

WSDCO Meeting Agenda

4/20/2011
Wenatchee

Agenda Timeline

- 10:45am – Call to Order, Chairs Report
- 10:46am – Bylaws Amendment Discussion
- 11:00am (or earlier) – Membership Training (Chad)
- 11:30am – Open Discussion
- 11:45am – Adjourn

Chairs Report

- WSDCO Dues are \$15 per LD or County. This money goes to pay for hosting of the website and the local party websites that we support.
 - 6th LD
 - 7th LD
 - 25th LD
 - 40th LD
 - Parts of the 46th LD
 - King County
 - Skamania County
 - Progressive Caucus (soon)
 - Others? – Contact Chad

Chairs Report (cont.)

- Our Treasurer (Rich Erwin) is in Louisiana.
 - PDC Question
- Online Infrastructure Committee
 - If there are changes or updates, please let Chad know.

Bylaws

- Per a ruling from the WSDCC Chair, an amendment to the WSDCO is laid upon the table.

Proposed Changes

- Any discussions on these changes will be ruled out of order after 11:00am.

Membership and PCO Recruitment

WSDCO Meeting
April 30, 2011

Agenda

- Set the Stage
- Membership Records
- Membership Drives
- PCO Records
- Membership Databases
- Recruiting New Members
- Recruiting New PCOs

Set the Stage

- Organizational Development is fundamentally a data management project.
- Can you answer these questions:
 - Who are your members?
 - What information do you know about them?
 - How do you contact them?
 - How do they respond?
 - Who attends your meetings and events?
 - Who gives you money, etc?

Membership Records

- Starting from scratch?
 - PDC
 - Caucus Records
 - Votebuilder
- Existing Records
 - Excel files
 - Email addresses from mailing lists
 - Records from Previous Chairs & Officers (You'd be surprised.)
 - Never burn bridges to the past!

Membership Drives

- Elected Officials
- High Donors
- Sustaining Members
- Discounted Donors (Students/Seniors)
- New Potential Members

Membership Databases

Single Machine Systems

Excel as Database

- Advantages: dynamic, loose
- Disadvantages: not “normalized”/connected, scattered among many files

Access (or other) Database

- Advantages: dynamic, tight, single file, normalized
- Disadvantages: pre-planned or design intensive, difficult to share except through exported queries

Biggest disadvantage: One person must do all the work

Membership Databases

- Shared File Systems
 - Google Docs
 - Microsoft Office Live
 - Zoho Creator
 - Custom Builds (Open Source vs. Proprietary)
- Online Membership Databases
 - Blue Utopia
 - Complete Campaigns
 - NGP-VAN
 - Custom Builds (MySQL on web server, multi-access)

Recruiting New Members

- Give people something to DO!
 - Invite from elected official for event
 - Invite from candidate for event
 - Neighborhood meetings, dinners, potlatch, street party, church party, brainstorm it!
 - People familiar with “old style politics” will help you send out a fundraising letter. Stamps taste better when you can laugh about it with friends.
- Use Events
 - Precinct Caucuses, other Events.

PCO Records

- Elected lists are available from County Auditor
- Within King County, KCDems maintains an up to date list of PCOs, please make sure that all new appointment forms get to the Chair → Database → Website

Finding old PCOs

- Keep copies of PCO Appointment forms going back several years.
- State Party also has some records from past cycles, going back to 2005 or so.
- A PCO who has moved may be willing to serve their new precinct.

Recruiting New PCOs

- Know who lives in each precinct.
 - Membership Records must provide this.
- Create Incentives.
 - “Voting Membership” is not enough.
- Explain the work needed up front.
- Ask the Campaigns.
 - Volunteers who want to do more make great PCOs
- Don't talk them to death, give them actionable items.
 - Letter writing, Event organizing, ...

Demonstration

- Presentation of the 46dems Database, both offline and online.
 - This will be available through the new Technology Team
 - Whatcom County also has an Access database that they are willing to provide as a blank

Open Discussion

- The floor is open...
- We adjourn at 11:45am.