



Membership And Money

By: Bruce Johnson, DPOC Treasurer

DPOC continues to strive to increase our active members. This will benefit us in two ways, (1) there will be more people who can help on neighborhood and county activities, and (2) we can develop more reliable sustaining revenue to ensure our office is open and staffed. To best reach our goal, we are working on several fronts. We need to share our efforts, so please review the options below and [let us know](#) how you would like to help.

- **Ask Friends and Family:** Your family and friends will give primarily because of their personal relationship to you. Ask them to fill in the [sustaining donor form](#).
- **Ideological:** Passionate Democrats will give to passionate causes we believe in. This breaks down into three categories.
- **Democratic Party Activists:** People who are active in the Democratic Party as an organization, but perhaps are not aware of the Party's efforts in Orange County.
- **Previous Donors:** Individual donors from Orange County who have given to candidates and causes at the local, state and national level. In 2012, there were nearly 7,000 individual donors that made more than 50,000 contributions. These are people who have the desire to help, but have not because they don't know about DPOC's vision and opportunity.
- **Issue Oriented:** These are people whose motivation derives from a single issue, (for example choice, LGBT rights, environmental, workers rights, etc.)

Below are some fundraising tactics that are effective for building long-term relationships.

- **Events:** This is a great way to get people in the door to hear about DPOC and make the "pitch" in person. Every study shows that a face-to-face conversation leads to the greatest success of securing a long-term and active member.
 - **[Schedule House Parties](#)** - Our goal is to host an event in each Assembly district by August 2013.
 - **[Neighborhood Walks](#)** - Engage in conversations to identify potential members.
 - **[Phone Banking](#)** - While volunteer phone banks to prospective donors are discouraged for short-term campaigns, it can be a very effective tool for a long-term fundraising strategy for a party organization like DPOC. Phone follow-up, in conjunction with mailings, are very useful in boosting response rates.

People ask me for the reason to support DPOC. I tell them this is a wonderful time for the Democratic Party in Orange County. We have the opportunity to make a significant and lasting impact to benefit our communities. Currently, our county elected officials do not represent the overall community. Because of an increasing percentage of people in Orange County who are Democrats or Decline to State, we are at a turning point. If Democrats stand tall and clearly state our values, we will see a dramatic increase in the number of Democratic elected officials. Contributing a little time and treasure at this time will reap tremendous rewards.