

Build to Win. Build to Last.

The New Hampshire Democratic Party builds its power - to both elect our candidates and enact progressive policies - through organizing. All of our efforts must be oriented towards how the Party, our local committees, our activists, and our candidates are building organizing capacity and strength to accomplish those two goals.

In order to do that, it is incumbent on the NHDP to help guide and lead year round organizing campaigns that seek to increase engagement from the local committees and activists by helping engage on issue advocacy, volunteer recruitment and retainment. This engagement will feed into electoral work in municipal elections, and ultimately state elections.

Ostensibly the coordinated field campaign should never stop. The scale at which it is operating will fluctuate depending on the time of year, but activists should, at any point in the year, have a clear directive from the NHDP where they should be organizing, on what issue, and be provided the tools to be successful.

For example, the OrganizeNH brand should continue to be a presence as the "field operation" for the state party and provide action items or virtual phone banks for Democrats across the state to help stop right to work, attacks on reproductive rights, and the constant assaults on voting rights. This legislative advocacy will then feed into our electoral capacity.

By maintaining a steady pace of organizing, with tangible metrics and goals, we can work together to grow our local committees, engage new volunteers and leaders in your community, and continue to build sustainable power that will help us regain and maintain Democratic majorities in the State House and retain our Democratic Federal Delegation in D.C.

The plan below outlines how we can accomplish this by working together to organize in every town all across New Hampshire.

Construct a Winning Message

- Work with Council, Senate and House campaign committees to contract with a new innovative and creative direct mail and digital firms.
- Work with committees to provide individual candidates with a guide to competitive pricing for messaging consultant firms
- Encourage Senate and House caucuses to jointly hire a communications director housed at the NHDP to develop state level messaging geared specifically at our state level candidates
- Build a top of the line in-house media center housed at NHDP to provide a studio for recording, editing, and producing materials and media for social media, local cable or online events. Additionally, providing a linkup for live interviews on TV or Radio. This media center would allow the Party, committees, and candidates to create and produce innovative material to connect with constituents and voters.

Invigorate Our Operation

- Weekly meeting between staff of Councilors, Senate and House leadership with NHDP Communications and Political teams. Regular meetings between Councilors, Senate and House leadership with Chair and Executive Director

- Provide well promoted trainings year-round for local leaders, candidates, and elected officials on communications, fundraising, and other needed skills.
- Perform outreach to encourage local leaders and elected officials to sign up for existing NHDP weekly emails: Friday Wrap Up newsletter, Monday Grassroots newsletter, Daily news clip, Daily press releases, Talking Points, and Rapid Response.

Expand Our Responsive Staff

- Create a permanent position of Digital Director.
- Hire a North Country/Lakes Region Director. Responsible for year-round organizing in Coos, Carroll, Belknap counties and Northern Grafton and Plymouth Area regional committees in Grafton county. Point person for all communication. Charged with support of building strong county and local committees with plans including benchmarks. Support Democratic candidates for state, county and local office. Attend all county and official regional committee meetings and events.
- Hire and assign other Regional Directors as needed for year-round organizing in assigned areas. Point person for all communication. Charged with support of building strong county and local committees with plans including benchmarks. Support Democratic candidates for state, county and local office. Attend all county and official regional committee meetings and events.

Engage Our Grassroots

- Organize a "Election Campaign Planning Summit" for every county with creation of plans for each community. This day long summit would include briefings and trainings along with an open planning process.
- Continue the Bi-weekly zoom call for local chairs/committees of one hour. Updates on NHDP activities & communications, reports from Democratic elected officials, and skills and best practices sharing.
- Create a local committee support task force consisting of local chairs offering support, advice, and best practices training to other committees on how to build stronger local committees including community organizing, down ballot programs, outreach to new residents and independents, constituency organizing, fundraising, social media, and vote builder usage to enhance existing NHDP trainings. This task force would work with each local committee to create ambitious goals, benchmarks, and progress reports to then be shared with the county committee and NHDP. The task force would then create and provide a comprehensive assessment and report on each local committee to the Coordinated Campaign Director on their first week of hire.
- Create a Grant program for local committees. Interested committees will draft plans for a specific project they are unable to accomplish without financial support. Grant program will be funded by NHDP grassroots sustaining membership program.
- Establish a monthly county committee chair zoom/call that includes skills sharing, reports on progress including assessments of programs.
- Strongly encourage county committees to invite representatives of the High School, College and Young Dems organization to participate in monthly meetings.
- Encourage county committees to create working subcommittees to work with local committees, candidates, fundraising and community outreach.

- Ensure a NHDP officer or staff member will attend every county committee to share information, respond to questions and report to NHDP officers on
- Partnering with local committees and other organizations to create a candidate recruitment and training program for county, city and town candidates.
- Provide and assist in creating an OpenVPB (Virtual Phone Bank) to local committees with newly registered Democrats in the area to help them engage and recruit new Democrats

Forge a Foundation for the Future

- Project 2030 Task Force – Creating and implementing a nine-year plan focused on winning Gubernatorial, House and Senate majorities in 2030. This task force would use targeting, data, voting patterns and all aspects of the effort to assist in achieving this goal.
- Presidential Primary Task Force - to support New Hampshire's First in the Nation Presidential Primary
- VoterFile Advisory Committee - To review and advise the maintenance and improvement of the NHDP voter file. Committee will provide reports to the NHDP Executive Committee quarterly.
- Schedule NHDP Executive Committee and State Committee meetings for two years ahead in order to best provide accessibility for members of the committees.