



FOREWARD

The value of a organization like the Young Democrats is that we can bring new ideas to the Democratic party. The group gives us the ability to create the change that we want to see. By lending our time and skills to the Democratic Party, we are able to support and advance our values in Kentucky.

This year, our focus was on growing the organization and leveraging technology within the local party.

Jeremy Gibson

President, Louisville Young Democrats

Strat. Plan 2019

Strategic Planning

Theme	#	Initiatives
Club Growth	1.1	Host regularly scheduled meetings at a set, recurring location.
	1.2	Create committees to encourage <u>LYD</u> Board Members to help in club execution.
	1.3	Connect with other Young Democrats groups within the city including Bellarmine, UofL, and County Youth Committee.
	1.4	Promote the group through Facebook events for each event that we host with boosted ads.
	1.5	Improve the member join intake process by creating a data collection form with interest fields, and implementing that same form on the website.
	1.6	Recruit young democrats who are already active locally (1.3) to be involved with our group.
Innovation	2.1	Seek out the local stakeholders who will value utilizing business intelligence (Power BI) platform.
	2.2	Create buy-in for statistical analysis through presenting examples of good dashboards to key stakeholders (2.1).
	2.3	Bring in additional programmers and analysts who support Democratic values to create some form of data team.
	2.4	Encourage and support additional VAN/Votebuilder trainings within LDP and LYD.