

Strategic Plan

Building Blue Webinar May 6, 2019



Lauren Gepford
Missouri Democratic Party

Tonight's Building Blue Objectives



Overview of Missouri Democratic Party's Strategic Plan

Debrief 2018 - what worked and what didn't.

Power of Fundraising & Fundraising Objectives for 2020 & Beyond

MDP Team



Officer's

- Chair - **Jean Peters Baker**
- Vice Chair - **Clem Smith**
- Secretary - **Cydney Mayfield**
- Treasurer - **Vacant**

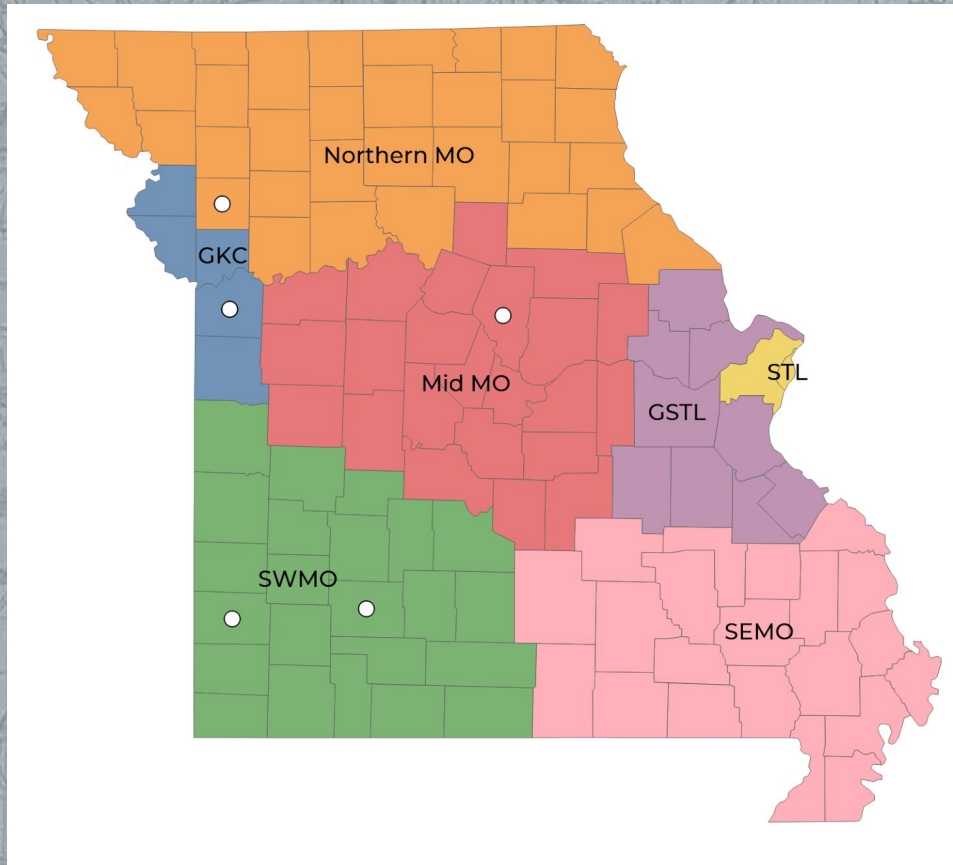
Staff

- Executive Director - **Lauren Gepford**
- Director of Party Affairs & Outreach - **Andrew Storey**
- Party Affairs Assistant - **Ray Reed**

MDP Leadership Team



Staffing



Strategic Planning Process

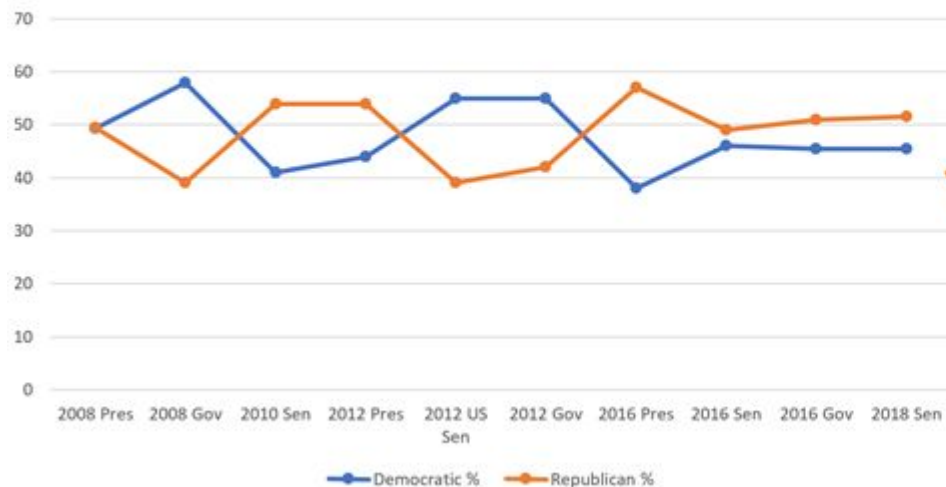
1. Mission, vision, aspirations
2. Core values
3. Strengths, weaknesses, opportunities, threats
4. Objectives, strategies, operational tactics
5. Measurements and funding streams

Data & Research



Top Ticket Results

Missouri remains a very competitive state:



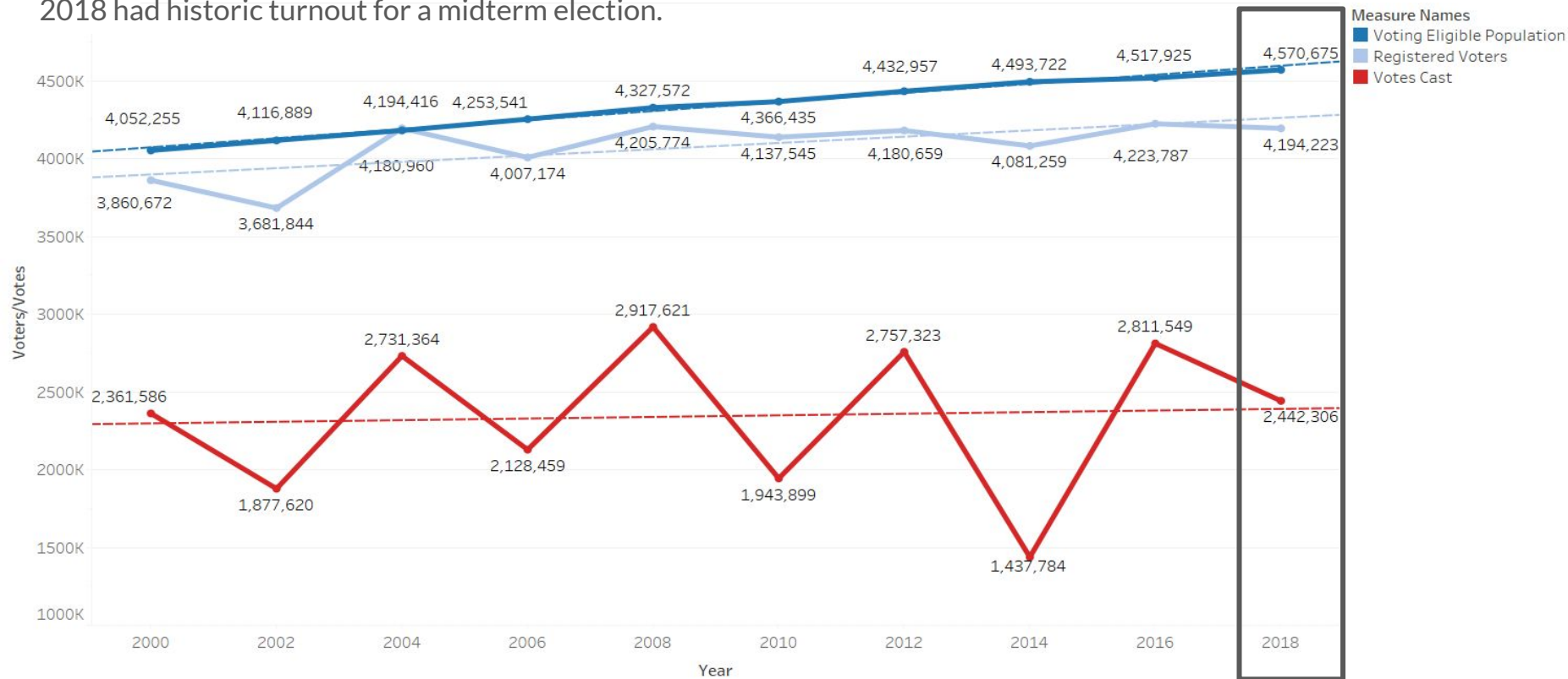
Statewide results, top
ticket races
2008 to 2018

2018 Senate Race Margin:

146,393

Topline Turnout

2018 had historic turnout for a midterm election.



The trends of Voting Eligible Population, Registered Voters and Votes Cast for Year Year. Color shows details about Voting Eligible Population, Registered Voters and Votes Cast.

2018 results in context

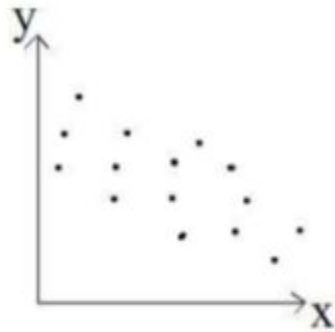


The 2018 electorate was older, more male, and whiter than before. These are trends that started before 2018.

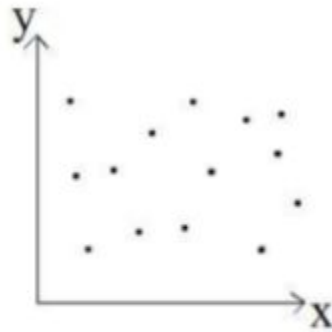
	'12 to 16	'16 to 18
18-29 y/o	-0.4%	-2.7%
65+ y/o	+2.0%	+3.7%
Female	-0.5%	-0.9%
White Men	+0.7%	+0.8%
White 65+	+1.8%	+2.6%

Factors that have driven progressive performance

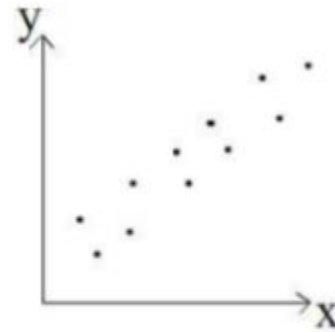
Scatterplots can show us the relationship between census demographics and higher progressive % in past election results.



**Negative
correlation**



**No
correlation**



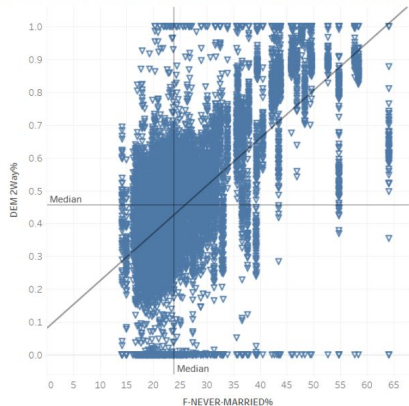
**Positive
correlation**

Factors that have driven progressive performance

(Exclusive of race) Note: investigations still on-going!

% of Females Who Have Never Married

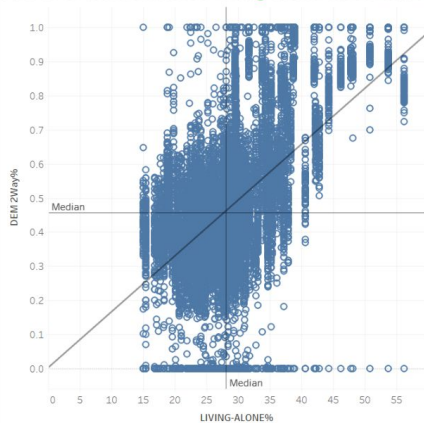
THERE IS A SUBSTANTIAL POSITIVE RELATIONSHIP BETWEEN:
ACS % of Females Who Have Never Married and DEM 2-way%



.63

% of Householders Living Alone

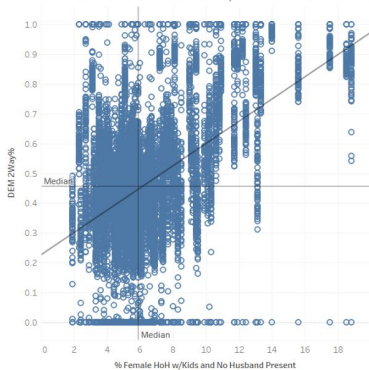
THERE IS A SUBSTANTIAL POSITIVE RELATIONSHIP BETWEEN:
ACS % of Householders Living Alone and DEM 2-way %



.54

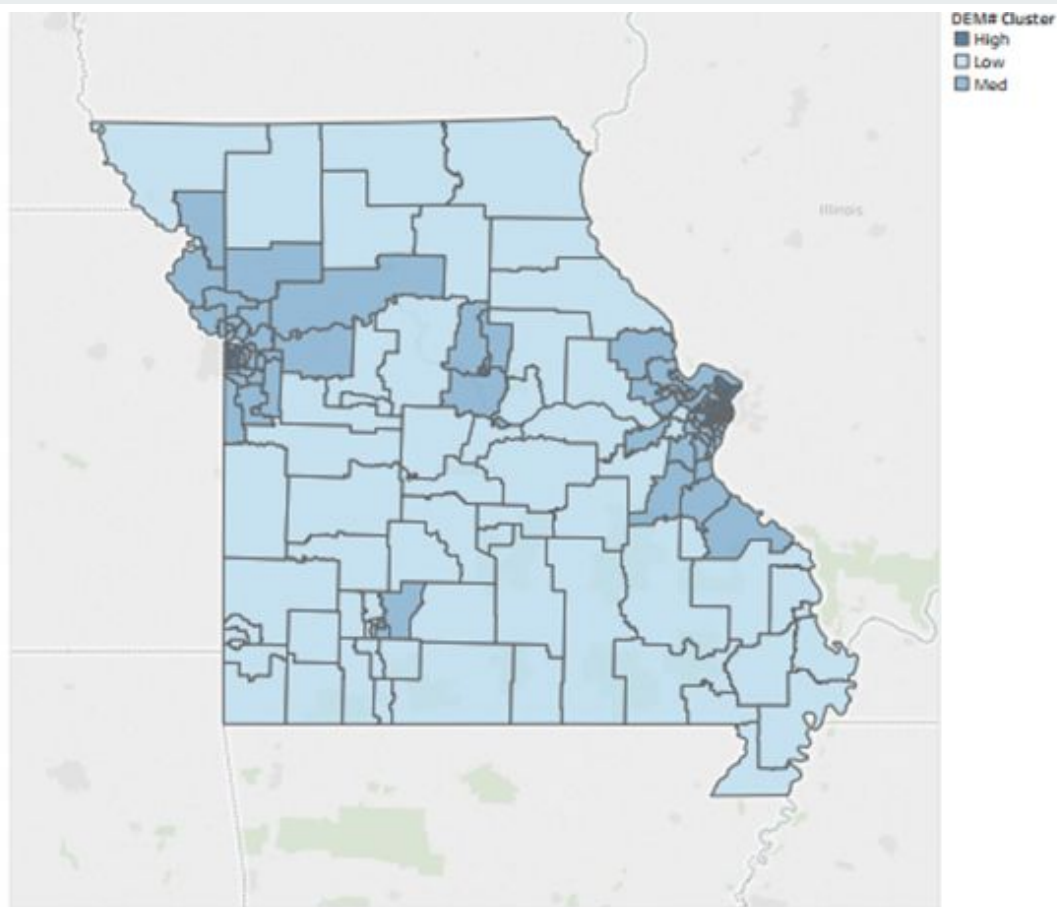
% Female Head of Household With Children Under 18 and No Husband Present

THERE IS A SUBSTANTIAL POSITIVE RELATIONSHIP BETWEEN:
ACS % Female Householder w/Kids and No Husband Present and DEM 2-way %

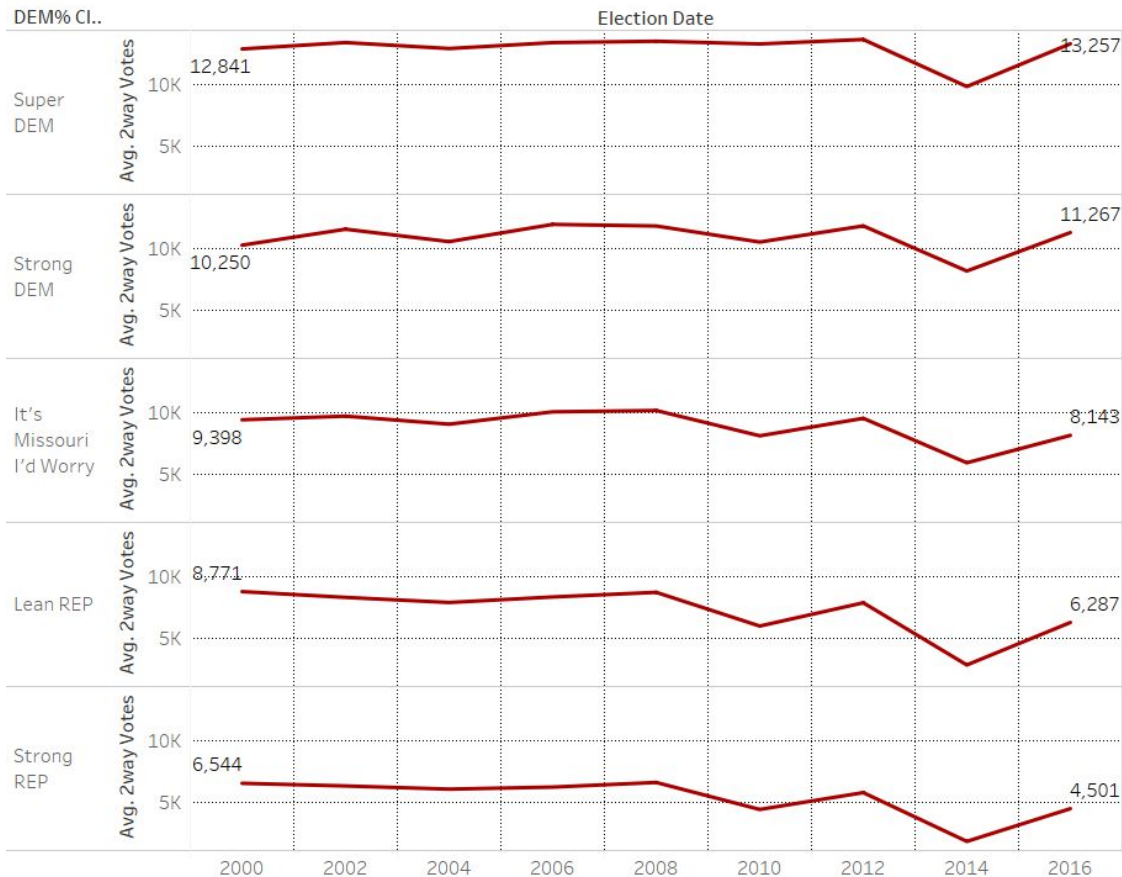


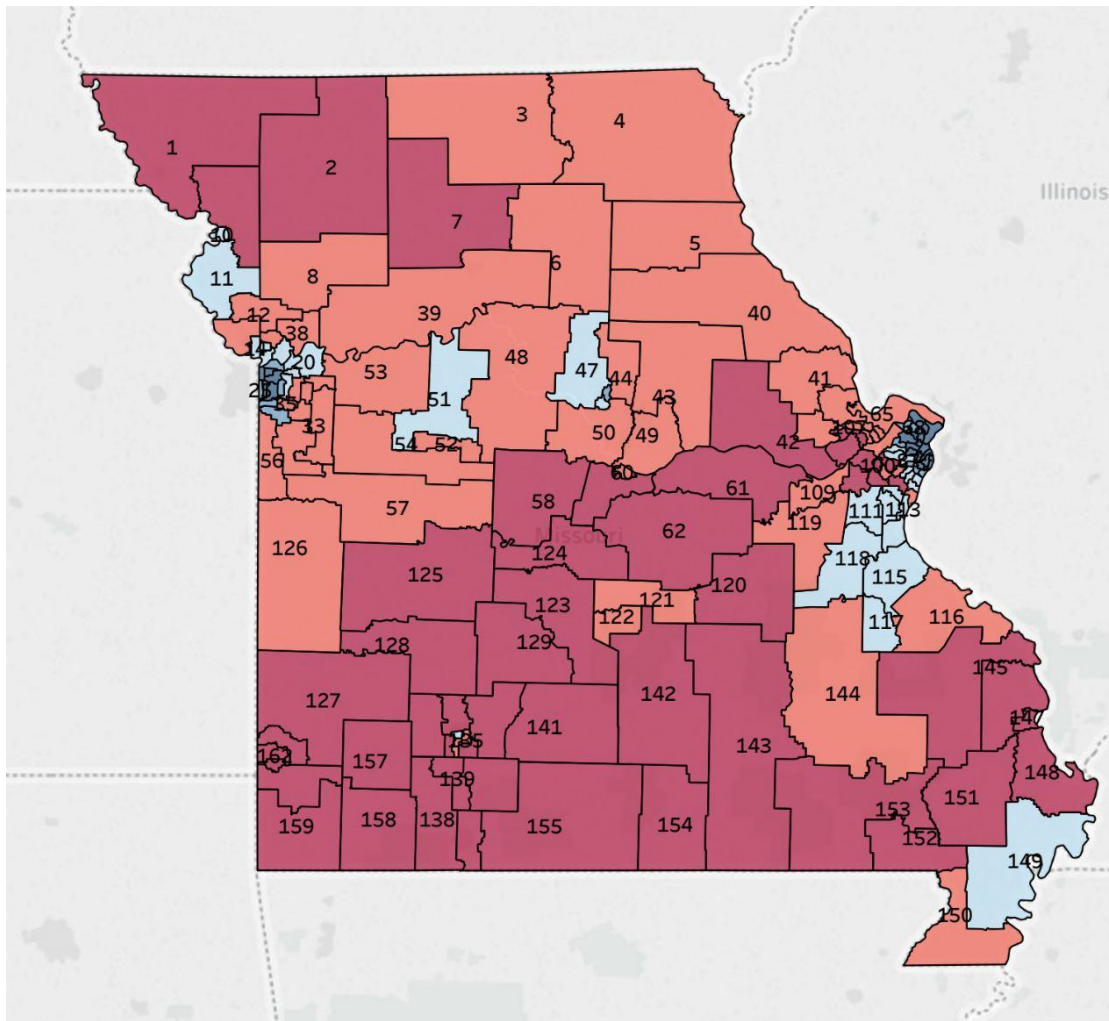
.50

Long Game,
New Districts
& 1.5 million
2022-2032



Democrats up and down the ballot are, on average, getting fewer total # of votes from competitive, leaning R, and strong R areas of the state.





Map shows Dem% cluster

**163 State House Districts - 47
Democrats - 29% Democrats
→ ~59 competitive districts**

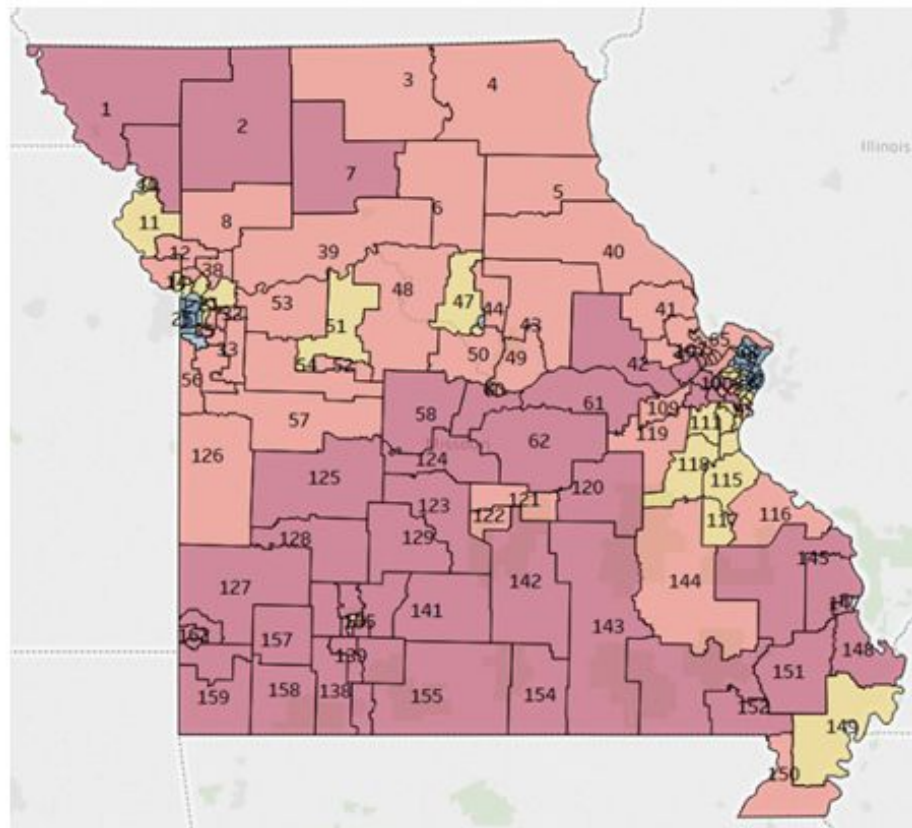
**32 State Senate Districts - 10
Democrats - 31%
→ ~13 competitive districts**

**8 Congressional Districts - 2
Democrats - 25%
→ ~3 competitive districts**

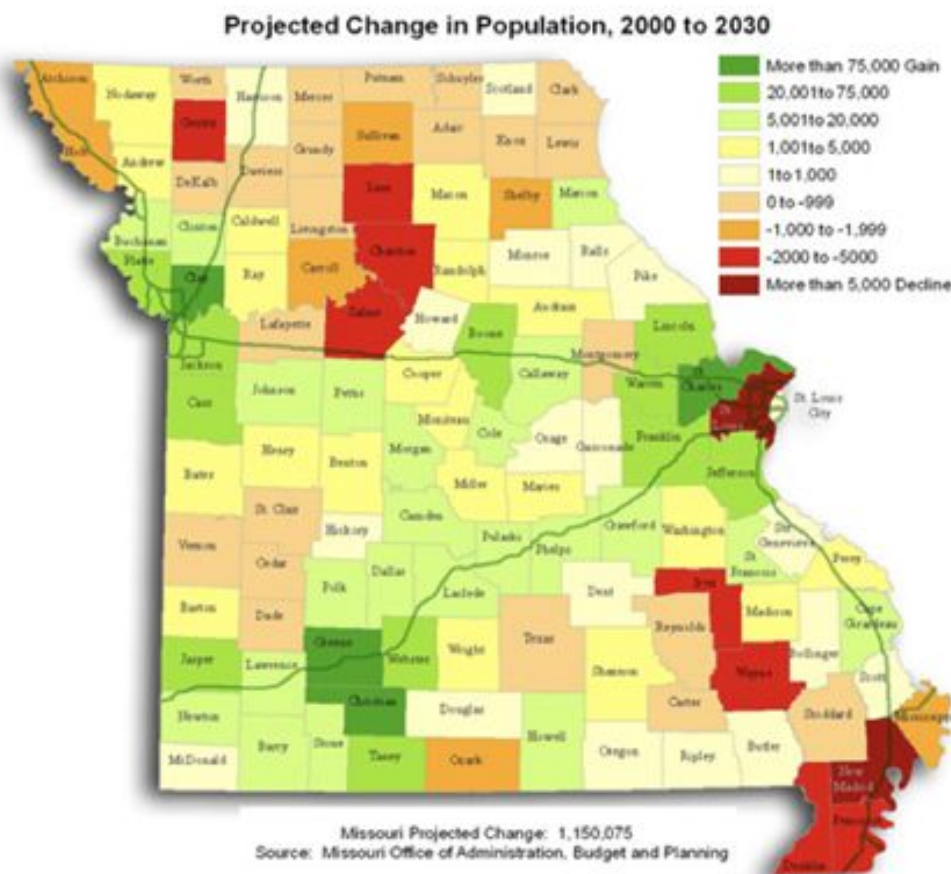
2018 results in context

We analyzed 2-way DEM% performance 2000-2018 for every office up and down the ballot by state house district.

DEM% Cluster	Avg. 2Way%	Number of HDs
Super DEM	87.00%	18.00
Strong DEM	68.06%	12.00
It's Missouri I'd Worry	54.20%	29.00
Strong REP	31.74%	53.00
Lean REP	42.82%	51.00

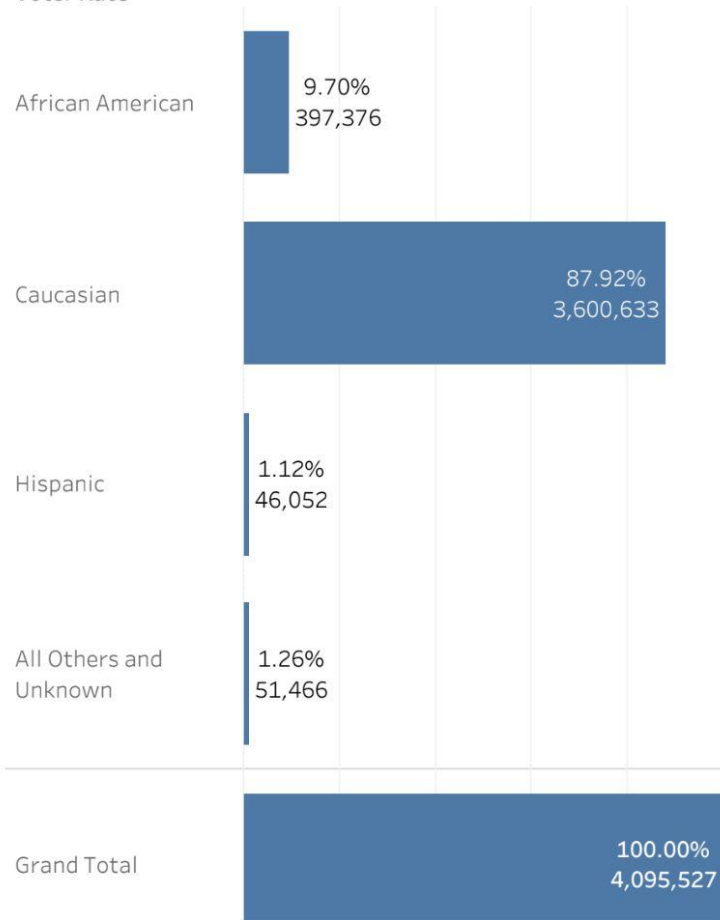


Long Game, New Districts & 1.5 million 2022-2032



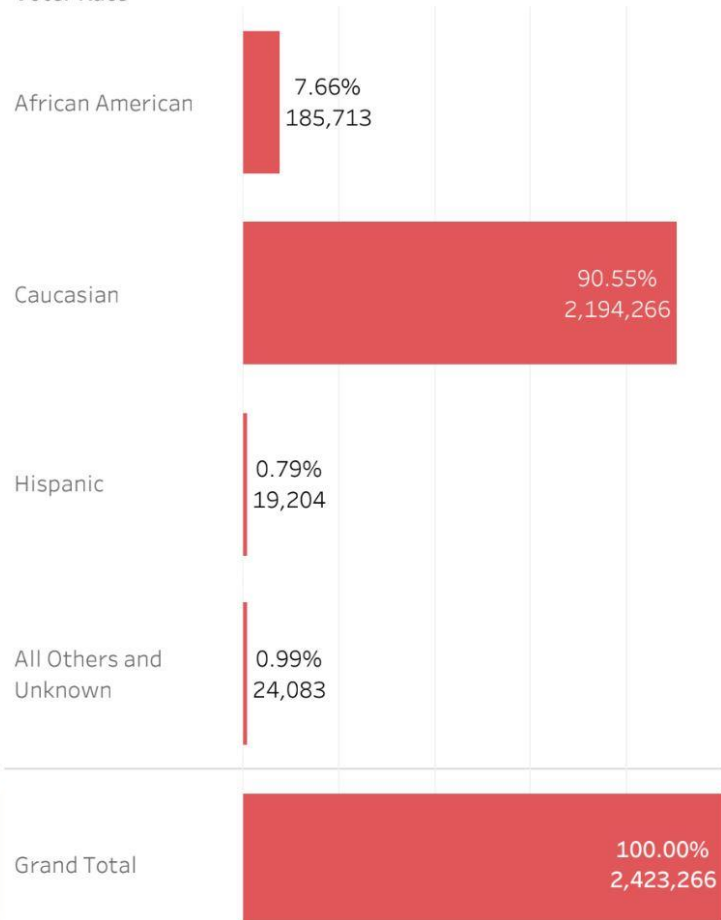
Registered Voters

Voter Race



2018 General Election Voters

Voter Race



In the 2018 election, white voters were overrepresented by over 63,000 votes or 2.63%

Don't Worry! We Have a Plan!

We plan on closing this gap by both making sure progressive candidates do better (persuasion) **and** increasing progressive turnout.

Because of limited time, money, and people, this needs to be done surgically.

DEM% Cluster	Average Votes for DEM	Planned increase
Super DEM	235,072	+30,440
Strong DEM	131,840	+29,442
It's Missouri I'd Worry	262,120	+28,693
Lean REP	383,172	+42,344
Strong REP	296,858	+28,573
Grand Total	1,309,062	+159,492
Vote Goal	1,500,000	
Deficit	-190,938	-31,446

Democratic Party Structure 101

What are those acronyms? Who is this committee person? What IS the Democratic Party?



National Committees

DGA (Democratic
Governors Association)

DLCC (Democratic
Legislative Campaign
Committee)

DSCC (Democratic
Senatorial Campaign
Committee)

DCCC (Democratic
Congressional
Campaign Committee)

DAGA (Democratic
Attorney Generals
Association)

DNC (Democratic
National Committee)

Missouri Democratic
State Committee
68

Senate
Caucus

House
Caucus

Executive
Committee &
Officers

Progressive
Groups

Democratic
Caucuses

Democratic
Clubs

County
Committees
115

Legislative
Committees
163

Senatorial
Committees
34

Congressional
Committees
8

Judicial
Committees
45

Standing
Committees
(18)

Clubs

Ward & Townships
(1,000s)

What The Democratic Party Accomplished in 2018



2018 Coordinated Campaign Recap

Topline Accomplishments:

- Doors
 - Total Volunteer Knocks: **2,755,819**
 - Total Knocks (Volunteer + Paid): **3,476,623**
 - Total Volunteer GOTV Knocks: **1,123,737**
 - Total GOTV Knocks (Volunteer + Paid): **1,680,142**
- Phones
 - Total Volunteer Phone Calls: **2,752,324**
 - Total GOTV Volunteer Phone Calls: **1,247,431**
- Texts:
 - Total Texts Sent: **3,685,330**
 - Total GOTV Texts Sent: **1,304,703**
- Voter Protection
 - Total Poll Challengers Credentialed: **550+**
- Political
 - Total Down Ticket Partners: **42**

The Coordinated Campaign in Missouri in 2018 knocked on more doors than any other Coordinated Campaign in the country, more than any other Senate race with DSCC investment in the country, and second-most of any state in the country overall (behind Texas).

2018 Take Aways

- **Urban Performance**

- McCaskill 2018: **81.80%**
- Clinton: **77.74%**
- Kander: **79.78%**
- Koster: **78.61%**

- **Suburban Performance**

- McCaskill: **57%**
- Clinton: **49.95%**
- Kander: **55.89%**
- Koster: **54.15%**
- Obama 2012: **52.22%**
- McCaskill 2012: **64.13%**
- Nixon 2012: **60.79%**

- **Rural Performance**

- McCaskill: **31.47%**
- Clinton: **24.67%**
- Kander: **34.48%**
- Koster: **34.39%**
- McCaskill: **43.64%**

Partner Recap

MOVE Action partners and Black PAC attempted to talk to ~271k attempted voters through persuasion and GOTV programs from August - November 2018.

Strategic Plan:

Top 3 Programs To Meet Our Goal of
Building Capacity & Winning



MDP STRATEGIC PLAN

#1: Building Blue Program

Ground Up Project - Prioritizing Local Committees

Fellowship & Pipeline Training Program

1. In-Person Trainings
2. Building Blue Webinars
3. T3 - Train the Trainer
4. Mentorship Program & Local Organizing Taskforce
5. Fellowship Development - Developing talent

Rural Organizing



BUILDING BLUE PROGRAM

*Providing a path
to leadership*

ENGAGEMENT



LEAD

ADVOCATE

CONTRIBUTE

PARTICIPATE

ENGAGE

OBSERVE



5

Characteristics of Effective Teams



Diverse people



Common purpose



Clear boundaries



Clear roles



Explicit norms

A - Always

B - Build

C - Capacity

MDP STRATEGIC PLAN

#2: MoGAP

Missouri Government Accountability Project

Research & Building the Narrative on Opposition

Speaker's Bureau/Surrogate Program

Internal Communications

MDP STRATEGIC PLAN

#3: Building Power With Partners

State-Run & Led 2020 Coordinated Campaign

Diverse Candidate Pool & Candidate Recruitment

Building the Bench - Local Investment in the Future

Voter Protection Year-Round

Voter Registration

Democratic Data Exchange

Strategic Plan: The Fundraising Game



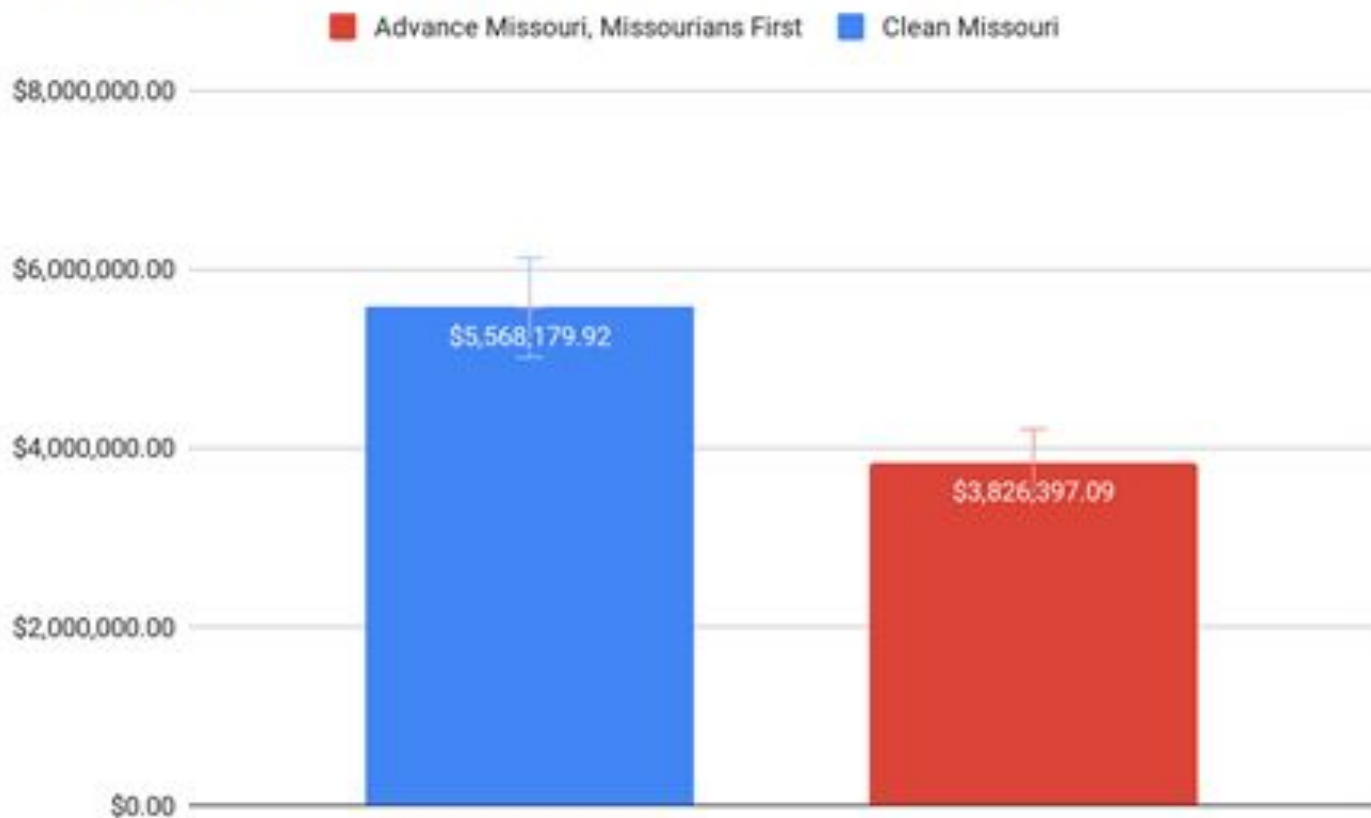
Jordan Hunt
Missouri Democratic Party

Prop A Reported Totals

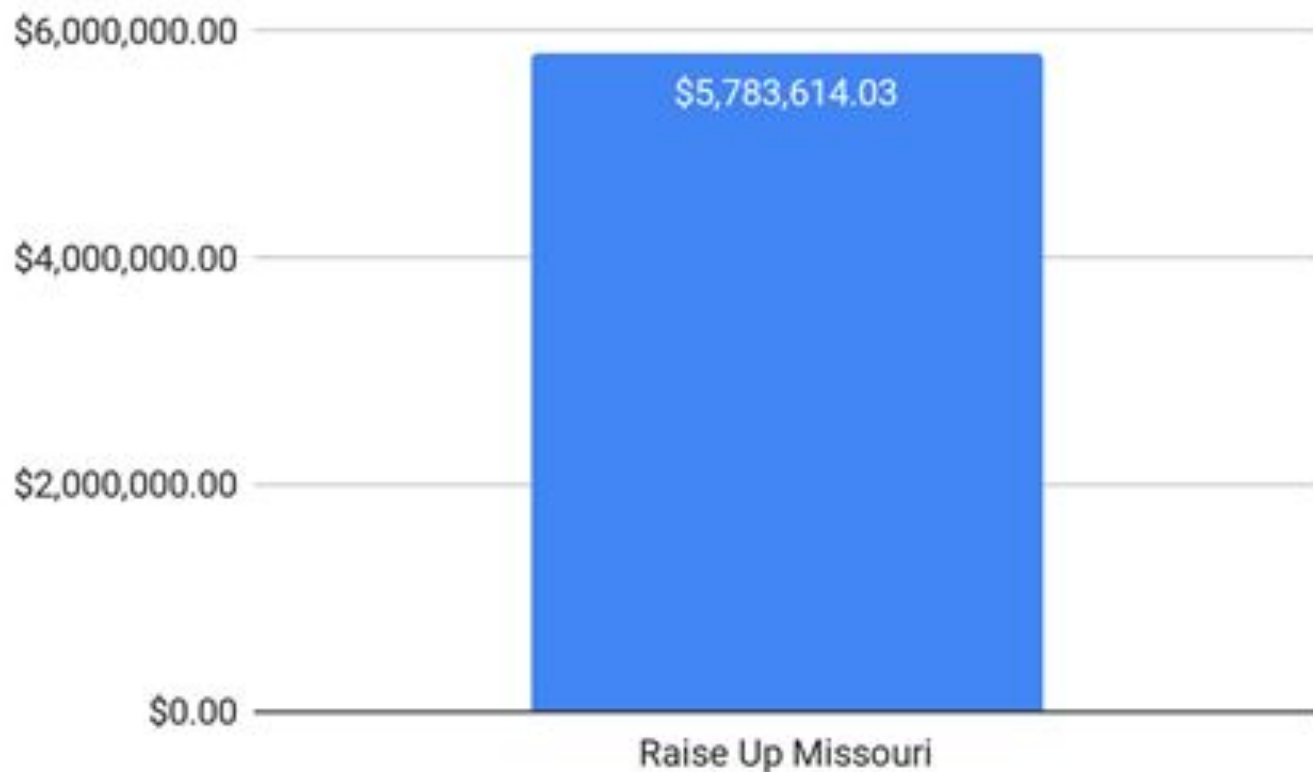
 We Are Missouri  Missourians for Worker Freedom, Freedom to Work, Missourians for Freedom...



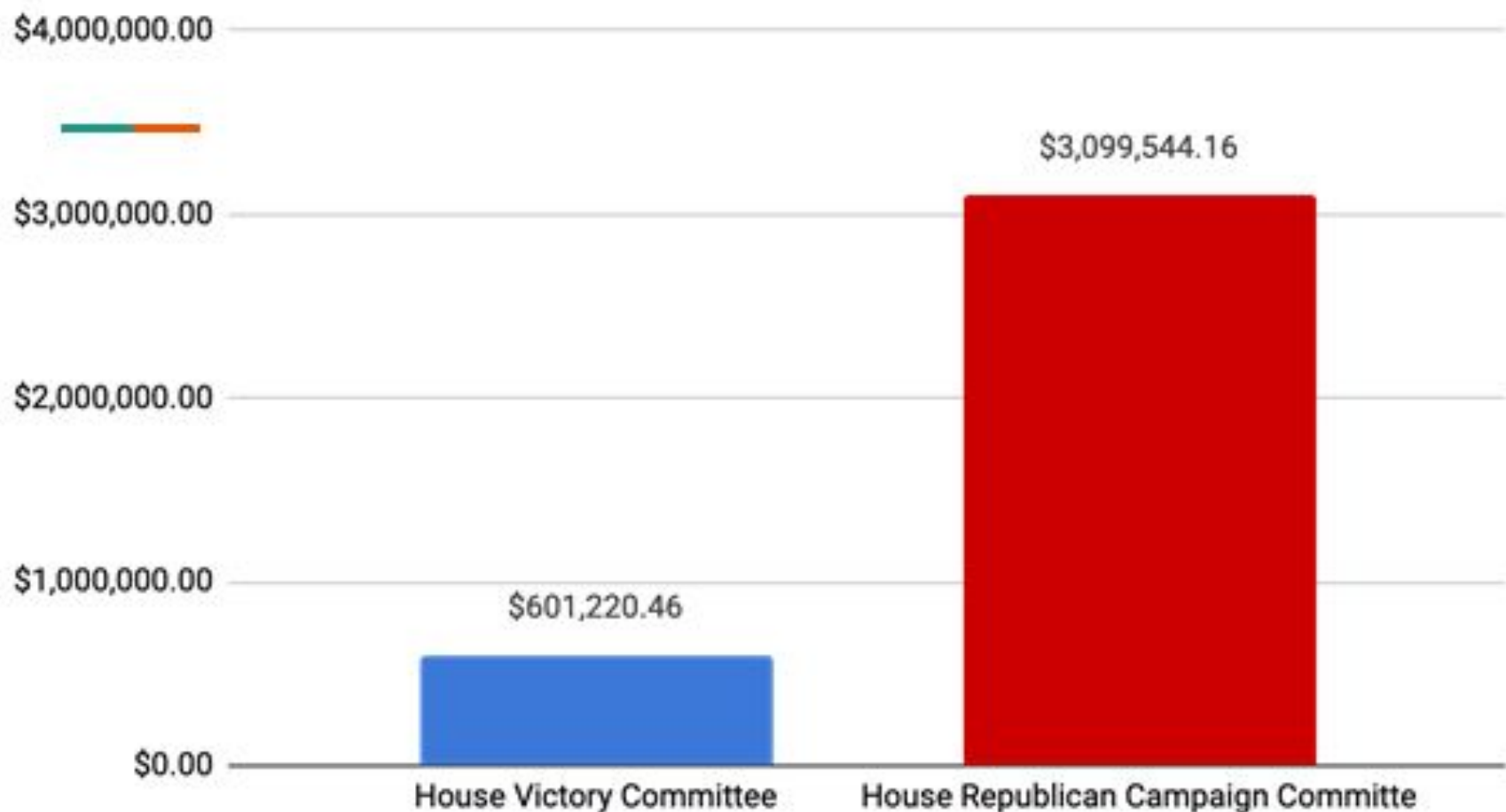
Amendment 1 Reported Totals



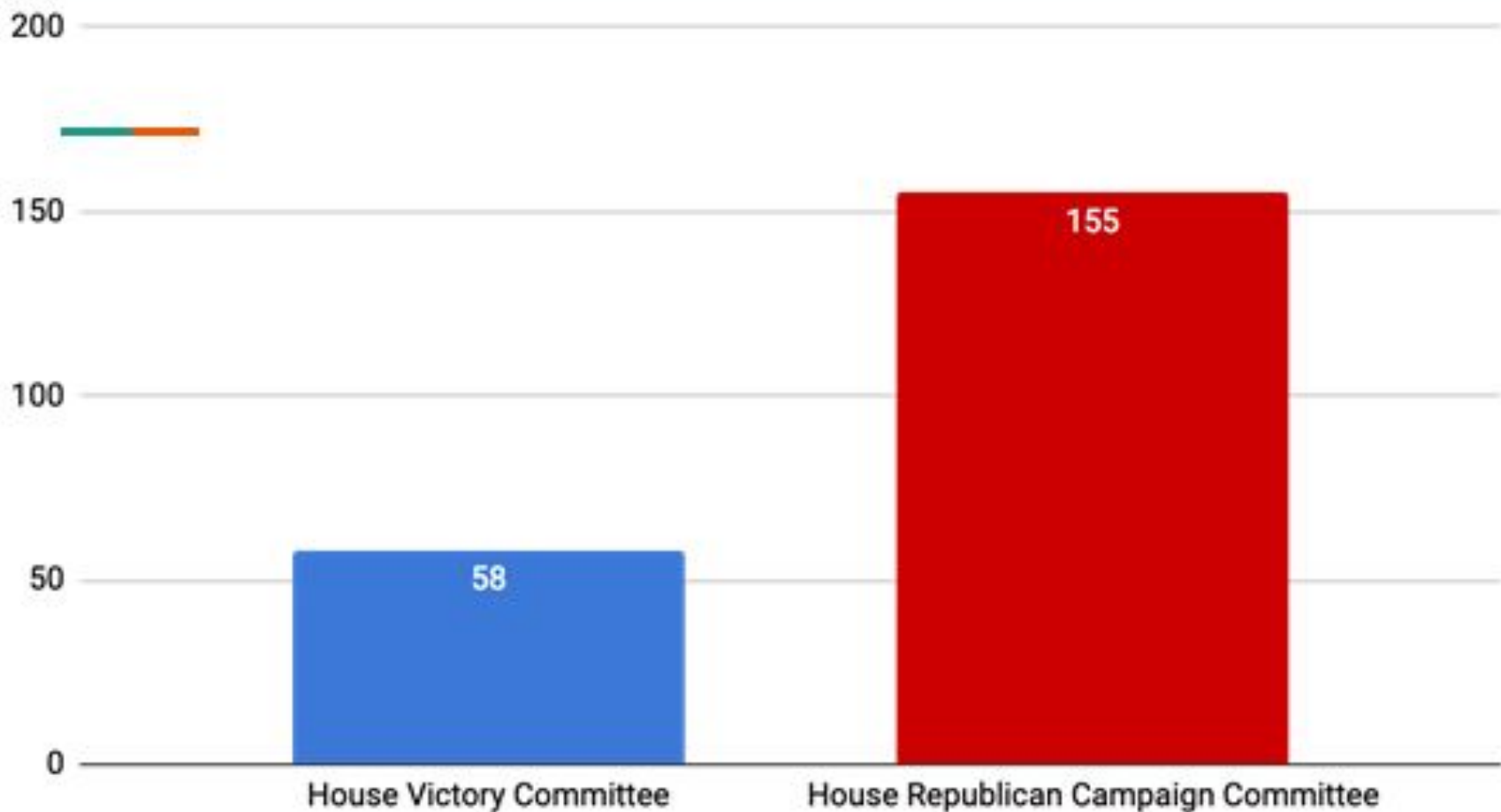
Proposition B reported totals



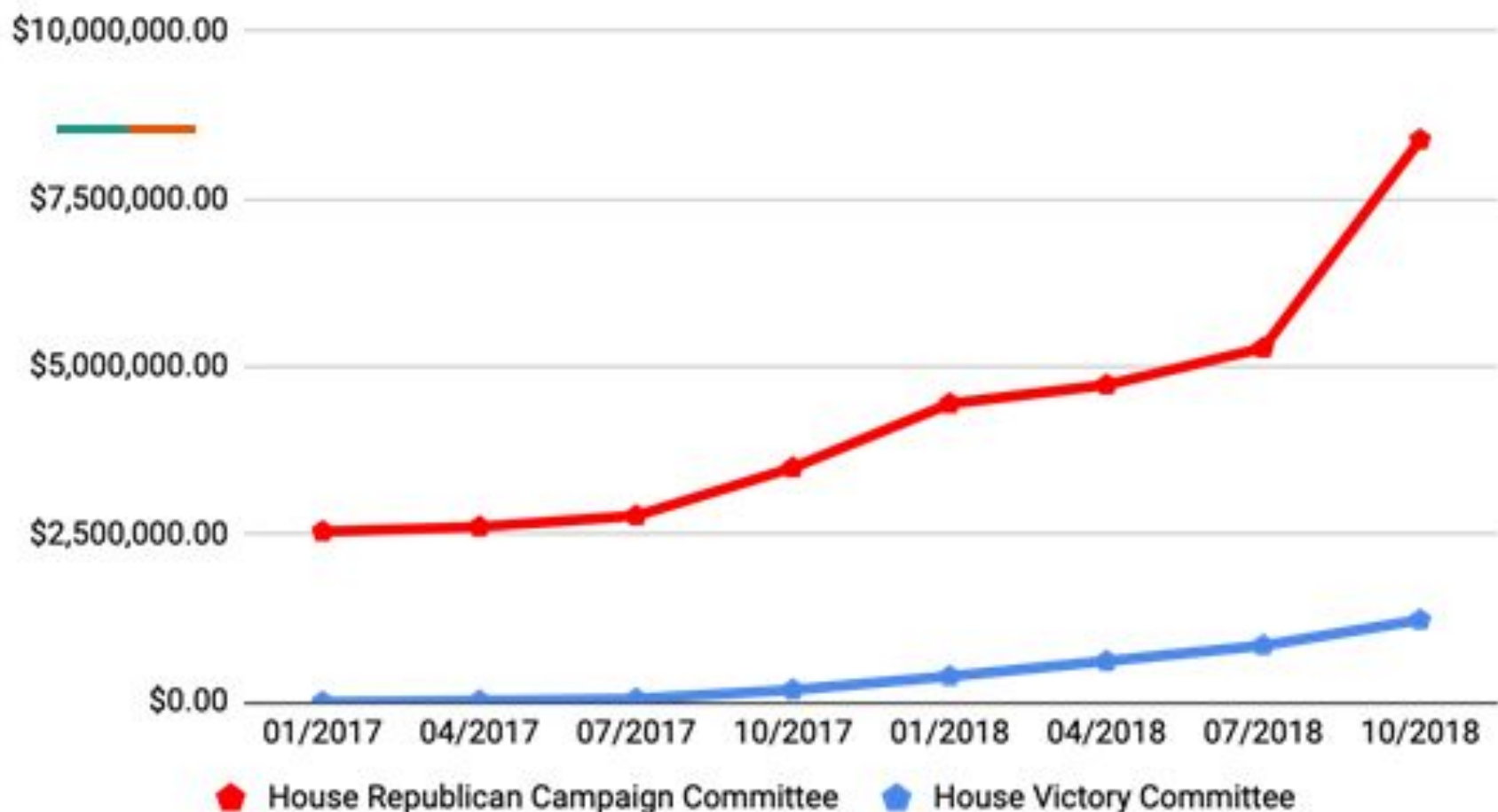
Money Raised in House PACs, 2017-2018



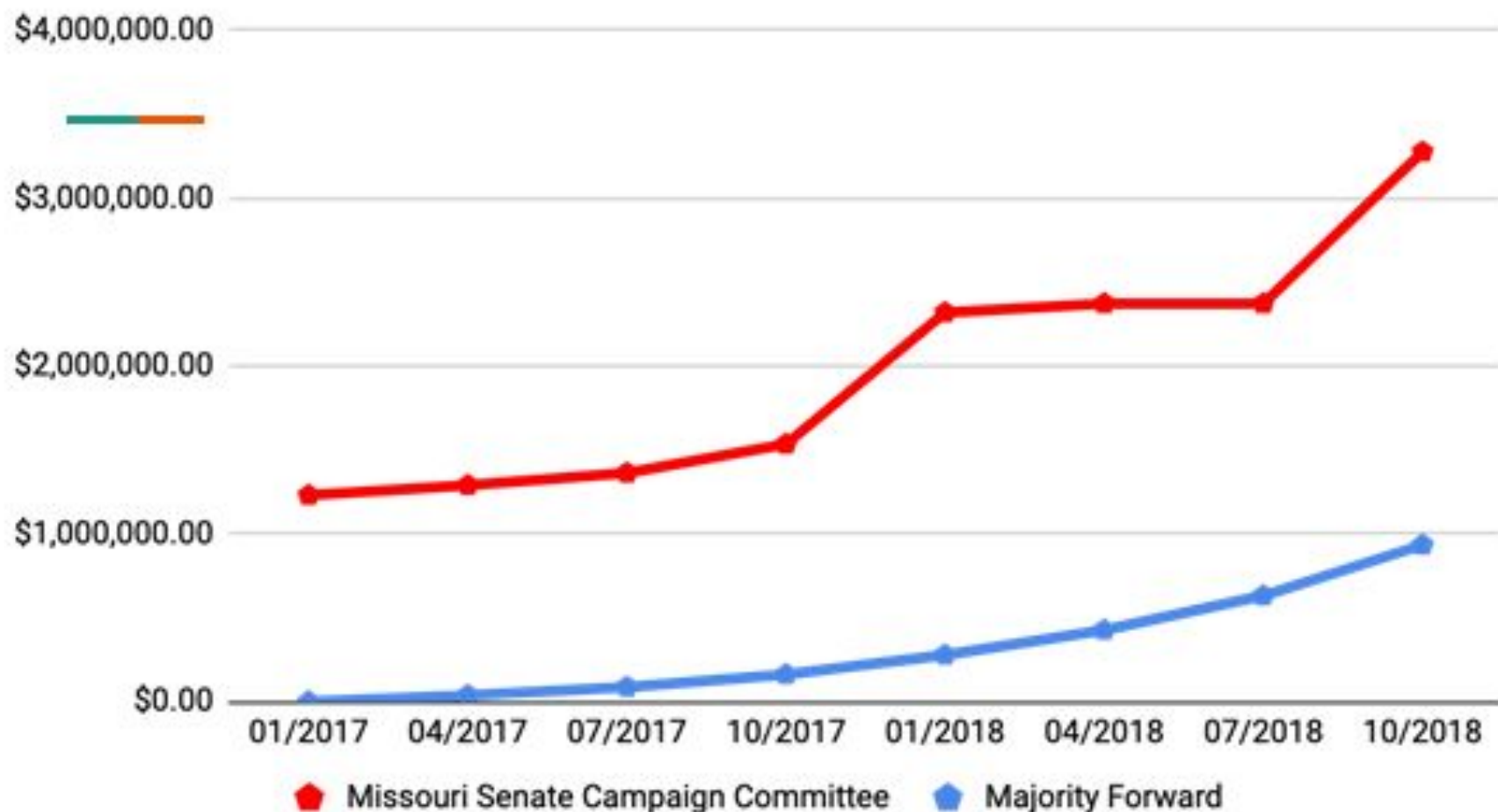
Contributions over \$2,600 in House PACs, 2017-2018



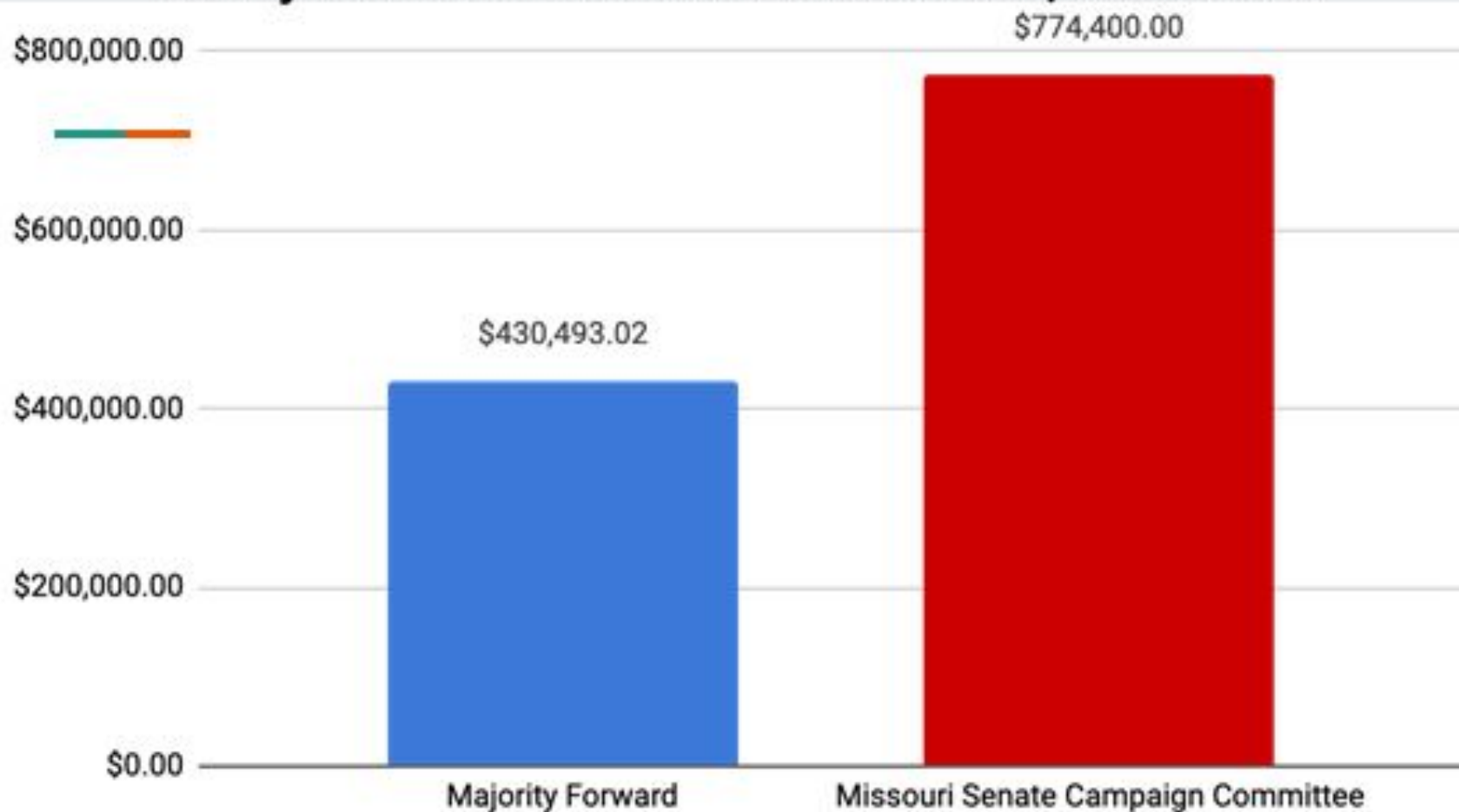
Money Raised Quarterly in House PACs, 2017-2018



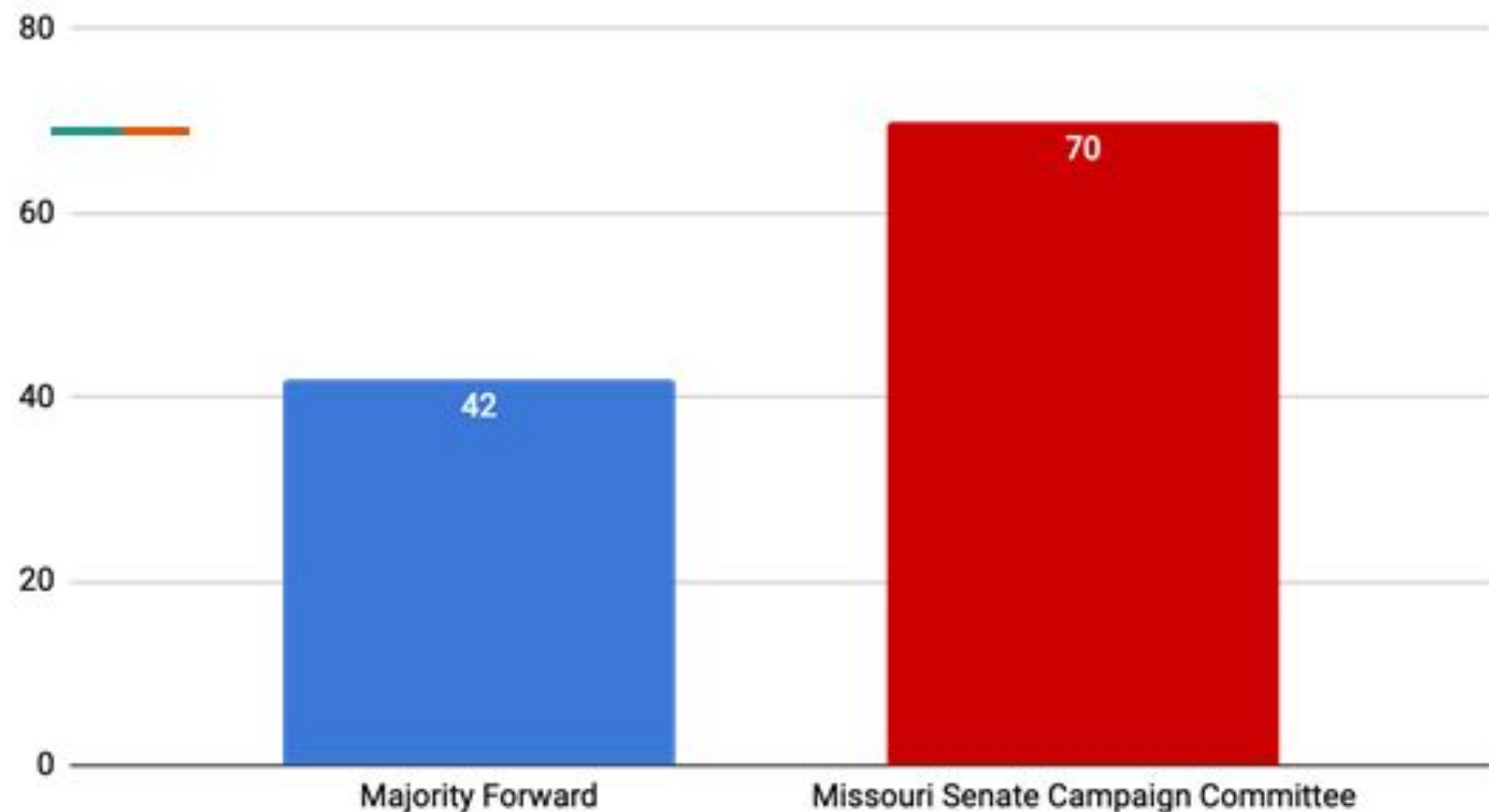
Money Raised Quarterly in Senate PACs, 2017-2018



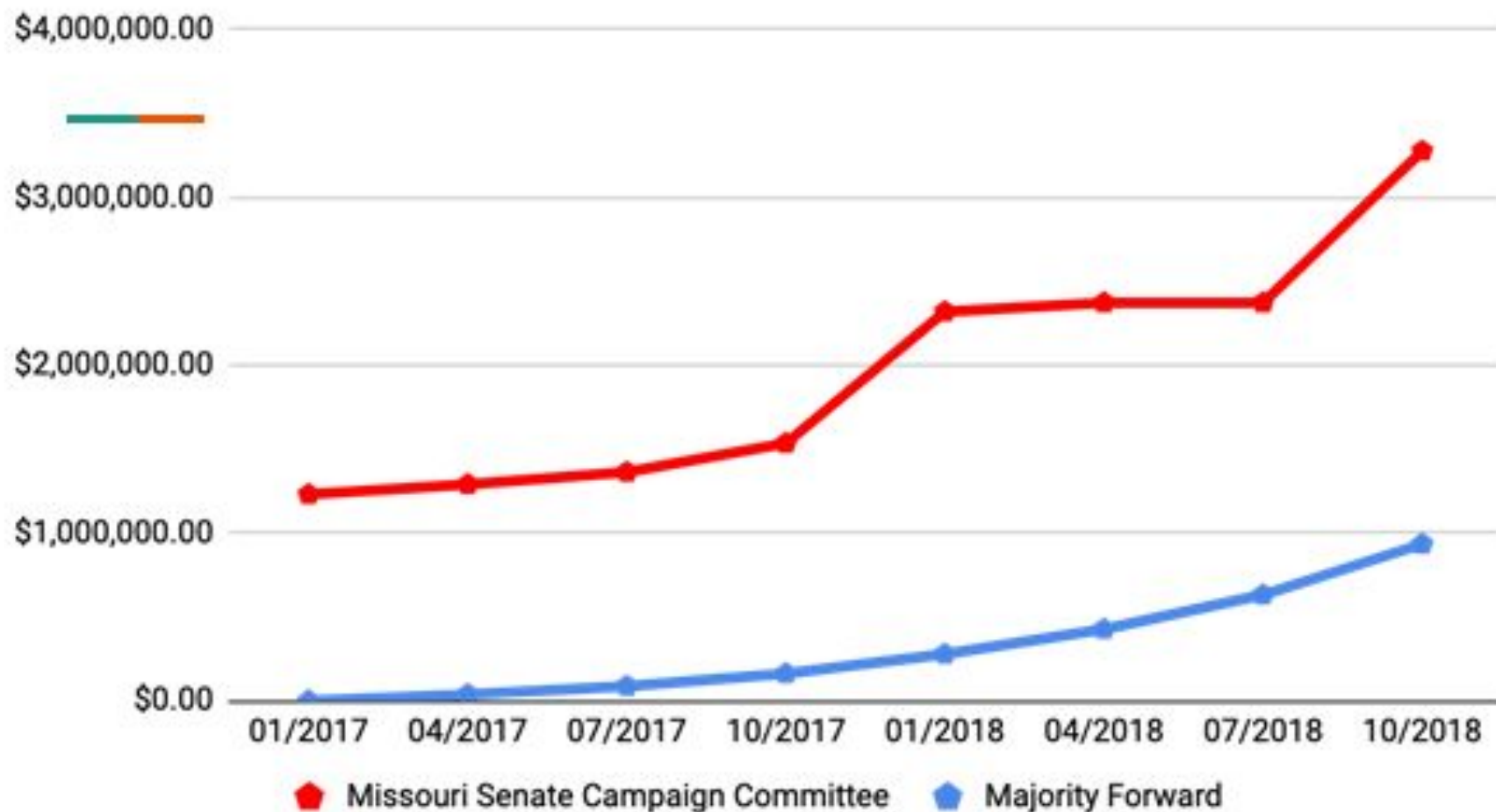
Money Raised in House & Senate PACs, 2017-2018



Contributions over \$2,600 in Senate PACs, 2017-2018



Money Raised Quarterly in Senate PACs, 2017-2018



Democratic Fundraising

We're much more grassroots

2019 Donations

- 641 donors
- 943 donations
- \$172 average contribution amount
- 72% online & 28% check

- 2016 - 2018 Cycle: 11,972 donors

- **300,000+ Democratic Donors live in Missouri (donated to any Democratic candidate within or outside of Missouri)**

