

**COCONUT CREEK DEMOCRATIC CLUB**

**2016-2017 INITIATIVES**

**JULY 12, 2016**



For 2016-2017, there are four goals I would like to accomplish. They are:

- 1) Revitalizing the club's membership by growing membership to 60 by June 2017.
- 2) Increasing the club's reserves
- 3) Enhancing our web / social media presence
- 4) Incorporating other types of media into our meetings.

With the club's leadership and determination, these goals are attainable.

### **REVITALIZING THE MEMBERSHIP**

Currently, there are 30 paid members for June 2016. I plan to double our membership to at least 60 by June 2017. Each month, we must increase paid membership by 2 or 3 members. The following initiatives will be enacted to achieve this goal.

1. The president and selected membership of the club will call former members to encourage them to rejoin the organization.
2. Print information cards that current members can use to recruit new members.
3. Work with the Broward County Democratic Party GOTV campaign to reach potential members in Coconut Creek.
4. Partner with Margate Democratic Club on joint recruitment activities. They can include phone campaigns, volunteering to register new voters, and sponsoring local recruitment activities.
5. Board members are required to recruit at least one new paid member by June 2017.
6. Create incentives for membership
7. Outreach to Broward College North
8. Creating a flyer for distribution at area locations (e.g. Starbucks)

### **INCREASING THE CLUB'S RESERVES**

We must increase the club's current reserves to at least \$5,000 by June 2017. To achieve this goal, we must be innovative, bold, and forward looking.

The following initiatives will be enacted to achieve this goal.

1. Yearly membership fees will be increased to \$15 per year.
2. There will be two large fund raising activities for the club; one will be in January, the second in June.
3. The club will reach out to local representatives to sponsor each club meeting.
4. Every other month, the club will host a social activity for members and non members to raise funds.

## ENHANCING WEB / SOCIAL MEDIA PRESENCE

We must enhance our media presence so that members and potential members are aware of who we are and what we do. We can not rely on only word of mouth and email to raise awareness. The public are very savvy and we must present our information in media that are easily accessible and entertaining.

1. Using the current website for awareness and recruitment purposes.
2. Creating an Instagram account to highlight club activities
3. Creating a YouTube account to feature selected club activities.
4. Updating the current Facebook page
5. Using club's email for communication (not personal email).
6. Utilizing MailChimp for mass communication.

## INCORPORATING DIFFERENT TYPES OF MEDIA INTO OUR MEETINGS

Since our meetings are held on weeknights, we are competing against family time, night activities, television, etc. While very committed members will always attend our meetings, we must always make our meetings more entertaining by providing additional types of stimuli. I recommend the following changes to our meeting:

1. Our club meetings must start and end with either music or a video. We should start our meetings with a recording of the Star Spangled Banner, followed by a member reciting the Pledge of Allegiance.
2. We should encourage presenters to use PowerPoint for presentations.
3. Video should be used to highlight important issues that are being discussed. Clips from documentaries, local/national news, movies, etc. will be utilized in all meetings.
4. When possible, an inspirational video should end each meeting.

I strongly believe that these initiatives and the strong support of the club's leadership will make 2016-2017 a great year.