

March DDTC Meeting Topic - Increase Member Planning Meeting

Friday, June 14, 2024

Background:

At April meeting, Julie raised the very real concern that we need an infusion of younger people to join the DDTC. This has been a concern expressed by most committee members over the last few years. There was a very good discussion amongst the people present at the meeting with many good ideas going into many different areas. As the purpose for Monday's meeting was to complete Swing Left post cards, it was decided that this should be the topic for our next meeting. Because there were many ideas on how to proceed, it was decided to have a member facilitate the meeting. Louie George graciously agreed to act as the facilitator.

Purpose of this document:

The purpose of this document is identify the issue and to define the objectives for this meeting leading to an action plan.

Issue:

The DDTC membership consists of 28 people primarily over the age of 60 years old. A vibrant committee is unsustainable without including people from all generations.

Goal: Increase membership of the DDTC focusing with younger people.

Objective: Develop a plan of actions to be taken to increase membership.

Discussion:

Each member has thoughts as to what age groups the DDTC should target and how to go about doing this to achieve our goal. During the meeting, under 50, millennials, GEN-Z, high schoolers, etc. were proposed. There were ideas about going to schools, doing mailings, holding events, etc. Also, ideas on what social media apps are best. The challenge of this meeting will be to take all the ideas and generate a plan of actions to move toward our goal.

Attached Documents:

1. At the last MassDems Convention, there was a seminar on this same subject which Liz Brennan and I attended. I have included my notes from the seminar to share their ideas for review.
2. Events hosted by other City/Town Committees.
3. I also have a letter to Salem News from Liz Bradt, Salem DCC Chair which I thought was pretty good.

The MassDems conducted a training session on the morning of the 2023 Convention addressing starting and increasing the membership of city and town Democrat Committees.

There were four Democratic City/Town Committee members from different areas of the state. They did a very good job. There was some worthwhile discussion.

The following are my notes from the training session;

1. Many people do not know that a Democratic Committee exists in their city or town.
2. Put monthly meeting notice in the local newspaper: Appears old fashion but people will see it, recognize that there is a Democratic Town Committee in their town and some will show up at a meeting.
3. Have a presence at social events: Setting up a table at town social events and at various ethnic events in the town will provide an opportunity for people to engage and get information about town committee in an informal environment.
4. Breakfast/fundraiser: If you have the funding, sponsor a breakfast or some other type of event. Make it free or free for those who cannot afford the donation
5. Phone bank
6. Post on social media. FaceBook reaches an older population. Consider Instagram, X (twitter) or Threads to reach a younger population
7. Arrange to talk to people at Senior Centers in your town
8. Arrange to talk to young people at schools in your town
9. Partner with other groups: I don't have in my notes what groups these would be. My guess would be to partner with other groups sharing our Democrat values.
10. There is a Biden List that can be useful to reach out to active Democrats
11. Organize regionally: I think that this meant to organize with other Democratic City/Town Committees.
12. Door knock / drop literature
13. Engage young people: In High Schools - Contact civics based teachers: In Colleges - contact the college Democrat groups
14. Engage with state representatives
15. VoteBuilder: Use VoteBuilder to identify Democrats and active Democrat voters
16. Register voters: set up tables at high schools and colleges
- 17. Committees exist for the sole purpose of electing Democrats!**

Lou Bernazzani

Member Danvers Democrat Town Committee

Other Committee Events

Gloucester

Events:

1. Summer Movie Night
2. Gloucester Block Parties - have a information table
3. DNC Debate Watch Party
4. Election Night Watch Party
5. Food Pantry (Open Door) Events - food / diapers - collect \$\$ also - establish a Venmo account
6. \$500 Student Scholarship

Example:



Beverly

1. Set up a table at Beverly LobsterFest (August 7) - pamphlets, literature, voter registration, SWAG
2. Pre convention social event at local pub
3. Order Biden/Harris lawn signs - not official signs (Printed from a printer in Lynn - Lynn did this last election) - give them out per request - no charge - way to meet/ attract new people



Woburn

1. Juneteenth Block Party - host an event with table offering voter registration, information on getting involved with the Committee and we'll have some Clark, Warren and Biden signs and buttons for those who stop by to say hi!
2. Local candidate Forum

JUNETEENTH WOBURN 2024

Block Party
12:00- 5:00 PM Community Tables, Vendors, Food, & Music
1:30 PM Welcome Remarks
2:00 PM Woburn Memorial High School Step Team

Inside the Library
12:00-1:30 PM Program Room The History of Emancipation & Juneteenth Presented by Christopher Daley
2:30-3:30 PM Program Room PanNeubean Steel Trio A soulful blend of Reggae, Soca and Calypso.

In the **Children's Room** kids and families can make special Juneteenth buttons and crafts, get temporary tattoos, and participate in a special guessing game and scavenger hunt!

Democracy is not a spectator sport

To the editor:

Did you know that only 29% of all Massachusetts voters are registered as Democrats? Did you ever wonder how people get to be a delegate at a National or State Democratic Convention? You are not alone.

The first step is to join your Democratic town committee. Across Massachusetts, Democratic town committees are organizing to sign up people from all walks of life to become voting members of their town committees. If you want to work to get Joe Biden and other Democrats elected across the U.S., we urge you to join us.

Four years ago in Salem, out of over 30,000 registered voters, exactly 157 contributed, knocked on doors or called across America to help get Joe Biden elected. Think about how much more we could accomplish with twice that number!

Go to salemDemocrats.org (or your town committee website), contact your Democratic Chair and come to the next meeting. There you will find us with nomination papers for your ward. If you want to become an active voting member who will work to get Democrats elected, please nominate yourself.

In Salem, we can elect a slate of up to 35 voting members from each ward on the March 5, 2024, Presidential Primary. If you are a voting member of your ward you get to vote at town-wide meetings. When your town has a caucus you can run to be a delegate at the Massachusetts State Convention. From there, you may have an opportunity to be a delegate at a National Democratic Convention.

If you are a Salem resident, please attend our next meetings in Salem on Sept. 18 and Oct. 10 at 6:30 p.m., 135 Lafayette St. in the community room just inside the entryway. Our website is salemDemocrats.org. Visit it, find out who is speaking at our next meeting and join us.

We need you if you want to contribute by knocking on doors, writing postcards, donating or making calls to help elect those who will represent you and the Massachusetts and U.S. Democratic platform. Remember, democracy is *not* a spectator sport.

Liz Bradt, Chair, Salem Democratic City Committee