



Licking County Democratic Club Procedures and Operating Manual

Created: September 2008
Revised: October 2009
Revised: January 2012
Revised: February 2015

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1 Overview

The Licking County Democratic Club Procedures and Operating Manual supplements and is in compliance with the Licking County Democratic Club Constitution and By-Laws. The intent of this document is to provide guidance and information for key functions and activities of Club.

2 Membership

2.1 Dues

Club dues are a critical source of income for the Club's operating expenses as well as an indication of membership benefits. The earlier the club can secure membership dues, the more accurately the club can estimate budgetary limitations for a calendar year. The current Due structure (Revised January 2015) was approved as part of the 2015 Club Budget to simplify the standard membership and to encourage Student and Associate memberships.

2.1.1 Standard Membership

Standard membership establishes voting rights for all Club issues, officers and motions. Membership is for the calendar year (January through December). Membership dues are not prorated.

- Standard membership dues are \$25.00;

2.1.2 Student Membership

Student memberships are limited to individuals with a valid student ID. Those students who are registered to vote in Licking County are full voting members of the Club. Students what are not registered to vote in Licking County may participate in discussion but are not eligible to vote on Club issues, officers or motions. A Student Membership includes a single Club Bumper sticker.

- Student membership dues are \$5.00.

2.2 Members in Good Standing

Members in "Good Standing" are defined as those current in membership dues as of the quarter prior to the event, vote or activity.

2.3 Membership Lists

The Licking County Democratic Club shall not release its membership list or mailing labels to any organization outside of the Democratic Party or Democratic Candidates. For any other use of the Club membership list or Club mailing labels, the Club officers must agree unanimously and labels must be applied in Democratic Headquarters.

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3 Operating Considerations

3.1 *Financial*

The club has authorized the treasurer to expend up to \$500 with the approval of three (3) officers.

3.2 *Meetings*

Meetings will be held on the second Tuesday of every month. However, in lieu of the November Meeting, an Election Night gathering will be organized.

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4 Working Groups

As established in the Club By-Laws, standing Working Groups are: *Finance and Budget* and *Membership and Outreach*.

4.1 Finance and Budget

The *Finance and Budget Working Group* is responsible for the following:

- Budget management
- Annual audit

4.1.1 Budget Management

The *Finance and Budget Working Group*, working in conjunction with the Officers of the Club, will establish an annual operating budget and monitor budget compliance in partnership with the Treasurer. The drafted annual budget will be presented for the approval of the Club at the January meeting and will be reported monthly. As part of the management of the annual budget, the *Finance and Budget Working Group* will support the Officers and other working groups in establishing recommendations for expenditures, including advertising, purchases and the total designation for candidate allocations.

4.1.1.1 Budget Considerations

The Club Budget includes the following key line items:

- Revenue: Membership; Merchandise; Dinners, Programs and Events
- Expense: Candidate support/ allocations; Utilities/office support (to be defined in coordination with the LC Democratic Party); Dinners, Programs and Events; Fairs

4.1.2 Annual Audit

The Annual Audit will be conducted by individual(s) appointed by the President, with input from the *Finance and Budget Working Group*. In compliance with Club By-Laws, the Audit team will be appointed at the December meeting and report to the Club membership at the February meeting.

4.2 Membership and Outreach

The *Membership and Outreach Working Group* is responsible for providing recommendations and leadership for building the Democratic brand and Club membership pool by exploring partnerships with community organizations, creating awareness and developing positive relationships across the county.

4.2.1 Membership Extension

The growth of the Club's membership is necessary in order for the Club to be able to increase its effectiveness. Those who helped to volunteer with Democratic-candidate campaigns in Licking County can be approached regarding joining the Club. Opportunities also exist for current Club members to host "House Parties", and invite neighbors and friends to learn more about what the Club does and how they can easily take part.

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4.2.2 Community Service

An excellent way to spread local awareness of the Club is by taking part in various community service opportunities that are available throughout Licking County. These projects will provide Club members with ways to have a positive impact on the lives of people in our area, and to interact as a group with Licking County voters of all backgrounds. They also generate an increased level of public awareness for the Club and opportunities for positive media stories.

4.2.2.1 Highway Cleanup

4.2.3 Voter Registration

Continuing to build the base of Democratic voters in Licking County is an important task for the Club. Efforts will be made to target areas of Licking County with bases of strong Democratic support, and to try to increase the number of registered voters in those areas. The contact information for those voters should be maintained, so that they can be contacted as part of Get-Out-The-Vote efforts at election cycles.

4.2.4 Social Activities/ Reading Group

4.3 Allocation

The *Allocation Working Group* is an Ad Hoc committee established to disburse funds to local candidates. The *Allocation Working Group* will adhere to the following guidelines in establishing Candidate support and disbursements.

NOTE: This section of the Procedures and Operating Manual was reviewed and approved by the Club Membership July 2007.

4.3.1 Club Policies for Disbursements to Candidates

When funds are available for candidate support, the President shall request a motion to disburse a specific amount of money, as approved in the annual budget for that year. This amount may be increased or decreased based upon the success of the Club's fundraising efforts. Upon passage of such a motion, an *Allocation Working Group* of 5 or 7 members shall be appointed by the President. The *Allocation Working Group* shall be made up of club members who are not involved in a leadership role on any individual campaign. It may include club officers. The President will take care to avoid conflicts of interest and the appearances of conflicts of interest when choosing Working Group members.

The President shall define the list of eligible, Democratic candidates who are current members of the Licking County Democratic Club to be considered by the *Allocation Working Group*. Applications for funds may be made by any Democratic candidate. Applications are recommended but not required. Applications may include a campaign plan to aid the Working Group in their deliberations.

- The Club shall not disburse funds to candidates by motions, or otherwise bypass the Allocation Working Group.

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- No promises of Club funds shall be made during recruitment of Candidates.
- The Club shall not give candidates funds for primary campaigns.

4.3.2 Guidelines for Allocation Working Groups

The *Allocation Working Group* shall abide by all campaign finance laws in the distribution of funds.

The *Allocation Working Group* can ask for outside guidance or counsel from any member of the Democratic Party or Democratic Club. Such counselors may only be non-voting members of the Allocation Working Group. No money shall be allocated to persons not on the list provided by the president. Some money shall be allocated to every candidate on the list provided by the president.

Distribution shall generally be unequal, and will be done in two portions per campaign season. The "Colorado Model" will be followed, meaning that the first allocation - early in the campaign - will be more evenly distributed, and the second allocation - late in the campaign - will be more heavily weighted by the factors listed below.

Several weighting factors shall be used to divide the available funds. The weighting factors shall include:

- How large is the electorate in the race?
- How hard is the candidate working, so far?
- What is the likelihood of victory in the race?
- How much will this amount of money affect the chances of victory?
- How many other sources of funds are available to the candidate?
- Is the candidate tapping other available sources of funds?

After the *Allocation Working Group* sets the disbursement amount for each candidate, the Working Group leadership will present the amount allocated to each candidate before making the information available to Club members.

If the candidate disagrees with the amount of monies that they are to be disbursed to their campaign, he/she shall have an opportunity before the second disbursement occurs, to present facts that the Allocation Working Group might not have considered during the first allocation. Allocation Working Group leadership will present the new facts to the Working Group for consideration before the second disbursement.

4.4 Programs and Events

A *Programs and Events Working Group* is responsible for a coordinated set of programs and events which support the mission of the Club and the objectives established for the year. This includes securing identified speakers or developing program specific agendas, as well as managing events, dinners, fairs and parades.

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4.4.1 Meeting Programs

Meeting themes, speakers and/or key topics with target meeting dates will be established in conjunction with the Officers to meet the mission of the Club and the objectives established for the year.

4.4.2 Franklin Delano Roosevelt (Revised name Feb 2015) Dinner

The Annual Franklin Delano Roosevelt Dinner is a key fundraising event for the Club. An *FDR Dinner Ad Hoc Working Group* will be designated which will arrange for a keynote speaker and conduct planning for the dinner. This event helps to highlight local Candidates. This dinner is targeted for the March / April time frame, although the specific date will be based on speaker availability.

Tickets for the FDR Dinner are \$50.00/each. (Per 2015 Club Budget approved Feb 2015)

4.4.3 Autumn Dinner

The Annual Autumn Dinner provides an additional venue to highlight local Candidates, recognize the accomplishments of our members and to raise additional funds for Candidate support. The dinner is generally located in the western portion of the county. An *Autumn Dinner Ad Hoc Working Group* will be designated and will arrange for a keynote speaker and conduct planning for the dinner.

4.4.4 Fairs and Parades

The annual calendar of Fairs, Parades etc. is maintained and available to Candidates and Club members via the Democratic Party website. Key annual events include:

- Newark Strawberries on the Square
- The Granville Fourth of July Parade/Booth
- The Hartford Fair (Parade/ Booth)
- The Pataskala Street Fair (Parade/Booth)

The Working Group will provide additional information on other events in which the Club may participate. Volunteers are critical to the success of these events to assist with preparation of the Club / Party Float (as applicable); Candidate walkers; Booth setup/ tear-down and coverage. The Working Group will facilitate volunteer scheduling as needed.

4.5 Campaign Assistance

The *Campaign Assistance Working Group* will create a collection of Best Practices for Democratic Candidates across all aspects of the campaign (funding, people, messaging, collateral, etc.). Jeff Christiansen ran a 6 week candidate school beginning in March. Sessions included:

Week 1: Your Challenge – Demographics, setting the stage for your goals

Week 2: Your Message – Slogans, stump speeches

Week 3: Your Funding – Rules, how to raise funds

Week 4: Your Help – Setting up a treasurer; recruiting volunteers

Week 5: Your Strategy – Message distribution

Week 6: Your Plan – How to put it all together

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5 Addendum

5.1 Club Objectives

- Improve our campaign effectiveness for the 2009 Election cycle.
- Formalize our candidate support for the 2009 Election cycle.
- Expand community awareness of our Democratic ideals and involvement.

5.2 Working Groups

- Finance and Budget:
- Membership and Outreach:
 - Allocation Working Group Ann Rader, Pam Wilson
- Programs and Events:
 - (Fairs and Booths)
 - (Parades)
 -
 -
- Campaign Assistance:

5.3 Meeting Agenda

1. Opening and Pledge
2. Greeting and Introductions
3. Office Holders and Candidates
4. Working Group Reports
 - Finance and Budget/ Treasurer Report
 - Membership and Outreach
 - Election Effectiveness
 - Campaign Assistance
 - Ad Hoc
5. Program and/or Speaker
6. Recurring Topics
 - Democratic Party updates
7. New Business
8. Close

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