

Goals of the DPCA Executive Committee, published 12 Oct 2013

VFA Goal

1. Achieve a total number of registrations equal to 50% of the total DA membership via Vote From Abroad (VFA). These registrations of Americans living abroad will be valid for the 2014 mid-term elections by the registration deadlines in each state.
2. Ensure a completely ready VFA tool and begin promotion of VFA registration on 1 January 2014.
3. Collate from VFA voter registration in 2014 such data as resident country and voting state and when possible, voting ZIP code (for Congressional districts); data to be collected in four time frames: April 1, August 1 and November 1, to assess voting numbers and VFA effectiveness, with a final collation after the November election by December 2014.
4. Archive data for use in future federal election cycles.

GOTV Goal

1. Draft a 2014 GOTV Plan, and solicit input from country-committee leaders at the 2013 regional meetings. Work with the GOTV Committee to compose the final, comprehensive 2014 GOTV Plan.
2. Approve the final 2014 GOTV plan by 15 January 2014 and immediately distribute it to country committee and DPCA committee leaders. Coordinate with country- and chapter-level leaders to execute the plan in 2014.
3. Analyze DA's support for Democratic candidates in 2014 and distribute to state and national Democratic Party organizations by 8 December 2014.

Data Management Goal

1. Develop a comprehensive process by July 2014 for data mining overseas voter information.
2. In the next year (2013-2014), extract overseas voter information from state or local voter lists in at least 20 states, focusing on the 2013 special-election states and 2014 frontline states. Use this information to compile a GOTV contact list of US overseas voters who are not already members of DA by July 2014.

Social Media Goal

1. Approve Social Media guidelines and protocols by 31 January 2014, and distribute to international, regional and Country Committee Facebook and Twitter administrators. Approve the Communication Committee's list of targeted audiences by the end of February 2014, then use Social Media to drive new members to DA, and voters, regardless of DA membership, to VFA.
2. Approve, by April 2014, a paid-ad strategy focused on GOTV, candidates' campaigns, and VFA; review monthly for results, cost and messaging.

Website Goal

Improve the design, accessibility, and informational resources of the Democrats Abroad website by early 2014. This will entail:

- creating and implementing a new design template for the DA website to include new color scheme, wireframe structure, and integrated logo by March 2014
- restructuring website menus and content structure to make the site structure more intuitive and logical, by April 2014
- creating and integrating into the website a collaborative and secure document sharing tool to provide improved access to working and reference documents by early 2014
- providing training resources in the form of both a FAQ and step-by-step guides for leaders on how to use and manage content on the website, by June 2014
- conducting website usability surveys and solicit user feedback, with the aim of continual website improvement, by December 2014

Fundraising Goal

Raise sufficient funds for 2013 expenditures and carry over \$50,000 into election year 2014. Plan to raise \$50,000 in the first quarter of 2014.