



*Wisconsin  
State  
Senate  
Democratic  
Committee  
Plan*

255-8919

Prepared by:  
Matt Swentkofske, Director  
State Senate Democratic Committee  
222 W. Washington St.  
Suite 150  
Madison, WI 53713

● Goals

**Table of Contents**

- Introductory Strategy Statement
- Winning Wisconsin
- Staffing Structure and Operations
- Fundraising and Expenditures
- Voter File Operations
- Targeting
- Research & Polling
- Press Operations
- Direct Mail Plan
- Phone Plan
- Data Management
- Services provided by SSD
- Coordinated Campaign
- Allies
- Timeline



Appendix

SSDC Finance Plan- prepared by Finance Director

Targeting Spreadsheet

SSDC Budget

# Overview

## ~~Introductory Strategy Statement~~

Wisconsin is a blue state- but certainly not deep blue. Despite supporting the Democratic presidential tickets in 2004 and 2000, Wisconsin is the epitome of a swing state. In both presidential elections Wisconsin was a closely contested state. Al Gore received 1,242,987 just 5, 708 over Bush's 1,237,279 votes. In 2004, after \$55 million, Kerry beat Bush by just over 11,000 votes (1,489,604 to 1,478,120). The last time a Democrat easily won a state wide election in Wisconsin was Clinton/Gore in 1996. Clinton won with 1,071,971, beating Dole with 845,029 votes and Ross Perot with 227,339.

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Voigt kt

Democrats currently hold every state-wide elected office in Wisconsin, but the Congressional Delegation is completely split with four Democratic Members- Obey, Kind, Moore, and Baldwin- and four Republican Members- Ryan, Sensenbrenner, Petri and Green. This year the 8<sup>th</sup> CD (northeastern WI) will be contested as Green is running in the Republican primary for Governor.

as

Governor Jim Doyle is up for re-election this year and will face ~~the~~ northeastern Wisconsin's Congressman Mark Green ~~or Milwaukee County Executive Scott Walker~~. The Governor's re-election will ~~not be a cake walk~~ <sup>be difficult</sup> as the early months of the campaign have shown. ~~Consecutive weeks of pay-to-play accusations in print, on blogs, and on TV have represented the beginning of open season on the incumbent.~~

New sentence

In 2002, long-time Democratic Senate Caucus leader Chuck Chvala was charged with multiple <sup>felony</sup> counts of extortion, misconduct in public office, and unlawful political contributions a mere three weeks before Election Day in 2002. Republicans took advantage of the scandal to hurl accusations of impropriety at Democratic senate challengers and incumbents. Democrats lost the majority in the State Senate by 1,357 votes across 3 senate districts. The result, for 2006, is that 5 Republicans are currently sitting in traditionally Democratic seats. ~~Senator Chvala's influence on the caucus is still felt today as members continue to adjust to new campaign finance laws and the need for all members to contribute and participate in the committee program.~~

remove

~~This is the time to win these seats back.~~

### Winning Wisconsin- Goals for the Committee

Senate Democrats are <sup>just</sup> 3 seats down from regaining the majority. ~~Redistricting looms on the horizon in 2010~~ and opportunities to pick up Democratic seats are most <sup>never more</sup> realistic in 2006.

The State Senate Democratic Committee (SSDC) will serve as a think tank, resource manager, campaign planner, staff recruiter, trainer and fundraising source for incumbents and challengers. ~~The short term goal of the Committee is to work to ensure a net gain of Democratic seats and take back the majority in the State Senate in 2006. The long term goal is to position the caucus to be in the majority for redistricting in 2010.~~

Additional goals include:

- Protecting incumbents (Give the Plale, Carpenter, Robson, Decker, Jauch)
- Recruiting and supporting challenger campaigns
- Running a professional modern committee program that includes participation from a majority of Committee members

all caucus

## Staffing Structure & Operations

### Offices

- Madison- 222 W. Washington Ave. (DPW HQ)

The Committee Structure is as follows:

#### Leader

Minority Leader, Senator Judy Robson, is the head of the Senate Democrats. She steers the direction of the Committee, helps elevate additional members into leadership roles, and is well positioned to raise money into SSDC as well as raise the profiles of individual targeted campaigns. Senator Robson will approve the SSDC plan and major expenditures of the Committee.

#### Chair

Senator Russ Decker is the Chair of the SSDC and shares the leadership of the Committee with the Leader. He helps to steer the direction of the Committee, works with the candidates, and works to raise money into SSDC as well as raise the profiles of individual targeted campaigns. Senator Decker will approve the SSDC plan and be involved with major decisions of the Committee.

The Staffing Plan is as follows:

#### Director

*Hire Date: Jan. 1*

The Director, Courtney Dozier, will report directly to Senators Robson and Decker or their designee. She will be responsible for putting together and overseeing the SSDC plan. She will work directly with candidate campaigns to train staff and develop tools for tracking their progress. She will make recommendations for which races should be targeted and represent SSDC at the Coordinated Campaign table. The Finance Director, Communications Director and campaign managers will report to the director.

#### Finance Director

*Hire Date: Jan. 1*

The Finance Director is Jason Childress. His responsibilities include developing and executing the SSDC fundraising plan, managing the development and implementation of campaign fundraising plans, and representing SSDC at the finance table of the Coordinated Campaign. He will work directly with candidate campaigns to establish monthly fundraising goals and to develop tools for tracking their progress. The Finance Assistant will report directly to Jason, who will establish procedures for reporting from the Finance Assistant.

#### Finance Assistant

*Hire Date: March 15(part time) Zoi'*

*End Date: November 30*

The Finance Assistant will be responsible for helping to implement the SSDC fundraising plan. Responsibilities include staffing member call time, coordinating donor research with interns, and assisting with SSDC fundraising events. The Finance Assistant reports directly to the Finance Director.

Change

Engel?  
spot  
senior  
counselor

## Staffing Structure & Operations

### Communications Director

*Hire Date: April/1*

*End Date: November 15*

The Communications Director will develop and implement the SSDC coordinated press plan, draft talking points and speeches for candidates, write press releases when needed for both the SSDC and campaigns, and coordinate debate prep for candidates.

### Campaign Managers

*Hire Date: May 15*

*End Date: November 15*

SSDC will hire and train five campaign managers for the A-List targeted seats (Decker, Lehman, Sullivan, Kreitlow, Brown). Managers will be responsible for coordinating the efforts of the campaign on the ground and working with SSDC to ensure a professional operation and successful effort on Election Day. Managers will work with SSDC to manage direct voter contact programs, press, and fundraising operations for the campaign. Managers report to the SSDC director.

*Kathy + Kory  
talk about 3 or 4*

*range*

## Fundraising and Expenditures

See Attached Finance Plan

### Voter File Operations

← As full and active members of the Coordinated Campaign (CC), a portion (\$23,500) of our CC dues will cover our purchase of access to the voter file, voter file support from the DPW, and IDs. SSDC will in-kind in the amount of \$2,000 the use of the file to all Democratic Campaigns. In the event of the primary, campaigns are required to pay \$2,000 for use of the file to the DPW. For incumbents, SSDC will raise this money to the party to cover this cost.

← The DPW has contracted with Huddleston Design for a web-based voter file.

### Targeting

In a perfect world, SSDC has unlimited resources to help any Democratic candidate running for office. In order to maximize our resources we must make tough decisions and focus our efforts into the races where our help will push the campaign over the top and ensure victory. The campaigns are broken out into 4 target levels (see attached targeting spreadsheet):

A List-	Democratic & Republican "Targeted" Seats
B List-	Democratic & Republican "Competitive" Seats
C List-	Democratic & Republican "Watch" Seats
D List-	All Democratic Seats

## Targeting

**D List Target Campaigns-** The Committee will provide a number of services to all Democratic Candidates:

1. Legislative NCEC Targeting Data
2. Assistance with campaign issues research
3. Access to generic press release templates throughout the campaign
4. Access to generic messaging (surveys, etc.)
5. Access to the voter file
6. Web development if needed
7. GOTV assistance through the coordinated campaign

**C and B List Target Campaigns-** Democratic "Watch" and "Competitive" seats will receive the following additional services: *Brown, Shultz*

1. Access to a finance database
2. Recommendations to assist with staffing
3. Training for staff
4. Help writing campaign plan- including budgets, targeting, voter contact goals, mail schedules and GOTV planning
5. Access to polling information

**A List Target Campaigns-** "Targeted" seats will receive the following additional services: *Sullivan, Zien, Racine*

1. Opposition Research
2. Financial assistance for staff
3. Benchmark and 1 tracking poll *S?*
4. Discounts on direct mail services through caucus vendors
5. Direct financial assistance for voter contact
6. Fundraising assistance from leadership
7. Strategic advice and planning assistance from caucus vendors
8. Developing and implementing an earned media plan, support in writing speeches, press releases, and debate preparation

### Defining Committee Expectations

It is incumbent of SSDC to define our expectations for our campaigns. By setting parameters we are able to work honestly with the campaigns and, in the end, make the tough decisions to win.

What does it take to become an "A List" target?

#### Objective Factors

1. SSDC approved managed hired by ~~May 15~~ *June*
2. Campaign plan written and agreed to by June 15
3. Participation in SSDC-sponsored training seminars
4. Participation with SSDC approved caucus vendors

100,000 Lehman, 75,000 Kretlow, 50,000 Sullivan

- 5. Funding base of at least X Sxx contributors by June 30

**Targeting**

- ? 6. [Benchmark completed by May 31<sup>st</sup> → July
- 7. Grassroots organization in place to run a field/phone program by August 15
- 8. Computer-based field strategy that implements targeting

Subjective Factors

- 1. Poll results that show "win-ability"
- 2. Effective campaign management practices
- 3. Potential for press coverage
- 4. Fundraising progress
- 5. Effective use of campaign funds
- 6. Favorable Democratic Performance rating and political climate

**Research and Polling**

SSDC will work with Progressive Majority Wisconsin to provide opposition research and professional polling to targeted campaigns.

Research

SSDC:

SSDC will use volunteers to gather legislative research (votes) against Republican incumbents. Priorities include Zien, Reynolds, McReynolds/Lehman, Brown, Liebham, and Schultz. Research will be completed by ~~XXXXXX~~ Lay of the land memos will be completed by ~~XXXXXX~~<sup>July 4</sup> June 30

Progressive Majority Wisconsin:

PM Wisconsin will hire a professional opposition research vendor to conduct courthouse research on Senate targets (listed above). This research cannot be purchased by SSDC or given to candidates (without having to pay full value) but will be used when putting together benchmark polls.

Polling

Progressive Majority Wisconsin:

Benchmarks- PM Wisconsin will hire Alan Secrest to conduct benchmark polls for our top 6 targets. These benchmarks will be completed no later than May 31<sup>st</sup>, most likely by May 1<sup>st</sup>. These benchmarks will be purchased by SSDC after 61 days and in-kind directly to the campaigns. [11.06(12)(d) If the results are received 61 to 180 days after receipt by the initial recipient, and if the initial recipient did not receive the results during an election period, the contribution shall be valued at 5% of the amount allocated to an initial recipient of the same results.]

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Research

### Research and Polling

SSDC:

Tracking- SSDC will hire a professional polling firm to conduct tracking polls in targeted races in late September. These tracking polls cannot be given directly to the candidates. They will be used to determine where remaining resources should be spent, as well as changing any media traffic/messaging in the final weeks of the campaign.

Whether SSDC uses the same polling firm as Progressive Majority will depend on cost and a pending legal opinion.

### Press Operations

*Message Calendar*

An earned media plan will be developed by the Communications Director in cooperation with the Director. The plan will include:

*Director + Senior Counselor Political Director*

- Working with campaigns to develop an LTE network in their district
- Coordination with partner groups
- Pro-active operation that will attack Republican incumbents
- Prepping candidates for Editorial Boards (where applicable), speeches and debates
- Contributing to and monitoring blog traffic
- Writing press releases and preparing talking points

### Direct Mail Plan

#### The campaigns:

Professional direct mail is where our candidates will make the case for election. In sending out mail directly from their campaigns, candidates are able to directly advocate for themselves.

Senate campaigns will be responsible for raising the funds for a \$100,000 mail program. Part of the commitment to become an "A-List" campaign will be a commitment to spend the first \$100,000 raised to the campaign on a direct mail program. Through SSDC's approved vendor program, \$100,000 will fund an 8-12 mail piece program (5-6 district wide, 3-6 issue specific).

Sample Universe for an A-List Targeted Campaign

Universe	Program Cost	Piece
30,000	\$12,500	Intro/Bio
30,000	\$12,500	Intro/Bio
30,000	\$12,500	Compare/Contrast
30,000	\$12,500	Negative
30,000	\$12,500	Negative
12,000	\$8,000	Negative
12,000	\$8,000	Choice
12,000	\$8,000	Health Care
30,000	\$12,500	Positive Piece
<b>216,000</b>	<b>\$99,000</b>	

*Response Mail*

*Results of Winch*

## Direct Mail Plan

*Com  
We?*

### SSDC:

The committee will raise \$50,000 into the DPW Coordinated Campaign for use of mailing into "A-List" senate campaigns. This \$50,000 will be used for one of two purposes: to respond/initiate negative attacks in up to two "A-List" campaigns, or in the event that an "A-List" campaign does not fully meet its mail budget and is determined to be within striking distance, this fund could be used to supplement missing pieces.

In addition to the \$50,000 in mail, SSDC will put out requests for professional mail vendors. Based on the proposals submitted by these vendors, SSDC leadership and designees, with the advice of the Director, will create an approved mail vendor list of up to 2 vendors from which the campaigns will produce their direct mail campaigns. Having an approved mail vendor program not only ensures that our campaigns are getting professional mail, but also enables the committee to help drive down the cost to individual campaigns. To be an "A-List" target, a senate campaign must use a committee approved mail vendor.

The Coordinated Campaign, with the influence of SSDC, will be putting out GOTV mail in "A-List" targeted Senate districts.

*Radio  
AutoCalls  
email*

## Phone Plan

In addition to \$50,000 in direct mail, SSDC will raise \$50,000 to the DPW Coordinated Campaign to spend on a phone program. This program will be fleshed out more fully in August/September based on the fundraising progress of individual "A-List" target campaigns and the Coordinated Campaign.

Goals of the phone program could include:

- Responding/initiating negative attacks
- Paying for ID's in targeted senate districts (if needed)

## Data Management

### Tracking Tools

An essential component of the success and effectiveness of the committee program will be tracking the success of our managers and campaigns. We will utilize tracking tools (a spreadsheet template designed by the Director) to track the campaign's progress toward set goals throughout the cycle.

SSDC will track weekly the following goals through November 7<sup>th</sup>:

- Call Time for SSDC and individual campaigns
- Cash flow for SSDC and individual campaigns
- Canvass IDs (contacts and ids)
- Lit drop (totals)
- Phone IDs
- Visibility (signs, etc.)

*Daily  
meeting  
weekly*

## Data Management

- Press hits
- Radio (pts/wks) where possible
- Cable/TV (pts/wks) where possible
- Direct Mail pieces
- Percent of total vote goal (win number) ID'd
- Newly registered voters

Tracking this information will not only aid in targeting decisions for SSDC, it will allow SSDC to be informed of what is going on on the ground and help steer the direction of these campaigns. Following the election the director and staff will put together an analysis to see how effective the campaign actually was in accomplishing its goals.

### Databases

SSDC will provide to all A, B and C list campaigns access to a finance database. This access database will be installed and supported by the Finance Director. By having our campaigns use a central database we will be better able to help them raise funds as well as maintain a uniform database of donors throughout their districts.

SSDC is also working with the voter file vendor (Huddelston) to develop a volunteer database for our campaigns to use. Similar to the finance database, a volunteer database allows for uniform collection of information, retention of that information after the campaign is over and will also serve as a tracking tool throughout the campaign.

## Services Provided by SSDC

For a breakout of services provided by target please see the section on targeting. The following is a list of services that SSDC will provide:

- Incumbent protection
- Legislative targeting
- Fundraising assistance (events, services, directing funds)
- Finance Database
- Research/polling
- Press Operations
- Staff
  - For A List campaigns SSDC will provide funding for a manager
- Mentoring
- Training
- Coordinated Campaign
  - Participation in a \$2.4 million program (includes \$1.2 million in direct voter contact/GOTV)
  - Field Program
  - ID's/Targeting expert
  - Staff (up to 4- Sheboygan, Eau Claire, Milwaukee, Racine)
  - Office Space
  - GOTV mail and field

## Coordinated Campaign

From the DPW CC Plan Outline (dated 3.2.06)

*"The 2006 Democratic Party's Coordinated Campaign (CC) will be comprised of an aggressive statewide field and communications effort that will be utilized to identify and turnout Democratic drop-off voters as well as persuade targeted voters through a persuasion field effort and earned media operations. The CC will operate on a statewide basis actively persuading and mobilizing voters in every congressional district and targeted legislative districts (6-7 Senate Targets and 10 Assembly Targets). The efforts of the CC field program will account for the vast majority of voter identification efforts, base voter mobilization and top of the ticket volunteer to voter persuasion efforts."*

*"The CC will run three integrated voter contact operations within the field program: 1) "buzz" organizing or capacity building, 2) Persuasion, 3) drop off voters. The three components of the field program will operate on a statewide level through implementation of the programs will be divided into rural and urban/suburban outreach efforts."*

2005 general elections in both Virginia and New Jersey had great success in courting drop off voters beyond the tradition 2 week GOTV period. Turnout in Wisconsin in 2004 was the second highest in the country (second only to Minnesota). Wisconsinites outperformed the national average by 14% that year. That said, drop off voters in non-presidential election years in Wisconsin is the highest in the country.

### Drop Off Voters (voted in '04 but not '02)

District	Democrats (ID'd 1 and 2)	All voters
SD 21 (Lehman)	22, 104	40,424
SD 23 (Kreitlow)	3,744	32,031
SD 31 (Brown)	3,859	37,821
SD 5 (Reynolds)	4,963	41,496
SD 9 (Leibham)	5,787	31,714
SD 17 (Schultz)	799	9,228
SD 29 (Decker)	3,600	31,488
SD 15 (Robson)	2,793	35,689
SD 7 (Plale)	4,870	47,275
SD 25 (Jauch)	3,767	40,232
SD 3 (Carpenter)	3,092	32,682
SD 27 (Erpenbach)	4,235	39,167

### Table Stakes:

Table stakes are set for \$50,000 for SSDC (as of 3.3.06) with some discussion that they may increase. SSDC should not pay more than \$50,000 in table stakes.

## Coordinated Campaign

As an active member of the Coordinated Campaign, SSDC will be involved in all major decisions of the CC as well as able to advocate for State Senate targeted campaigns. Our table stakes grant access to the following:

- a. IDs collected throughout
- b. Dan Langer's targeting expertise and voter file support
- c. Field Program
- d. Staff- up to 4 paid field staff in our targeted areas
  1. Sheboygan
  2. Eau Claire
  3. Racine
  4. Milwaukee suburbs
- e. Access to office space throughout the state
- f. GOTV program
  1. Direct Mail
  2. Base vote turnout

## Allies

There are many groups who will be active in Wisconsin this cycle. Their efforts will be essential in the success of our Senate campaigns. Some of these groups are represented at the CC table while many others are not. It is incumbent upon SSDC to open with our plan (to the extent that we can) in order to inform friends and allies.

The challenge facing down ballot races in '06 is the contested Governor's race at the top of the ticket. Many organizations, up to this point, have lined up behind the Governor and it remains to be seen when and if decisions will be made to assist individual legislative campaigns. Typically these decisions will not be made until later in the cycle (likely late August, early September at the earliest) when the top targets have emerged and key areas of need have been established. Traditionally, resources have been spent on television and radio.

WEAC (WI NEA) and AFSCME are two of the biggest power players in the state. Representing over 91,000 teachers and over 70,000 employees across the state they traditionally have spent the largest amount of resources (financial and people) power to the table.

Additional allies (in no order) are SEIU, AFL-CIO, Planned Parenthood, NARAL, Progressive Majority, AFT, and Fair Wisconsin.

WEAC will have resources budgeted for independent expenditures as well as member to member programs to assist individual campaigns. Typically these resources have come in the form of television and radio ads as well as people power. WEAC will never be at

## Allies

the same table as SSDC and efforts will not be coordinated between the two groups. With the margin in the Senate so close, the case can and should be made that Senate

Democrats stand in the door to stop things like TABOR and removal of automatic gas tax indexing.

AFSCME traditionally has a seat the CC table and will be kept in the loop of plans for SSDC. They are among the strongest unions in the state.

SEIU, AFL-CIO, Planned Parenthood, NARAL, and AFT have all signaled that they will be running significant member to member programs. Each of these organizations will contribute resources through contacting each of their members by mail, phones, and door to door canvasses. AFL-CIO has already started its endorsement process (Feb.). Planned Parenthood will most likely be targeting several legislative districts in addition to the Governor's race by running a strong mail and phone program.

Progressive Majority Wisconsin is very focused on legislative races. PM is working with SSDC to provide professional research and polling. They will most likely target 4-6 Senate races and have already directed some large checks into Senate campaigns.

Fair Wisconsin is a coalition of anti "defense of marriage amendment" (DOMA) groups that have merged in the wake of DOMA being placed on the ballot in November. They will be working in high population and high DPI areas and are working towards a budget of \$6 million to run an extensive paid media program. Fair Wisconsin could be a helpful place to direct high dollar funders who are limited in their abilities to give directly to candidates and SSDC. With Senate Democrats voting in block (19-14) to oppose DOMA, national groups like HRC and others should continue to hear from SSDC with information on our plan and targets. The case should be made very clearly that not only is defeat of the amendment a priority, but that focusing on legislative targets helps to change the faces in the legislature so that Republicans are not able to end run the Executive.

Research from the '04 cycle (Planned Parenthood- Celinda Lake) has shown that the amendment itself did not massively drive or increase turnout in 2004.

*Restructure*

## Timeline

### March 2006

- Written caucus plan approved by SSDC leadership
- Presentation of plan to caucus, candidates, allies and friends
- Preliminary targeting
- RFP's out for mail vendors
- General session ends (subject to change and/or special session)
- Leadership committee continues to meet weekly
- Legislative Research completed
- Second voter file training

### April 2006

- Complete vendor hiring process
- DPW's Democratic Leadership Institute (DLI) Training
- Preliminary targeting
- Leadership committee begins inviting friends in for updates
- Communications person hired
- Third voter file training

### May 2006 *Hire mail vendor*

- Develop training for managers
- Polling into the field
- Session ends *meet with potential staff*
- Draft candidate plans

### June 2006 *Nomination Papers*

- Managers hired *June 1*
- Manager training *finalized -> June 2-4*
- Campaign Plans written and signed off on
- \$\$ books close
- *message Calendar*

### July 2006

- Coordinated Campaign persuasion efforts begin- thru September
- Finance Reports Due (July 20)
- Deadline to file for candidacy (EB-1, petitions, statement of economic interest) (July 11<sup>th</sup>)

### August 2006

- *Political Director hired*

### September 2006

- Decide on phone plan
- Tracking polls into the field, last 2 weeks of September
- GOTV plan written *Sept. 30, 2006*
- Primary Day (Sept 12)

*+ \$ goals  
+ Specific Dates*

## Timeline

### October 2006

- GOTV
- Direct mail out in districts
- ➔ Radio Cable

tracking poll 3 weeks out

### November 2006

- Election Day
- ~~Session begins~~
- Begin analysis of what happened on Election Day (successes/failures)

### December 2006

- Written campaign recruitment plan for 2008
- Written plan for incumbent protection plan for 2007 (training, etc.)
- Written report of Campaign 2006- what worked, what didn't work, suggestions for next cycle, where documents are stored

## The 2006 SSDC Campaign Plan

The undersigned fully support and endorse the concepts contained in the attached SSDC 2006 Campaign Plan. We believe this plan employs innovative strategies while maximizing the participants' resources.

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XXXXXXX  
XXXXXXX

Senator Judy Robson  
Minority Leader

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Senator Russ Decker  
Chair, SSDC

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Courtney Dozier  
SSDC, Director

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Jason Childress  
SSDC, Finance Director

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