

Synopsis of ORMA Strategic Planning Document

- There is no other organization like ORMA that works within and out of the Democratic Party on the local, state, and federal level.
- Organizing begins with internal communication in how, what, when, where, and why we communicate with each other.
- Measurable objectives within a timeline are needed.
- Having fun and using humor both internally and in public campaigns has been demonstrated to help movement building, along with respecting and building relationships with each other.
- Training and knowledge sharing will help every volunteer, especially those in coordinating positions.
- A dynamic, creative, and powerful media campaign has been highlighted suggesting this be one of the highest priorities.
- Discipline and organizing best practices along with clear volunteer roles and tasks will go far to bolster volunteer morale which is essential.
- One next step is the development of a user friendly guide to help new volunteers start their own local Affiliate.