

DSCC “Deep Roots Task Force”

A task force assembled to build, implement and maintain a proactive grass roots approach to engaging and energizing voters.

Executive Summary:

An immediate focus on the new 6th District to successfully elect Democratic candidates in as many offices as we can will demonstrate capability that will attract national and in-state funding and support. As some of you know, we have been integrating several excellent plans for revitalizing the Louisiana Democratic Party. We will establish the “Deep Roots Task Force” to execute that plan. The “Deep Roots Task Force 6th District Plan” begins with a listening and networking tour capturing vital information about local infrastructure, relevant organizations, and key organizers in each area as we network with DPECs, Church Leaders, Community Leaders, Non-profits, and Activist Leaders. We will engage the entire 6th District to help elect their US representative, while also asking each parish which local offices they can field candidates for. We will establish a timeline, working backwards from the November election to set key dates and actions for mobilizing, candidate recruitment, and training.

The “Deep Roots Task Force 6th District plan” aims to strategically engage and mobilize the Democratic base in Louisiana's 6th Congressional District through a multifaceted approach. Key components include establishing the 6th District Task Force to network with influential leaders, leveraging the Voter Activation Network (VAN) for data collection and volunteer organization, and creating a detailed mobilization plan tailored to the district's demographics and communities. Ground game training, digital outreach, traditional canvassing efforts, and boot camps run by the party to teach the candidates and their staff how to run campaigns and network will be prioritized, with a focus on empowering the Black and church-based communities. Candidate and staff training

Additionally, initiatives such as revising party bylaws, crafting targeted messaging, and analyzing synergy between outreach efforts and Democratic Party Executive Committees (DPECs) are outlined. The plan emphasizes the importance of digital capabilities, including social media engagement and VAN access for all party members. Fundraising and networking with Democratic officials and donors are also highlighted to support the party's development and campaign financing. Overall, this comprehensive plan aims to strengthen Democratic presence and mobilization efforts in Louisiana's 6th District leading up to the elections.

We will use the Deep Roots Task Force 6th District Plan as an opportunity to establish an infrastructure for organization and training which will then be rolled out statewide.

Plan Details

Stage I:

1. 6th District Listening and Networking Effort-Capture information in VAN.
 - 1.1. Create the 6th District Task Force. Critical to get black leaders on the 6th District Committee and Recruit Committee Members, with focus on those who can make inroads in 6th District: Potential networking partners in 6th Congressional District, DPECs, Church Leaders, Community Leaders, Non-profit / Activist Leaders. Reach out to statewide organizers for Intel Use VAN targeting high potential areas.
 - 1.2. Use Van to capture info on organized volunteers: Some DSCC members are already interested. Blue reboot candidates or supporters in the sixth district
 - 1.3. Randal, members of the planning team, and local DSCC members engage with local leaders — not to hear a plan dropped on them — but rather to gain insight and learn about the local infrastructure, relevant organizations, and key organizers in each area..
 - 1.4. Connect with all existing Democratic officials and lay out the groundwork for networking and primarily in the 6th district and use VAN to engage voters early and often. This would include public meetings for introducing Randal to people and to bring people to the party.
 - 1.5. Develop an online public forum (or multiple forums) for 6th District Democrats and drive them to join. Do this in tandem with a campaign to generate email leads and have ongoing communications sent to these leads.

2. Create Detailed Plan for 6th District
 - 2.1. Establish a timeline, working backwards from the election to set key dates and actions for mobilizing.
 - 2.2. Determine how to divide and coordinate digital outreach, canvassing and direct outreach to black and church-based communities.
 - 2.3. Establish differentiated canvassing plan elements by geography, community, DPEC, and activist groups.
 - 2.4. Develop DPEC model in time for 6th District effort.
 - 2.5. Develop plan element metrics and where necessary differentiate by group.
 - 2.6. Build out DPEC websites to establish a foundation for housing easily shareable information with each community. Use Slack communications platform to connect each DPEC by way of a representative from each DPEC being in communication with each other. This will be especially helpful for coordinated campaigns. Prioritize access to the VOTE builder, training key personnel on VAN for the purpose of targeting high potential voters, capturing Intel collected, volunteers, community knowledge, etc.
 - 2.7. Finalize integrating the rebuild-the-party blueprint into the plan.

- 2.8. Revitalize and connect with all DPECs that are active and work to fill all vacancies in DSCC and key DPECs starting in 6th District.
3. Create ground game training: Primary focus on GOTV.
 - 3.1. Developing, installing, training users/activists with user friendly internet tools for both messaging and management, in addition to in-person, by-phone, and by-mail community engagement.
 - 3.2. Digital
 - 3.3. Traditional canvassing
 - 3.4. Work for and support black community efforts.
 - 3.5. Develop motivational messaging from organizers to volunteers.
 - 3.6. Create an interim Intranet for housing all information and instructional materials needed for fundraising and organizing specific to 6th District.
 - 3.7. Boot camps run by the party to teach the candidates and their staff how to run campaigns and network.
4. Create easy to read and annotate, war room maps (digital and wall maps)
 - 4.1. Congressional Districts, parishes, state rep and senate districts, cities and towns
 - 4.2. Project major elements with named resources, locations, activities, and status
5. Establish Rules and Bylaws Committee
 - 5.1. Identify needed changes for DPECs (Early Candidate Selection, establishing Advisory Boards, expectations concerning involvement with Statewide communications (Slack/Intranet))
 - 5.2. Ensure committee represents a mix of legal trained members, initiative leaders, and stakeholders
 - 5.3. Revise the bylaws and the constitution of the LDP to become a more accountable and democratic institution
6. Messaging
 - 6.1. 6th District Specific
 - 6.2. National Democratic Party, democratic winners in red states, Gavin Newsom, etc.
 - 6.3. Louisiana specific
 - 6.4. Craft a narrative for the 2024 elections in Louisiana and run with a theme: this could be for anti-corruption, pro-democracy and decency, and for popular issues that galvanize voters such as Medicare for all or student debt forgiveness
 - 6.5. Jim Clyburn: List what Biden did, List what Trump did.
<https://www.youtube.com/watch?v=vljL8J5kl-0>
 - 6.6. List what Landry is doing
 - 6.7. Youth Specific

6.8. Begin collecting, characterizing, and collating messaging from existing sources.

7. Analyze Synergy Between 6th District Priority Outreach and DPEC Plan

- 7.1. Highest potential precincts/communities from JBE 2015 and 2019
- 7.2. Community leader led areas where the DPEC is weak or non-existent
- 7.3. Community leader led and the DPEC has some different constituents
- 7.4. DPEC is established and well connected
- 7.5. None

8. Complete Digital Capabilities

- 8.1. Social media
- 8.2. DPEC websites
- 8.3. Community digital enablers / Slack
- 8.4. Digital Activists
- 8.5. Radically improved and readily plug and play social media frameworks and systems will be a big improvement in the reach for Democratic Party organizations at the local level.
- 8.6. Votebuilder, VAN access for all DSCC and DPEC members
- 8.7. Develop an online public forum (or multiple forums) for 6th District Democrats and drive them to join. Do this in tandem with a campaign to generate email leads. This can be twofold. For those on Social Media, a Facebook Group is sufficient and should work with the general age demographic. For those not on Facebook, collect email addresses and provide regular messaging

9. Connect and work with all democratic officials and donors to raise money in order to finance the development of the party

- 9.1. Connect with all existing Democratic officials and lay out the groundwork for fundraising and networking

Stage II:

1. Follow Up 6th District Listening and Networking Effort.

- 1.1. Black leaders on the 6th District Committee follow up with Church Leaders and Black Community Leaders to offer assistance with checking voter rolls information to ensure that disenfranchisement doesn't occur. Ask for digitally savvy volunteers to get on Party Public Forum, social media and slack.
- 1.2. Leverage local DSCC members to do the voter roll work and engage with volunteers.
- 1.3. Follow up with local leaders to share the plan asking for input and feedback to tailor it so they can make it work in their organizations and also connect to the party infrastructure.
- 1.4. Schedule with existing Democratic officials in the 6th district the public meetings for introducing Randal to people and to bring people to the party.
- 1.5. Begin using online public forums for 6th District Democrats and measure participation Engage in activities to drive up engagement.

2. Ongoing Active Development of Detailed Plan for 6th District

- 2.1. Establish rolling 3 month plan focus and two week action list to execute 6th District Plan with integrated After Action Reviews and plan adjustments.
- 2.2. Engage with and coordinate digital outreach, canvassing and direct outreach to black and church-based communities.
- 2.3. Develop canvassing organization for geography, community, DPEC, and activist groups as needed.
- 2.4. Roll out DPEC model in time for 6th District effort assisting existing DPECs as needed and especially where they will become the lead in multi-parish, regional hubs until more DPECs can be created and matured.
- 2.5. Begin using plan element metrics and where necessary differentiate by group.
- 2.6. Assist existing DPECs to leverage new websites and Slack communications platform to connect each DPECs. Engage in VOTE builder training of key personnel on VAN for the purpose of targeting high potential voters, capturing Intel collected, volunteers, community knowledge, etc.
- 2.7. Provide the Executive Committee elements of the integrated plans that need their support not only for the 6th District but the rest of the state.
- 2.8. Work with all existing DPECs fill all their vacancies and those in DSCC and key DPECs in the 6th District.
- 2.9. Ask each parish if they can pick at least one local office on their November ballots to find a candidate for.

3. Begin ground game training:

- 3.1. Developing, installing, training users/activists with user friendly internet tools for both messaging and management, in addition to in-person, by-phone, and by-mail community engagement.
- 3.2. Work for and support black community efforts and provide them messaging elements they can re-imagine for their communities and to engage youth in their areas.
- 3.3. On board and train organizers by working with them to enlist and engage volunteers.

- 3.4. Use the interim Intranet of housed information and instructional materials needed for fundraising and organizing specific to 6th District improving it as we go.
 - 3.5. Prepare Boot camp materials run by the party to teach the candidates and their staff how to run campaigns and network and scout out regional venues.
4. Create simple handout versions of the war room maps (digital, letter, and 11 x 17)
 - 4.1. Congressional Districts, parishes, state rep and senate districts, cities and towns
 - 4.2. Project major elements with named resources, locations, activities, and status
5. Establish Rules and Bylaws Committee
 - 5.1. Work with DPECs to ensure they get positive changes and resources they need in the changes for DPECs (Early Candidate Selection, establishing Advisory Boards, expectations concerning involvement with Statewide communications (Slack/Intranet))
 - 5.2. Ensure proposed changes and language are legally correct and unintended consequences are completely analyzed.
 - 5.3. Schedule the vote for the revised bylaws.
6. Messaging
 - 6.1. Using VAN and partnering with local DPECs and other organizations, put out a call for local campaign specialists (marketers, photographers, copy writers, fundraisers, advertisers, web designers, designers, PR pros, venue owners, etc). This is a recruitment effort for all the local and regional skill sets needed to produce and support campaigns. [Form example](#). Prioritize connecting with professionals who are willing to donate their time or offer it at reduced rates. Determine a budget for extending beyond pro-bono contributions.
 - 6.2. 6th District Specific
 - 6.3. National Democratic Party, democratic winners in red states, Gavin Newsom, etc.
 - 6.4. Louisiana specific
 - 6.5. Craft a narrative for the 2024 elections in Louisiana and run with a theme: this could be for anti-corruption, pro-democracy and decency, and for popular issues that galvanize voters such as Medicare for all or student debt forgiveness
 - 6.6. Jim Clyburn: List what Biden did, List what Trump did.
<https://www.youtube.com/watch?v=vljL8J5ki-0>
 - 6.7. List what Landry is doing
 - 6.8. Youth Specific
7. Share 6th District Priority Outreach and DPEC Plan with Supporting Data Establishing Why
 - 7.1. Highest potential precincts/communities from JBE 2015 and 2019

- 7.2. Community leader led areas where the DPEC is weak or non-existent
- 7.3. Community leader led and the DPEC has some different constituents
- 7.4. DPEC is established and well connected
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8. Roll Out Digital Capabilities

- 8.1. Votebuilder, VAN access for all DSCC and DPEC members
- 8.2. Social media
- 8.3. DPEC websites
- 8.4. Community digital enablers / Slack
- 8.5. This can be twofold. For those on Social Media, a Facebook Group is sufficient and should work with the general age demographic. For those not on Facebook, collect email addresses and provide regular messaging

9. Connect and work with all democratic officials and donors to raise money in order to finance the development of the party

- 9.1. Randal connect with John Bel Edwards donors and to share plan and to get funds to work the 6th District effort. We need to give him details and amounts.
- 9.2. Start working with all existing Democratic officials on fundraising and networking
- 9.3. Begin conversations with national party and potential out of state donors.