

DEMOCRATS 2012

INTRODUCTION - Democrats 2012 is a powerful program that will attract **thousands** of new **volunteers** to the **Democratic Party**. At its core are **Democratic values** and **grassroots organizing**. The immediate goal is to prepare for the **2012 General Election**. The long-range goal (**2012** and beyond) is the creative transformation of the **Democratic Party, our government and our nation**. **Democrats 2012** has the **blueprint, the tools** and the **action plan** to get the job done. **Democrats 2012** has been created by the **Quick 'N Clean Foundation** www.qnc.us.

CORE DEMOCRATIC VALUES - To attract **thousands** of new volunteers, the **Democratic Party** must be built upon **three** core values – **economic justice, human rights** and **environmental sustainability**. These values create a powerful **force** for **attraction**, and will solidify the **emerging Democratic majority** in America. **Democrats 2012** is designed to turn the **Democratic Party** into a **powerhouse** dedicated to the **flourishing** of **all** our citizens.

BLUEPRINT – When running a **baseball diamond**, a player must touch **all** bases to score. Likewise, to **recreate itself** and **score key victories** in **2012**, the **Democratic Party** must cover all bases. **No base can be missed!** To **recreate** itself the **Democratic Party** must cover these **four** bases:

- 1st Base** – Message (powerful platform built on core democratic values)
- 2nd Base** – Candidates (qualified and ethical)
- 3rd Base** – Campaign Finance (clean election laws as passed in ME and AZ)
- Home Plate** – Election System Integrity (inclusive, transparent, accurate)

ACTION-PLAN TOOLS - What are the **action-plan tools** that will cover **all** the bases? On which **bases** are they located?

1st Base (Message) Ten-part **DEMOCRATIC** platform built upon **economic justice, human rights** and **environmental sustainability** www.qnc.us

2nd Base (Candidates) Democratic Candidate Recruitment Manual, Building Dynamic Precinct Organizations Manual, 25 Quick Steps to a DPO Manual www.qnc.us

3rd Base (Campaign Finance) Federal and state **clean election laws** providing public campaign funding, sensible spending limits and voluntary participation www.newrules.org/gov/clean.html

Home Plate – (Election System Integrity) **Democratic** Election Integrity Committee Manual, Ballot Integrity Project Documents www.qnc.us .

ACTION PLAN – To assure that the **Democratic Party** covers all the bases, **Democrats 2012** includes a **20-point action plan** covering local, state and national rollouts.