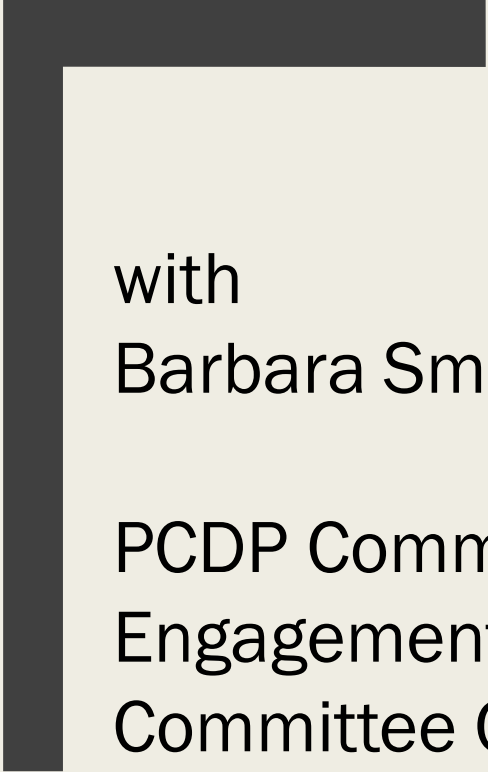



GETTING TO KNOW YOUR COMMUNITY ENGAGEMENT COMMITTEE



with
Barbara Smith

PCDP Community
Engagement
Committee Chair



WHY AM I HERE?

A recent survey of Club Chairs and Club Reps resulted in the following data:

Q How familiar are you and your leadership team with the activities of this committee?

A 43% of the Club Chairs/Reps are either not familiar with our committee or didn't know it existed. In combination with the 14% that say they are only somewhat familiar, that's 57% of our club chairs.

Q How familiar are your club members with the activities of this committee?

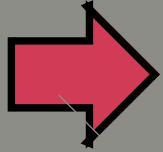
A According to the Club Chairs/Reps, 57% of their members are not familiar with our committee. Adding in the somewhat unfamiliar, that's 71%.

OUR TAKEAWAY:

We need a clear message about our committee and what we do

We need to improve our outreach within our own organization

We need the club chairs to be part of this process




Placer County Democratic Party Central Committee (PCDCC)

PCDCC Executive Board (5 elected officers and Standing Committee Chairs)

One Associate Member
Nine Ex-Officio Members

Twenty-one elected representatives from the 5 supervisorial districts.

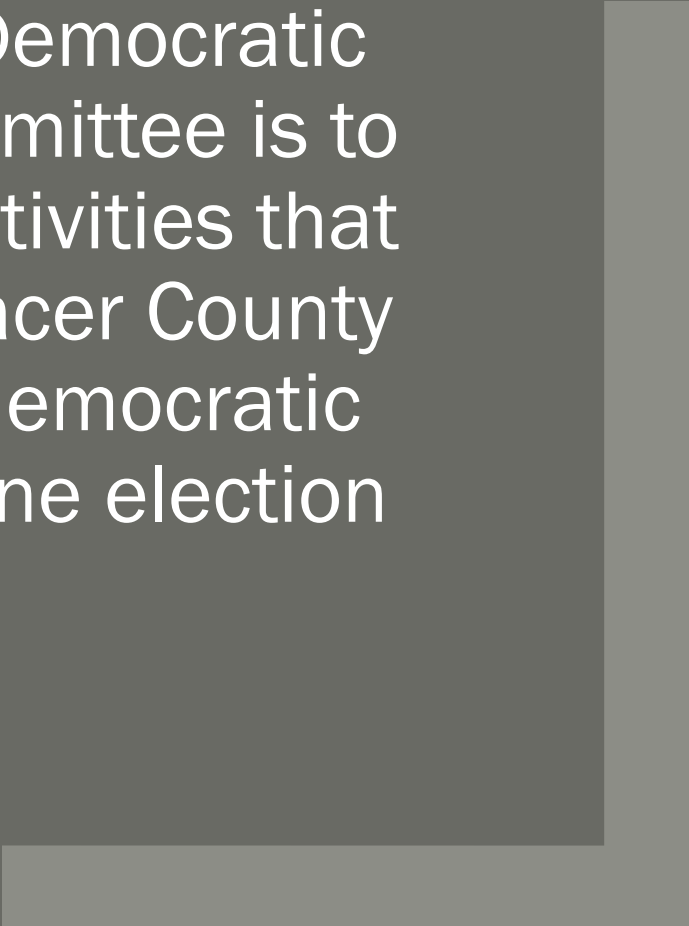

Ten club representatives

Eight Standing Committees
Ad Hoc Committees as needed



Placer County Democratic Clubs chartered by the PCDCC

There are currently 41 members of the Central Committee. There are two vacancies.



The mission of the Placer County Democratic Party Community Engagement Committee is to *organize, promote, and facilitate* activities that inform and engage the voters of Placer County as we establish and sustain core democratic values—one voter, one issue, and one election at a time.

BUILDING A NETWORK OF COMMUNICATION AND COLLABORATION

- Regular meetings with the Chairs/Reps of each club
- Committee presentations to our Dem clubs
- Partnership of the PCDCC & clubs for voter outreach activities—”adopt-an-event”
- Club News/Activities page on the PCDP website

2022 VOTER OUTREACH STRATEGIES

IN PERSON

Canvassing Events:

- Alvord Campaign
- Midterm
Skippers/Newly
Registered Dems
Voter Pledge
Cards
- Literature
Drops/Tabling

VIRTUAL

- Phonebanks
- Text banking
- Letter
writing/Postcards
(sponsored by
PCDCC but
facilitated by
clubs)

SOCIAL MEDIA

Facebook

Placer Dems *page*
Placer Dems *group*
Placer Blue Wave
page/group
The 3rd Degree from
CA03

Twitter

@placerdems
@placerbluewave
@3rdDegreeCA03

Instagram

placerdems
placerbluewave

AUBURN AREA OUTREACH ACTIVITIES

IN PERSON

Canvassing Events:

- SUNDAY, 4/24
10:00-2:00
- SUNDAY, 5/15
10:00-2:00

Tabling:

Auburn Spring Home
Show 5/13-15

VIRTUAL

- Phonebanks
- Text banking
- Letter
writing/Postcards
(sponsored by
PCDCC but
facilitated by
clubs)

MORE INFO:

<https://www.placercountydemocrats.org/take-action>

<https://www.mobilize.us/cadems/event/449373/>

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Committee Chair

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