

## 34<sup>th</sup> LD Membership Committee

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### Primary Goals

- Signup 750 dues paying members by end of 2009, including 500 renewals and 250 new members.
- Make significant progress towards a two year goal of minority membership reflective of the demographics of the District

### Additional High-Level Goals

- Accurately maintain, and provide easy access to, the 34<sup>th</sup> LD database as may be required by 34th E-board members, PCOs and others.
  - Implement procedures to identify appropriate organizational roles for new and existing 34<sup>th</sup> LD members, and facilitate their involvement with LD Committees.
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## PROPOSED PROJECTS 2009

### Ongoing / Open-Ended Projects

- Setup a virtual phone banking system in VoteBuilder to phone bank for membership renewals and new members. Recruit and train PCOs and members to participate in this system year-round. Coordinate with Fundraising Committee to integrate fundraising. Focus on former members, individuals who donated at the 08 caucuses and other targeted individuals. Estimated volunteer requirements: **1 program manager, 2-3 phone bank trainers/managers, unlimited phone bankers.**
- Launch new member recruitment bulk mailing and bulk emailing campaigns. Coordinate with Communications Committee to develop a mailing program and materials. Coordinate with Fundraising Committee to integrate fundraising. Focus on attendees of 08 caucuses and other targeted individuals or groups. Estimated volunteer requirements: **1 project manager, 1-2 project assistants. (Will require \$\$\$\$)**
- Coordinate with Diversity Committee to develop a minority and youth individual recruitment strategy centered on developing personal contacts in targeted communities. Estimated volunteer requirements: **1 project liaison/manager.**
- Provide monthly special data updates to E-board members as required; including, but not limited to, membership level information to the Newsletter Editor, new member information to the Hospitality Chair and PCO change information to the PCO Chair. Estimated volunteer requirements: **1 project manager.**

- Work with the Complete Campaigns Committee to ensure the ongoing maintenance of membership data in the Complete Campaigns database and the transfer of data to VoteBuilder when necessary. Estimated volunteer requirements: **1 project manager, 1-2 project assistants.**
- Coordinate with all 34<sup>th</sup> LD Committees and E-board members to identify potential volunteer roles. Make individual contact, in person or by telephone, with every new or existing member to identify their interests and skills, and facilitate their involvement in LD Committee activities. Estimated volunteer requirements: **1 project manager, 2-3 project assistants.**

### **One-Time Projects**

- Work with the Communications Committee to develop new high quality promotional materials and a new recruitment message for the 34<sup>th</sup> District. Estimated volunteer requirements: **1 project liaison, 1-2 project assistants. (Will require \$\$\$\$)**
- Coordinate with Communications Committee to Re-design and print/publish updated membership signup materials incorporating fields relating to member issue interests and volunteer interests, both on Web and in print. Include membership packet materials for use by Outreach Committee. Estimated volunteer requirements: **1 project manager. (Will require \$\$\$\$)**
- Coordinate with Complete Campaigns Committee to enable recurring charge membership signups on Web. Estimated volunteer requirements: **1 project manager.**
- Coordinate with Hospitality Committee to plan and host a cultural fair and/or concert event, focused on youth and minority membership recruitment. Target an underrepresented geographical area of the LD like White Center. Estimated volunteer requirements: **1 Event manager, 3-5 event committee members, 10-20 event volunteers. (Will require \$\$\$\$)**

### **Other Potential Projects**

Coordinated membership drive involving personal recruitment, emails and phone calls by members and PCOs

LTEs and blog postings

Local media free and/or paid

Membership rewards including coordination with local businesses for discounts etc.

Membership level incentives, including t-shirts, buttons, etc.

Membership cards Recruitment events coordinated with other groups or candidates inside and/or outside the 34th