

Congratulations on your acceptance to our 2025-2026 Contest Every Race Grants Cohort!

This Strategic Plan is designed to guide you and your members - determining priorities, identifying organizational strengths and weaknesses, setting goals, and planning projects.

IMPORTANT NOTE: Some of this may be brand new to you. Some of this your organization may have been doing for years – ***either is okay!*** There are no right or wrong answers, and nothing put in this document will affect your status in the program. **We are all here to learn and grow.**



About Your Organization:

Mission Statement:

➡ Think of this as a focused description of the organization's purpose - don't overthink it.

We actively work to inform and engage Grayson County voters for the purpose of recruiting and electing Democrats to public office.

Values Statement:

➡ Envision the ideal result of the work of your organization - don't overthink it.

Grow participation and support for the Democratic party of Grayson County. TX.

Core Values:

Please choose at least 4 core values to help guide your work.

Examples of values could include: integrity, teamwork, partnership, honesty, respect, safety, diversity, creativity, community, risk-taking, optimism, etc.	In this column, elaborate with a sentence or two about why you've chosen this value and how it will guide the work your organization does in 2025.
Value 1: Community	Grayson County is blood red and very ingrained in this old county with old money. There are closet Demo. that we must empower to be brave enough to stand up and join our party and get engaged in our movement.
Value 2: Diversity	We welcome and encourage all people to join our party and we celebrate diversity.
Value 3: Teamwork	Teamwork is essential in growing our membership because we are a small but mighty group.
Value 4: Respect	Listening to a variety of views, and building consensus for decisions, is being respectful to all involved.
Value 5: Optimism	Our party has grown since Trump took office and we have participated in rallies at the Grayson County Courthouse. At our monthly meetings, new members tell us how involvement in our meetings and in local rallies have energized them and given them power to be brave enough to fight facism.

If needed, use the blank space below to brainstorm values and issues that will be important in 2025:

➡ Membership and More:



Don't worry: Some of these answers may be "I don't know", "0", or just your best guess - that is okay!

- How do you define a member?
Anyone who has ever attended one of our meetings or events and gave us their contact information on the sign-in sheet to receive our emails.
How many members do you have? About 1,550.
- How many volunteers do you have? About 12-20 active volunteers, depending on the season.
How many of those volunteers have taken action in the past 8 weeks?
 - i. 10-12
- What is your current email list size?
 - i. 1,550
- Volunteer prospect list size?
 - i. Maybe 30
- What other organizations/partners does your organization regularly work with?
 - i. The Grayson chapter of the NAACP
 - ii. Grayson Pride
 - iii. Democratic Women of Grayson County
 - iv. Local county festival organizers

➡ Leadership and Organizational Structure:



Check this out: Use this [document](#) to understand what leadership roles are good to have and what their responsibilities are.

- Please fill in the name of people in these roles of your Executive Committee:
 - i. Chair: Barbara Rush
 - ii. Vice Chair(s):
 - iii. Treasurer: Ron Briggs (moving out of county)
 - iv. Secretary: Theresa Pegues
 - v. List any other members of your EC here:
Amy Hoffman-Shehan, Pct 101
 - vi. Karen Spencer, Pct 102
 - vii. Pamela McGraw, Pct 203
 - viii. Fred Meyer, Pct 301
 - ix. Debra Rushing, Pct 304
 - x. Jan Fletcher, Pct 305 (resigning soon due to disability)
 - xi. Obie Greenleaf, Pct 401
 - xii. Mark Ewig, Pct 402
 - xiii. Lynne Duggan, Pct 403
 - xiv. Ron Briggs, Pct 404 (moving out of county)
- Do you have a Volunteer Captain: *This is someone who leads volunteer recruitment efforts and keeps volunteers engaged; trains and manages volunteer leaders*
 - i. No
- Do you have any volunteer leaders? What do they do? How many took action in the past 6 weeks?
 - i. Debra Rushing, helps organize meetings and rallies, Press Releases
 - ii. Wendy Beasley, Festival booth manager/organizer/volunteer recruiter
 - iii. Theresa Pegues, secretary, membership data manager
- Do you have a Data Captain: *This is someone who enters and maintains data in your organization's CRM (Votebuilder/EveryAction/PDI)*
 - i. Theresa Pegues
- Do you have a Candidate Recruitment Captain: *This is someone who leads on candidate recruitment and support activities.* No
- How many Precinct/Ward Captains do you have? How many Precinct/Wards do not have a Captain?
 - i. We have 10 Precinct Chairs and 30 precincts without Chairs

➡ Fundraising and Budgeting:

See FinancialsGCoDP20250107.pdf, if I can submit it with this report.

Having a good budget can help you maximize your impact. Fill out the budget below to get an idea of your expenses and income as an organization. (Not all will be applicable to you)

Expense	Amount	Income	Amount
Rent	See spreadsheet	Monthly Pledged Recurring Donations	
Utilities		Fundraiser	
Internet		Call Time	
Total		Total	

- How many donors has your organization had?
 - i. 158 in 2024
- Does your organization have any recurring donors?
 - i. 3
- How much is your recurring income?
 - i. \$60/mo
- Does your organization have an online donation portal (Actblue)? If so, please provide the link.
 - i. Yes. <https://secure.actblue.com/donate/graydems>
- What, if any, regular fundraising activities and events does your organization host?
 - i. None

Goals:

Goals:

- How many new volunteers do you want to recruit this year?
 - i. 12
- How many new donors?
 - i. 150
- How many events?
 - i. ?
- What candidates/races do you want to target?
 - i. State Rep, State Senate, U.S. Rep & Senate (our local races were in May)
- What volunteer leadership position(s) do you want to fill?
 - i. County Chair, Treasurer, Precinct Chairs
- What actions for candidate recruitment do you have planned?
 - i. None
- What large events are planned for the year?
 - i. The huge rally Debra and I are organizing for June 14, 2025.
- What is the total goal for fundraising?
 - i. We haven't set one.
- How many new volunteers do you want to recruit?
 - i. 12
- How many seats do you want to win in 2025 (if applicable)?
 - i. Our 2025 races are over.
- How many seats do you want to win in 2026?
 - i. 4. We need to recruit our candidates now because the filing deadline is mid-Dec, 2025.

→ Local Resources:



What do we mean?: Now that you have planned out your goals for the year, what resources will you need to succeed at them?

Think about things like:

1. *If one of your goals is to be more visible in our community:* Will you need to know a local union shop to get t-shirts made to wear when you walk in the 4th of July parade this year? Can't afford union. We have locally owned shops with affordable prices.
2. *If you have a goal of meeting as an executive board once a month:* Do you need to compile a list of possible meeting venues if you do not have an office space? No. We meet after our monthly meeting, which is free at Grandy's Restaurant, if enough people eat dinner there.
3. Do you need a list of venues for a Democrats Work action? Indoors? Outdoors? Maybe, got any ideas?
4. Do you need to have a list of good places for canvassers to meet up and launch canvasses from around different parts of the county? YES, IN 2026. Unless you have some good ideas for canvassing for persuasion and ID-ing. It's hard to get volunteers to canvas this far out from an election.
5. Do you know of other locally owned businesses that you would like to support when your organization needs their services (i.e. a restaurant owned by supporters in the area that can cater food, or an event space rental company, etc.) **I would love to find out.**

Fill out this chart of owned materials:

Make sure to include all relevant materials. Banners, clipboards, yard sign stakes, tablets, phones, computers, etc. Anything owned by your organization that needs to be tracked should be added. If you need more room feel free to create a separate sheet and attach to this strategic plan.

Item	Amount	Item	Amount
Clipboards	10	Banner	1
Tent	2		
Name badges	200		
Folding tables for festivals	3		

Fill out this chart of current local vendors:

(The one highlighted in blue is an example)

Service(s) Provided	Name	Website	Notes	History
Printing	Caroline's Print Shop	carolinesprintshop.com	Good prices on printed goods but expensive yard signs	We switched here after Laura's Print Shop closed in 2020
We need to locate some.				



Keep in mind: This is a good document to keep updated so that when there are leadership changes in your organization this information isn't lost. It will be helpful to know good "go-to" places for these things and new leadership isn't starting from scratch when they need to find somewhere local and union to get literature printed, for example.

Press Contacts: [use this template](#)

 **IMPORTANT NOTE:** [Use this document](#) as a template. BEFORE USING go to File -> Make a copy to create your own document to use.

Tips:

1. Add local and regional news outlets to a spreadsheet
2. Identify the reporter(s) telling applicable stories
3. Find their contact information through the news website or social media
4. Establish a process on who reaches out to local reporters about your organization's events and other coverage opportunities and gives "the pitch".

Once you have completed this, copy and paste the link to your new document below:

<https://docs.google.com/spreadsheets/d/1N2UorgbAwieFXGTsTsPPpSfcAtKyRtZMY4cNGB0OtXc/edit?gid=1098193816#gid=1098193816>

LINK TO PRESS CONTACTS LIST:

If you are located in MI, WI, NV, AZ, NC, MT, GA, PA, or TX you can use [this press list](#) CER has created as a starting point - just find your state on the tabs at the bottom.

→ Democrats Work Actions:

Consider the issues impacting your community members and what actions your organization can take to alleviate some of these issues. Your Democrats Work projects can be long term or just one month-long. *Ex.) It can be an ongoing project that spans over several months or a single event/project that you plan and execute in one month.*



Need help? Check out [this guide](#) for more information on Democrats Work. Below we have used an example idea - try to come up with three ideas of your own that you think you can reasonably do this year.

DW Idea:	Why?	Month(s):	Location:	Other Notes:
<i>Example Idea:</i> <i>School supply collection</i>	<i>Due to budget cuts lots of teachers are having to buy their own classroom supplies</i>	<i>July, right before school starts</i>	<i>County Dem HQ</i>	<i>-ask Susan if she can coordinate supply drop off to local schools</i> <i>-assign office coverage</i> <i>-plan social media posts to advertize</i>
Idea 1: We like the idea of school supply collection and free lunch for teachers.	Most public school students in Grayson County are from families that are below poverty.	August?	?	Find location. Recruit volunteers. Advertise the event. Invite teachers and the public.
Idea 2: Support Meals on Wheels	The Trump administration has ordered the end of funding for Meals on Wheels.	ASAP?	?	Find out how to do this.

REMEMBER: Your Regional Political Desk is your first stop if you have questions about this document or the onboarding process! You can find your desk's contact information at the end of the [CER Handbook](#).

