground. Use this knowledge to support key candidates through things like enhanced web presence, press releases, and donor sharing. Build a GIS map of Green officeholders and campaigns to more easily spot clusters of activity and success	Current and accurate data will be available to public and other Green leaders.	National Staff (Office, Web Manager) CCC Media Committee State leaders
<b>Strategy and action plan around ballot access and electoral reform</b>	Analyze state of ballot access for Presidential and state/local offices.	A Ballot Access document will be created and maintained, and be accessible to those who need it.	Ballot Access Committee State Leaders
<b>Strategy and action plan...</b>	Analyze the 2012 presidential election vis a vis ballot access and make recommendations for 2016 strategy.		Ballot Access Committee CCC
<b>Strategy and action plan...</b>	Develop strategies for supporting state ballot access efforts, and for changing ballot access laws through legislative and/or judicial approaches, where appropriate.		Ballot Access Committee State Leaders
<b>Strategy and action plan...</b>	Develop a national strategy for supporting proportional representation and other electoral reforms that would improve our chances.		<i>Electoral Reform Committee</i>