

Strategic Plan

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Strategic Planning: What worked or didn't work on CD2 LOCAL campaigns

WORKED		DIDN'T WORK	
#		#	
19	National Organizations/ Outside Groups (503s,527s) (ACT/America Votes, Camp Wellstone, Legacy Project, Move On, Grassroots groups)	19	NO CLEAR MESSAGE! (No talking points)
11	GOTV Voter Turnout Voter Registration	12	No coordination between campaigns!
11	Internet as a tool/spamming	7	Lack of communications from DFL
9	Large turnout at caucus	7	Lack of Rapid Response
9	Election Judges – Poll workers - Voter protection	7	No coordination of volunteers
7	Letters to the Editor (LTE)	6	No DFL training
4	Meetups	5	Reactive not Proactive
4	Platform Being a Democrat w/Demo values	5	No follow through by DFL on Election Judge process w/local governments
2	House Parties	4	Weak local units
2	Volunteering	4	Leadership not sharing information, building fiefdoms.
2	Quality of Candidates	4	Lack of support from DFL to candidates
2	Gained 13 seats	3	Focus on national not State or below races
		3	DFL staff too young and transitory. Coordinates appearance not substance.
		3	Campaign coordinators too young, not from area, more advance people than professionals
		3	DFL wanted candidates to define message – no coordination
		2	Stealing of volunteers
		2	Youth Organizing
		2	Lack of technology
		2	Spent money on safe seats not willing to risk on others seats
		2	Lack of Mentoring
		1	Lack of flexibility

Strategic Planning: What worked or didn't work on NATIONAL Campaigns:

WORKED		DIDN'T WORK	
#		#	
6	Outside Groups/Organizations (503s, 527s) (ACT/America Votes, Camp Wellstone, Legacy Project, Move On, Grassroots groups)	5	No clear Democratic message
4	Inept/Idiot President	5	Slow response or no response to attack ads
4	Voter Registration Voter Turnout	3	Needed stronger candidate
4	Internet (Action alerts)	2	Centering with Republicans
2	Local Caucuses	2	Reactive not Proactive
2	Poll workers	2	Not getting yard signs out in MN, not enough materials
2	Poll workers	1	Not understanding pragmatism
2	Meetups	1	Failure to move from base
2	House Parties	1	Too focused on battleground states
2	Door knocking	1	Neglecting Groups, we needed to reach
2	Letter to the Editor (LTE)	1	Resources pitted national against local
1	State Convention (Barrack Obama)	1	Failure to move from base
1	Platform	1	Lack of marketing
1	Confidentiality of Voter lists	1	Lack of communications
1	Local visit from national candidate	1	Refusal of local candidates to coordinate and work with national candidate
1	Fundraising Requests		
1	Rallies		