

DEMOCRATIC MUNICIPAL OFFICIALS - STRATEGIC PLAN 2020-2025



www.NationalDMO.org



OUR PARTY

Since 1848, the Democratic National Committee has been the home of the Democratic Party, the oldest continuing party in the United States.

Today, we are millions of supporters strong, leading with our values, fighting for progress, and helping elect Democrats in every state, city, and ZIP code — from local office to the Oval Office.

Our party is strong because it's built on advancing our Democratic platform and forging positive solutions that include everyone. As Democrats, we believe that every person in this nation should be treated with dignity and respect. We believe that health care is a right for all and that we should be rewarding the hard work of middle-class families. We believe that our schools and streets should be free from gun violence and that a woman's decisions about her own body are hers to make.

As the DNC, we are working together to build a bright future for everyone. We are fighting for the soul of our country, for the heart of our democracy, and for America's place as the land of opportunity for all.

VISION

DMO is the largest network of elected Democrats in the country. We work locally and influence nationally to create a society that embodies our shared Democratic values.

MISSION

We Connect, Engage and Empower Democratic Municipal Officials
Democratic Municipal Officials are individuals elected to municipal office who subscribe to the principles of the Democratic Party.

CONNECT

WE CONNECT Democratic Municipal Officials to each other, to the DMO organization, to other levels of government, to leaders in the Democratic Party, labor and business partners, allies and other stakeholders.

This connection shall be achieved by:

- Growing and cultivating - a true and engaged membership base;
- Building and maintaining - a comprehensive database of Democratic municipal officials nationwide;
- Convening - at both state chapter and national DMO events, including DMO's breakfasts, state DMO gatherings and varied events with political, business, non-profit and labor leaders;
- Communicating - stories, municipal successes, challenges and opportunities through our email newsletter, social media, earned media, polls and other tools and technologies.

ENGAGE

WE ENGAGE Democratic Municipal Officials in DMO, in advocacy, policy and furthering Democratic principles.

This engagement shall be achieved by:

- Hosting - webinars, conference calls, and other DMO activities;
- Creating and sharing - policy recommendations and statements, best practices, calls to action and good ideas;
- Advocating and advancing - local, state and federal policies on behalf of our members in partnership with others, and with all levels of government;
- Offering opportunities - for elected officials to join committees, councils, and DMO's board.



EMPOWER

WE EMPOWER Democratic Municipal Officials to better serve their communities, as well as aid in DMO recruitment, election and advancement.

This empowerment shall be achieved by:

- Building the Democratic bench - by promoting DMO leaders within the NLC, state municipal groups and Party organizations; by developing strategies to increase the number of Democrat-led cities; and by recruiting and supporting candidates for municipal office, and through DMO's Blue Star Candidate and Blue Star Rising programs;
- Professional development - for members in fundraising, policy making, and other skills [through DMO's website, member service and via webinars/partners etc.];
- Policy development - by educating, informing and training - with access to toolkits including sample language for ordinances, and strategies for enacting/achieving policy goals;
- Sharing - innovative ideas and practices along with connections to experts in those areas.

ORGANIZATIONAL STRUCTURE

COMMITTEES

of the Board of Directors

COUNCILS

Chaired by members of the Board. Council leadership includes other DMOs and outside advisors.

NATIONAL ADVISORY BOARD

Provides financial support to DMO and lends expertise and industry insights to our organization.

EXECUTIVE | GOVERNANCE | FUNDRAISING | BUDGET & FINANCE | MEMBERSHIP
 NOMINATING | EXTERNAL COMMUNICATIONS

STATE CHAPTERS | POWER CITIES | POLITICAL | POLICY | LABOR | ALUMNI

BUSINESSES | TRADE ASSOCIATIONS | LABOR UNIONS | PROGRESSIVE ALLIES
 LOBBYING, LAW and CONSULTING FIRMS

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DMO is a non-profit, non-federal 527 political organization. Donations are not tax-deductible.