

The logo for the Maine Democratic Party, featuring the text "ME DEMS" in a large, bold, sans-serif font. The letter "E" is white and contains a white silhouette of the state of Maine. Below "ME DEMS" is the text "MAINE DEMOCRATIC PARTY" in a smaller, all-caps, sans-serif font. The background of the logo is a dark blue, moody photograph of a coastline with mountains and water.

ME DEMS

MAINE DEMOCRATIC PARTY

Friend,

Thank you for your interest in the Maine Democratic Party Strategic Plan. Our plan reflects input we gathered from everyday Democrats, local activists, and experts across Maine following the 2016 election.

The core belief of the Democratic party is a fair shot for all. In service of that belief, Maine Democrats fight for job creation, strong schools, and an economy that works for all Maine people – not just the wealthy few. There is much work left to do to make our positive vision for Maine a reality, and in order to be successful, our approach to the work must change.

We are confident that by implementing this Strategic Plan, we can elect Democrats from the school board, to the Blaine House, to the White House, who will lead the fight for working families in Maine.

Our Strategic Plan contains three fundamental strategies:

- 1) Recruiting and training a bench of strong, progressive candidates**
- 2) Building a modern, long-term political infrastructure**
- 3) Clearly and consistently communicating our Democratic values**

The strength of our movement in Maine depends on all of us working together. Your support, participation and a relentless commitment to these priorities will be the keys to changing our state for the better in 2018, 2020, and beyond. We invite you to get involved!

Sincerely,

A handwritten signature in black ink that reads "Phil Bartlett II". The signature is written in a cursive, flowing style.

Phil Bartlett
Chair, Maine Democratic Party

YOUR VOICE

After the 2016 election cycle, we went on a statewide Values & Vision tour of public forums to hear directly from everyday Democrats, activists, and resistance groups.

Though folks spoke of their frustration and pain, they also shared conviction and passion, and in town after town we heard the commitment of Maine people to our shared values. Ultimately, we recorded real, concrete ideas on how to improve the lives of Mainers by improving our party.

We asked people who attended listening sessions and responded to surveys what their top personal concerns were and what policy areas elected leaders should focus on.

TOP PERSONAL CONCERNS	TOP POLICY PRIORITIES
<ul style="list-style-type: none"> Cost of: Property Taxes Heat & electricity Housing Healthcare Higher education 	<ul style="list-style-type: none"> Job creation & economic security Affordable, quality healthcare Quality K-12 education across the state Protecting the Environment A tax system that benefits the working & middle class
A SELECTION OF INPUT FROM FORUMS + SURVEY RESPONSES:	
<p style="text-align: center;">“Support more rural folks and communities.” - <i>Dover Foxcroft</i></p> <p style="text-align: center;">“Present and focus on solutions. Be fearless in promoting ideals and policies that support the ability of a government to empower people.” - <i>Rockland</i></p> <p style="text-align: center;">“Be clearer about the differences between our agenda and theirs.” - <i>Presque Isle</i></p> <p style="text-align: center;">“[We need a] 16 county solution.” - <i>Brewer</i></p> <p style="text-align: center;">“The GOP generates more content than the MDP. Change that. Start making blogs, videos, online updates.” - <i>Wells</i></p>	

OUR PATH FORWARD

1. Recruiting and training a bench of strong progressive candidates

Building a bench of effective public servants dedicated to our values is key to moving Maine forward. That's why the Maine Democratic Party is committed to recruiting and training candidates who are dedicated to their communities, running effective campaigns, WINNING, and enacting positive change once elected.

This spring, we started our work to build this next generation of leaders by implementing our Run Local Program. This new program combines in-person trainings and webinars so that progressive candidates have the tools they need to run smart, winning campaigns.

From Kittery to Farmington to Madawaska, our Run Local candidates have already gone through phase one of their training and are currently receiving voter file support. Our Run Local Program will be active in every election cycle, working in partnership with our local Democratic county committees.

To find out more about our Run Local Program, please contact the Grassroots Organizer in your area. Find them here: <https://www.mainedems.org/people/staff>

2. Building a modern, long-term political infrastructure

The Maine Democratic Party is uniquely positioned to work as the hub of progressive electoral work in our state. As a result of the feedback we heard, and this planning process, MDP is building long-term institutional infrastructure in the following ways:

- Supporting effective local organizing by providing regular training to individuals and allied groups
- Investing in municipal and county elections across the state to ensure that the decisions being made at the local level benefit working Mainers
- Establishing a network of grassroots donors who offset the damage Citizens United is doing to our Democracy
- Cultivating a network of county and municipal leaders who provide leadership and consistency to our modernized organizing effort
- Engaging with other political, resistance, and community groups to increase the impact we have across the state.

Building at the local level works both ways. While the MDP can provide resources and expertise, we will also regularly seek the organizing ability and advice of activists in their communities. This will create a powerful partnership that can harness the energy, enthusiasm and talents across our state to make sure our leaders put the best interest of Maine people first.

3. Clearly and consistently communicating our Democratic values

Maine Democrats must be clear about what and who we're fighting for. Folks should never again have to ask, "What do Democrats believe in?"

Our message must be clear as day: Democrats are fighting for a fair shot for all Mainers. By working together to increase economic opportunity, security, and social equality, we can build a fairer state where no one is held back.

This begins by improving communication internally. By coordinating with our Democratic officeholders, local leadership, and allies, MDP can lead on making our message more streamlined and consistent.

The next step is to amplify that message effectively in a rapidly changing media landscape — and that means producing our own content, in addition to working closely with the traditional press. From better use of social media and our e-mail program, to a weekly newsletter outlining strong, clear stances on issues, to our Live with Legislators video segments on Facebook lifting up our Democratic electeds accomplishments in Augusta, we will get that message out stronger and louder than ever before.

Additionally, we must clearly communicate the difference between the policies we promote as Maine Democrats and the divisive fringe policies of the Maine Republican Party — not just in moral implication, but in real, concrete consequence on the lives of Maine people. The MDP has grown our communications team and increased collaboration with field in order to enhance our communications at the local, state, and national level. Our team is already helping our Run Local candidates develop their message and their communications strategy, assisting with the Democratic agenda at the State House, and working to make sure we hold our opposition accountable.