



WIN 2030

A Local First Strategic Plan

Local Message - Put the Democratic platform to work!

Emmett will work with local communities to develop clear, issue-oriented messages that live outside of an individual election cycle. We can combine data and research developed "in-house" with local knowledge to determine which aspects of the platform resonate most with each community.

Local Knowledge

There is so much knowledge and skill living in our town and county committees. As chair, Emmett will leverage that through long-term recruitment and engagement that stretches out beyond and between election cycles.

Local Goals

Rather than rigid rules for how to operate, Emmett will help town committees set ambitious goals to meet and a flexible action plan to achieve them.

Emmett's "3-3-3" plan will develop the capacity of local committees to engage with voters in new ways, offering multiple paths for engagement and mobilization to give committees the flexibility they need to be more accessible. (e.g. 3 in-person meetings, 3 zoom meetings, 3 actions/year)

Emmett believes there are no red towns, and as chair, he will put an end to "placeholder" candidates.



21st Century Campaigns

21st Century Committees

Under Emmett's leadership, the NHDP will provide new digital standards + tools for all committees, including a user-friendly website template, social media graphics, and style guide.

Local-First Campaigns

Coordinate with the Committee to Elect House Democrats (CEHD) and other affiliated organizations and unions on local message and campaign strategies.

Endorse an amendment to the NHDP Constitution to add Town Chairs to the State Committee.

Hire Data & Research Director

Emmett will hire a Director of Data and Research in order to develop a deep, data-informed, knowledge and understanding of local communities and the patterns and trends shaping the electorate. We can't afford to make assumptions about voters in our state.

Annual Skillshare Conference

Emmett will convene an annual conference run by town and county committees. It will serve as an opportunity to share best practices and lessons learned about digital campaigning, fundraising, member and candidate recruitment, local-issue messaging, and voter education and registration.



Sustainable Hiring & Recruitment

Hire Youth & Next Gen Organizer

Effective youth organizing requires a significant investment of party resources. Emmett will hire a full-time, youth organizer to coordinate with affiliated organizations like the High School Democrats and College Democrats, New Hampshire Young Democrats, and activists and organizers around the state. The organizer will also be responsible for implementing a mentorship program to encourage intergenerational collaboration and prepare the next generation of NH Democrats to lead!

Local Talent

With a long-term strategic plan in place, the NHDP can develop more robust grassroots talent development. Under Emmett's leadership, the party will utilize town and county committees, as well as youth-facing organizations to recruit organizers and staff from their local communities wherever possible.

Inclusion & EOE Best Practices

We need to prioritize hiring staff and recruiting candidates, members, leaders who represent the diversity of our state. This is a long-term strategy with multi-lingual focus on diversity at the local level.



HEALTHY PRIMARIES

Pre/Post Filing Support

Strong, open primaries make our party stronger, especially when candidates compete on an equal footing.

Host all-candidate meetings both before and after filing, and provide candidates and their staff basic resources as well as a directory of partnerships.

Platform Training

It is essential that primaries advance the core message of the Democratic Party. We will introduce all candidates to our party's issues, platform, and priorities.

Vet Contracts

A healthy competition between candidates depends on healthy competition between vendors. Too many primary candidates fall victim to predatory contractors. We will evaluate contractors and consultants and publish performance and price benchmarks to inform all candidates.



REVENUE

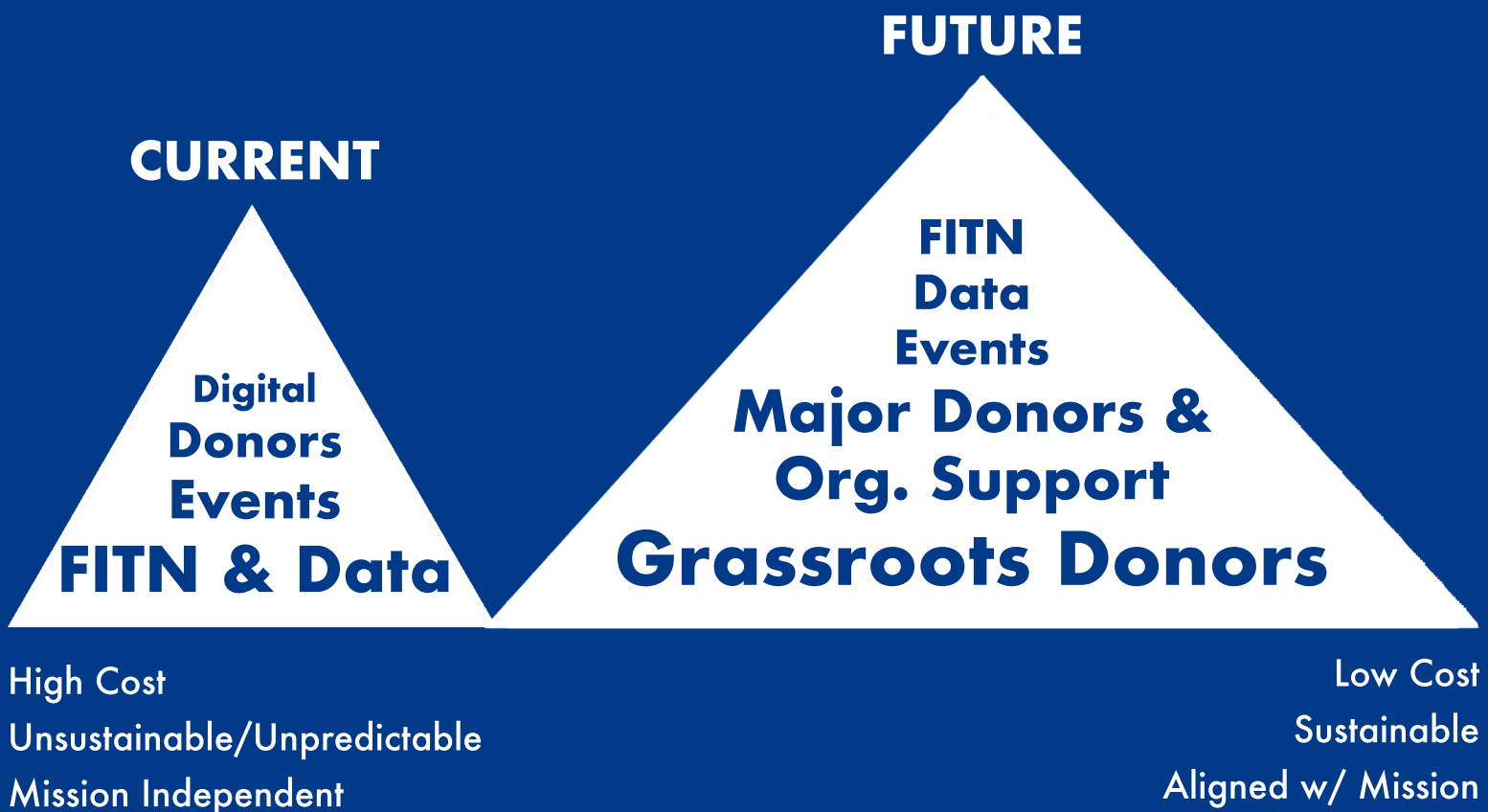
Hire Finance Director

Under Emmett's leadership, the NHDP will hire a finance director in order to develop a sustainable plan to grow revenue regardless of the conditions in any particular election cycle and demonstrate a return-on-investment (ROI) to all party donors, large and small.

Building Local Capacity

Offer fundraising matching and collaborative training to all affiliated organizations.

Invert Income Pyramid





SHARING RESOURCES

Open Voter File (VAN) Access

Provide town chairs the same access level and export functions as their field organizers to their local voter file after completing NHDP training.

Establishes guidelines for use of data, while incentivizing high participation

Improves the tools for town committees to engage neighbors, initiate community building year-round and foster innovative outreach