

Membership Drive Project Plan

November 2025

Fred Mervine

Some Definitions

- **Goal** – a desired end state – immediate, short term, or long term
- **Objective** – the specification of a desired accomplishment – includes:
 - Subject
 - A measurable quantity by which success is measured
 - The unit of measure of the quantity
 - Target date of completion
 - Optional
 - Start/end dates
 - Frequency
 - Component(s)
- **Mission** – A set of actions designed to achieve a *goal* - comprised of a set of *capabilities*
- **Capability** - The ability to perform an action (*objective*) and the resources to do so
- **Project Plan** – An time-ordered list of *objectives* that define a *Mission*
- **Mission Plan** – A detailed plan comprised of the required *capabilities* and their execution directives necessary to achieve their corresponding *objective*.

IMDC

Vision

We are simply a small group of people with some shared ideals and beliefs in the context of Mendocino as a community, specifically concerning how this community can govern itself to the greatest benefit to the individual members of that community, and hence to the whole.

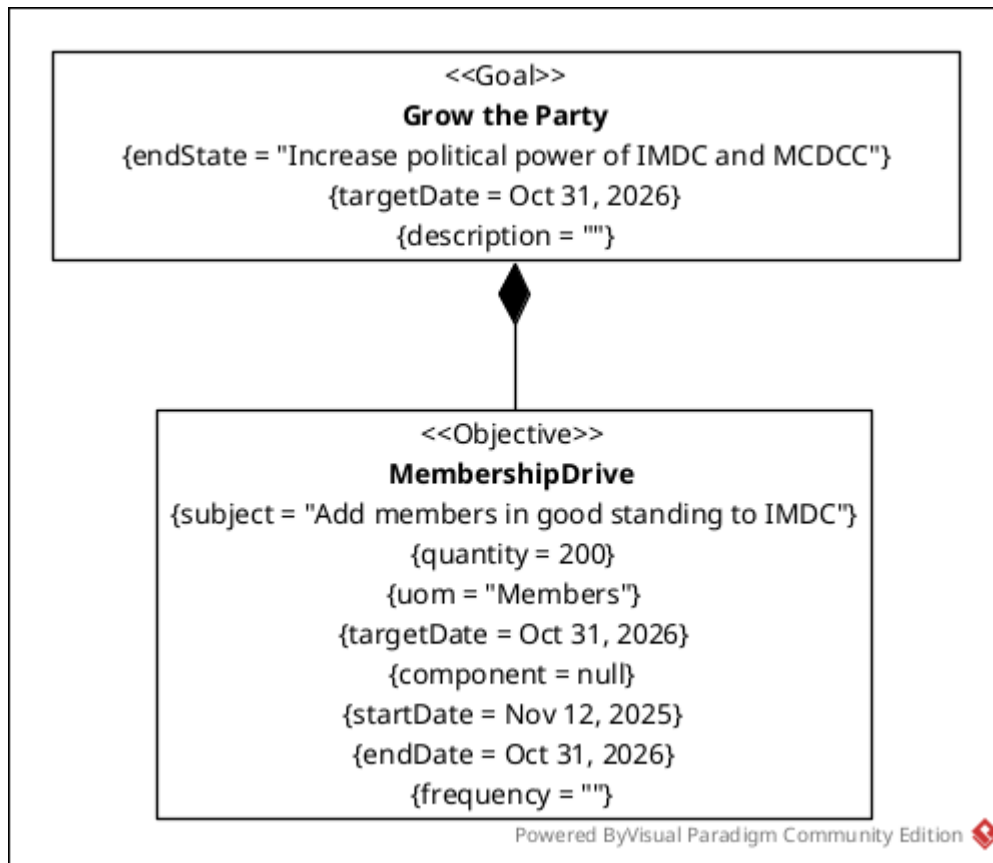
Mission

As a political party we seek to realize this vision by striving to elect officials to office that share our ideals and will work to achieve our long term vision.

Goal

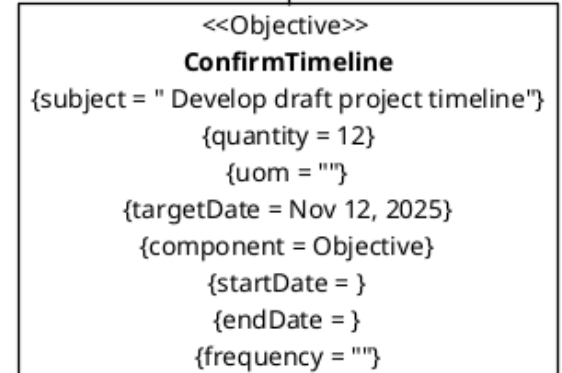
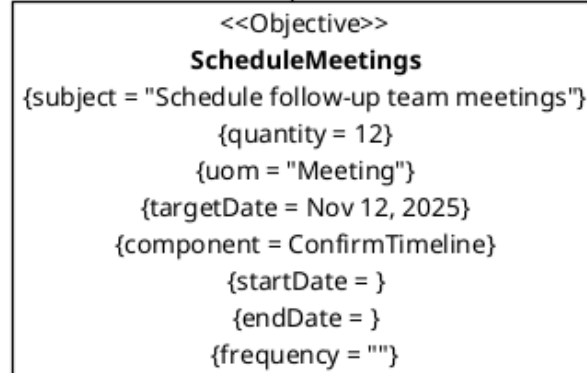
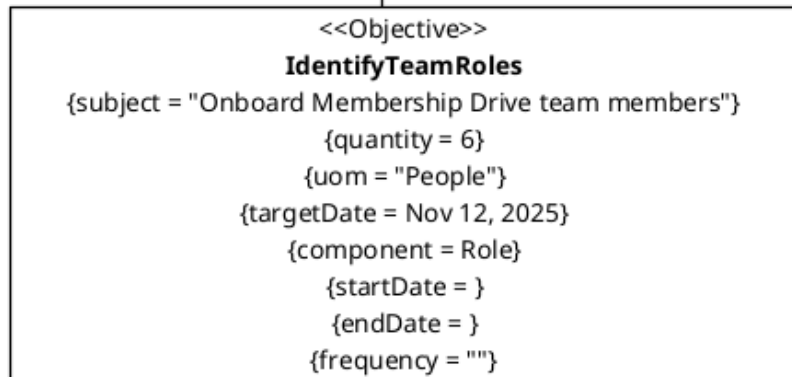
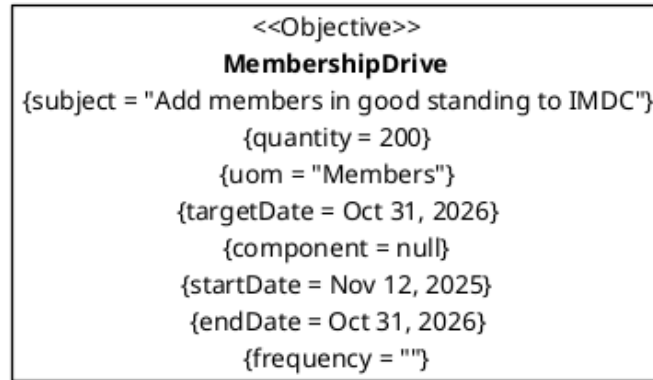
Our overall goal is to bring our government into harmony with the well being of our citizens. This goal evolves with each election cycle and the candidates that step into the fray. Our near term goals are defined in the context of each election. But our overall Mission remains to elect candidates to office that will best advance our effort to meet our goals and thus move towards realizing our vision.

Grow the Party

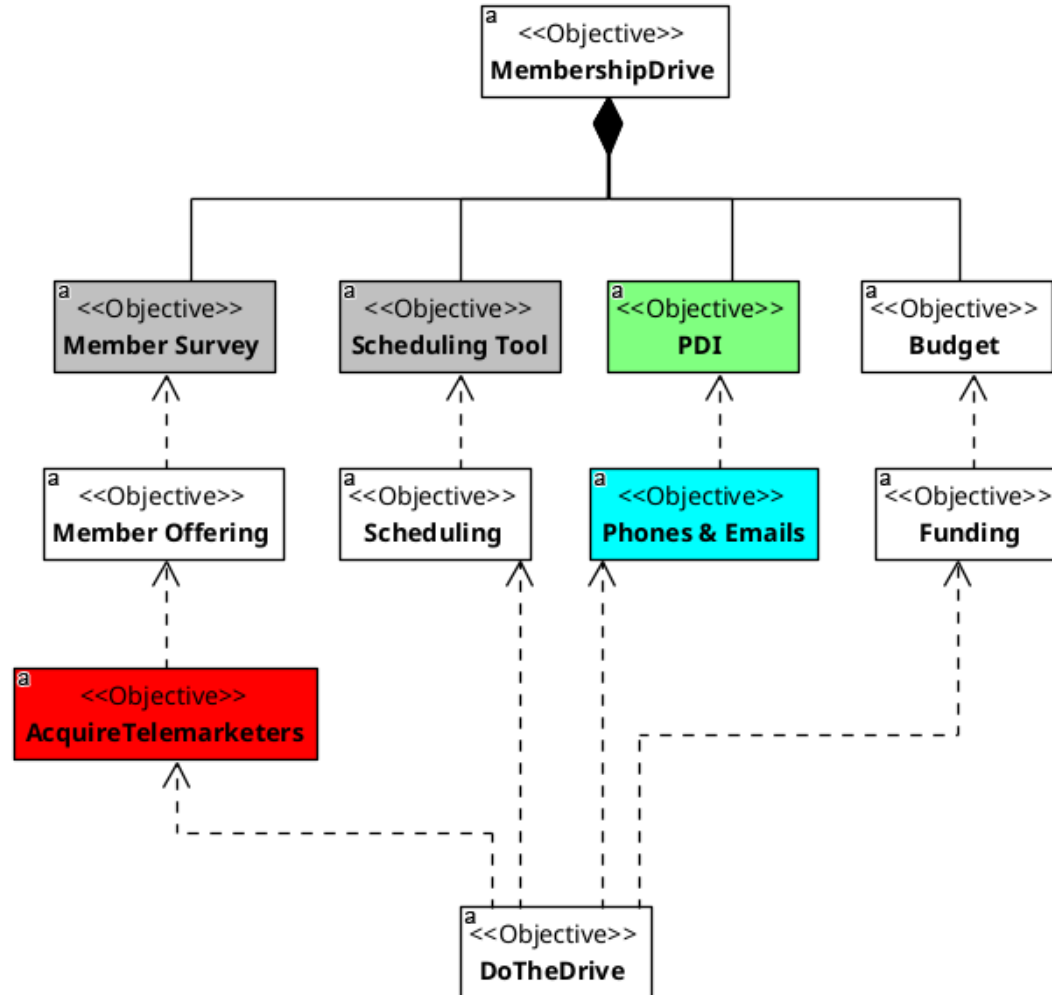


Objectives 11-12-25

Objectives for
11/25 meeting

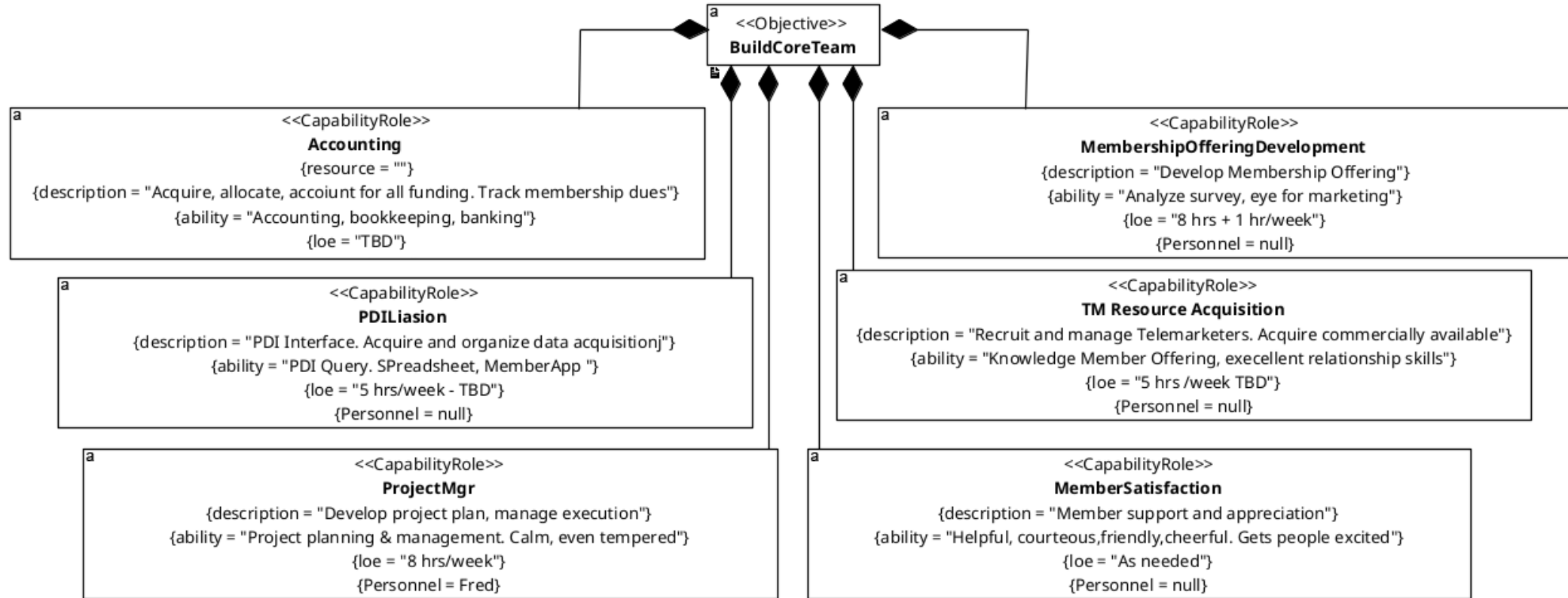


Working Objectives

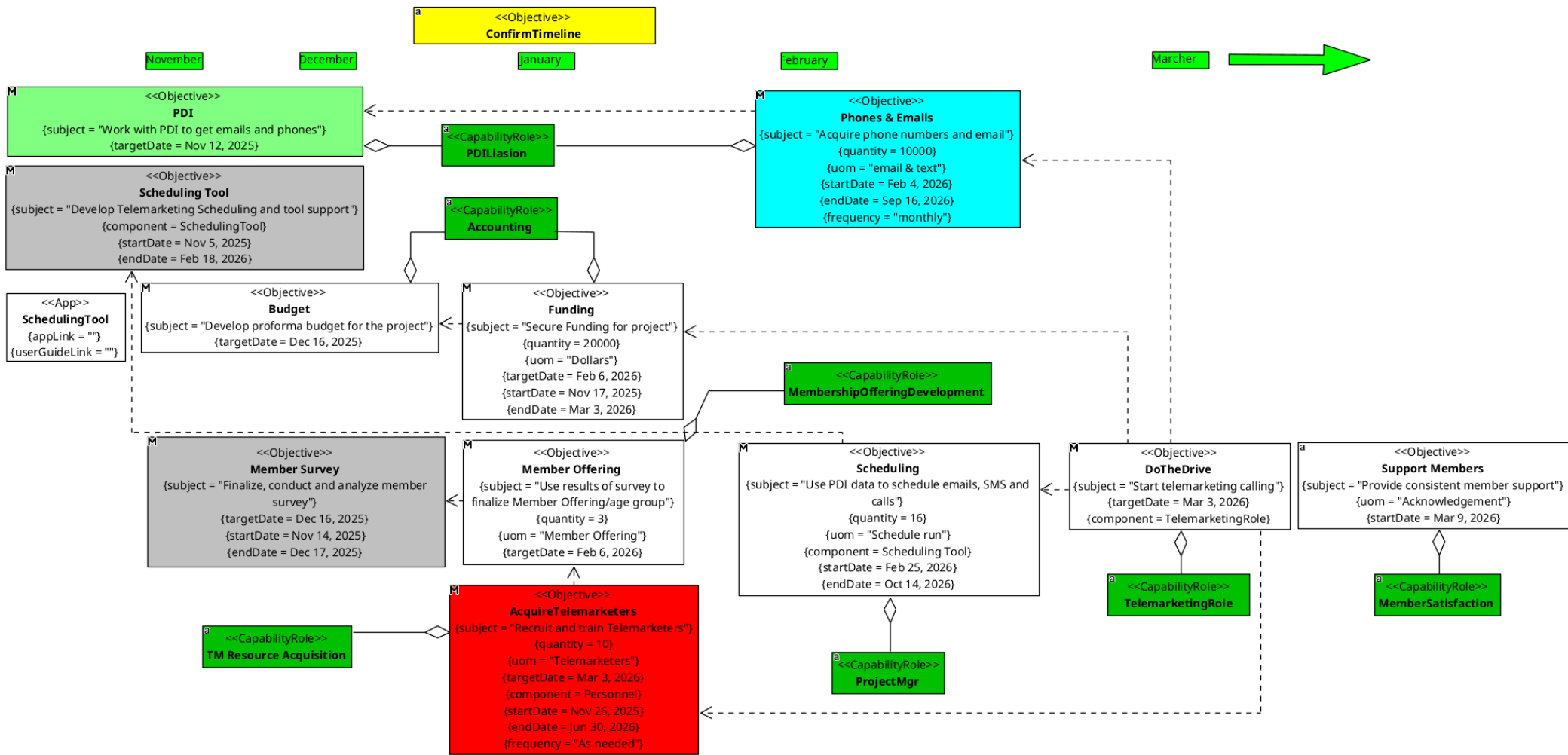


Next step:
Identify the
roles that
provide the
capability to
achieve these
objectives

MD Team Roles

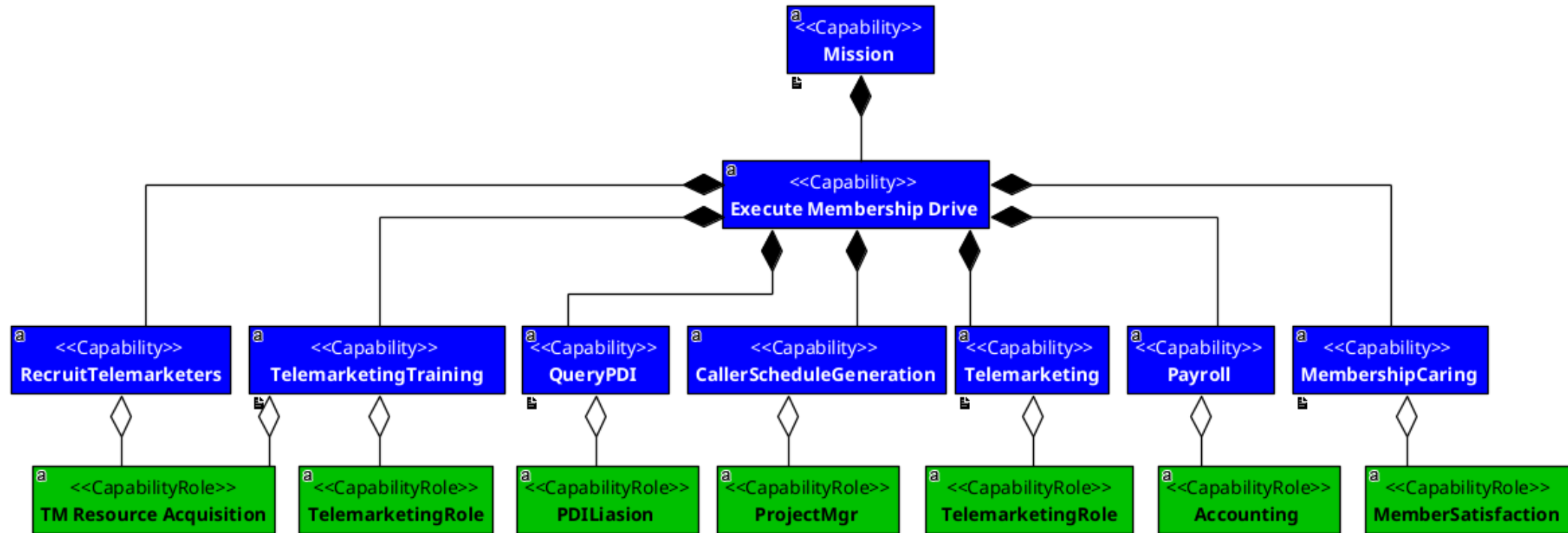


Now we can assembly the time line for the project



Capability Roles link the Objectives to the Capabilities

Membership Drive Mission



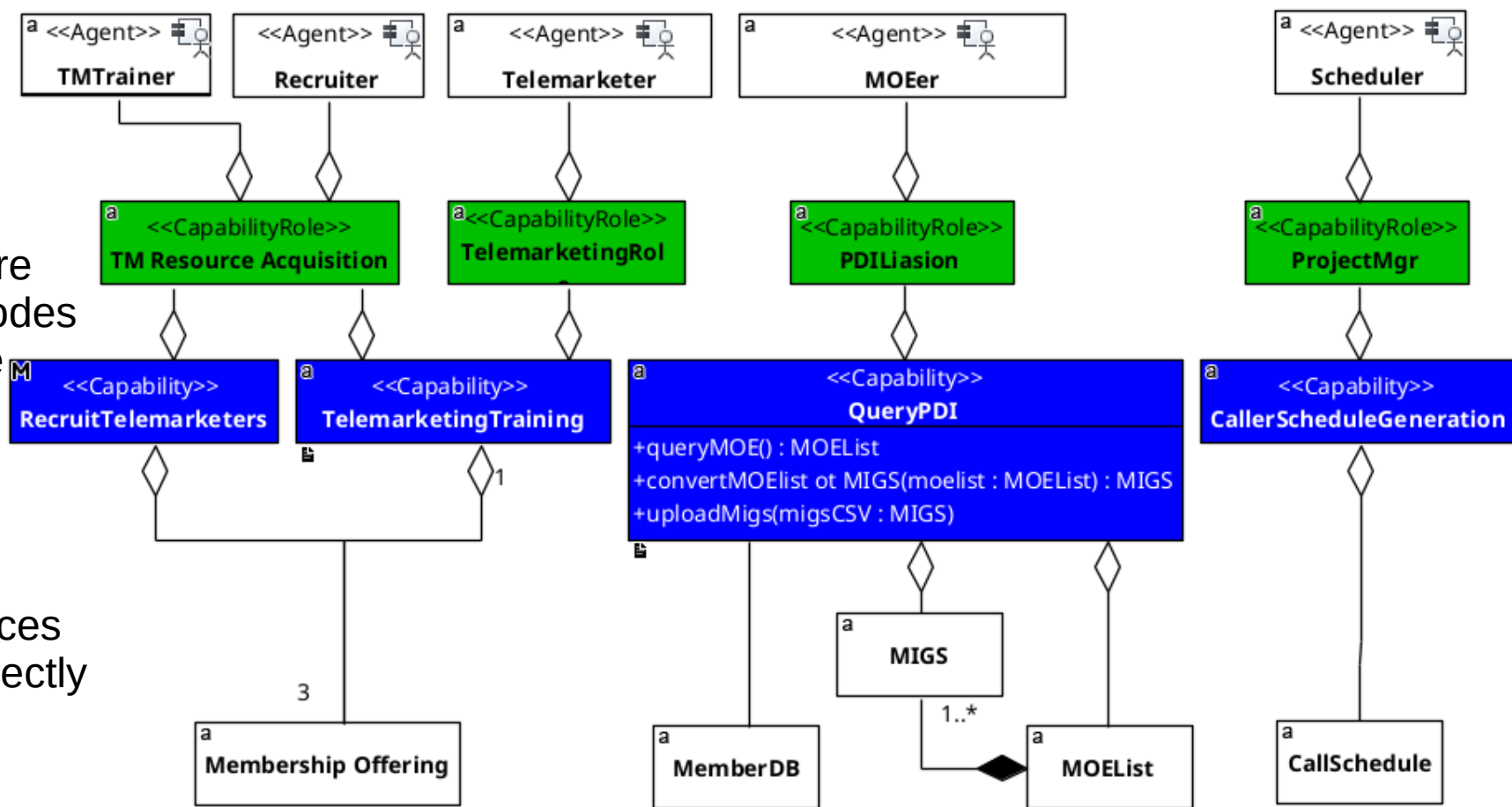
These are the capabilities that we need to field to execute the Membership Drive
Each capability is linked to a corresponding objective through the Capability Role

Membership Drive Mission

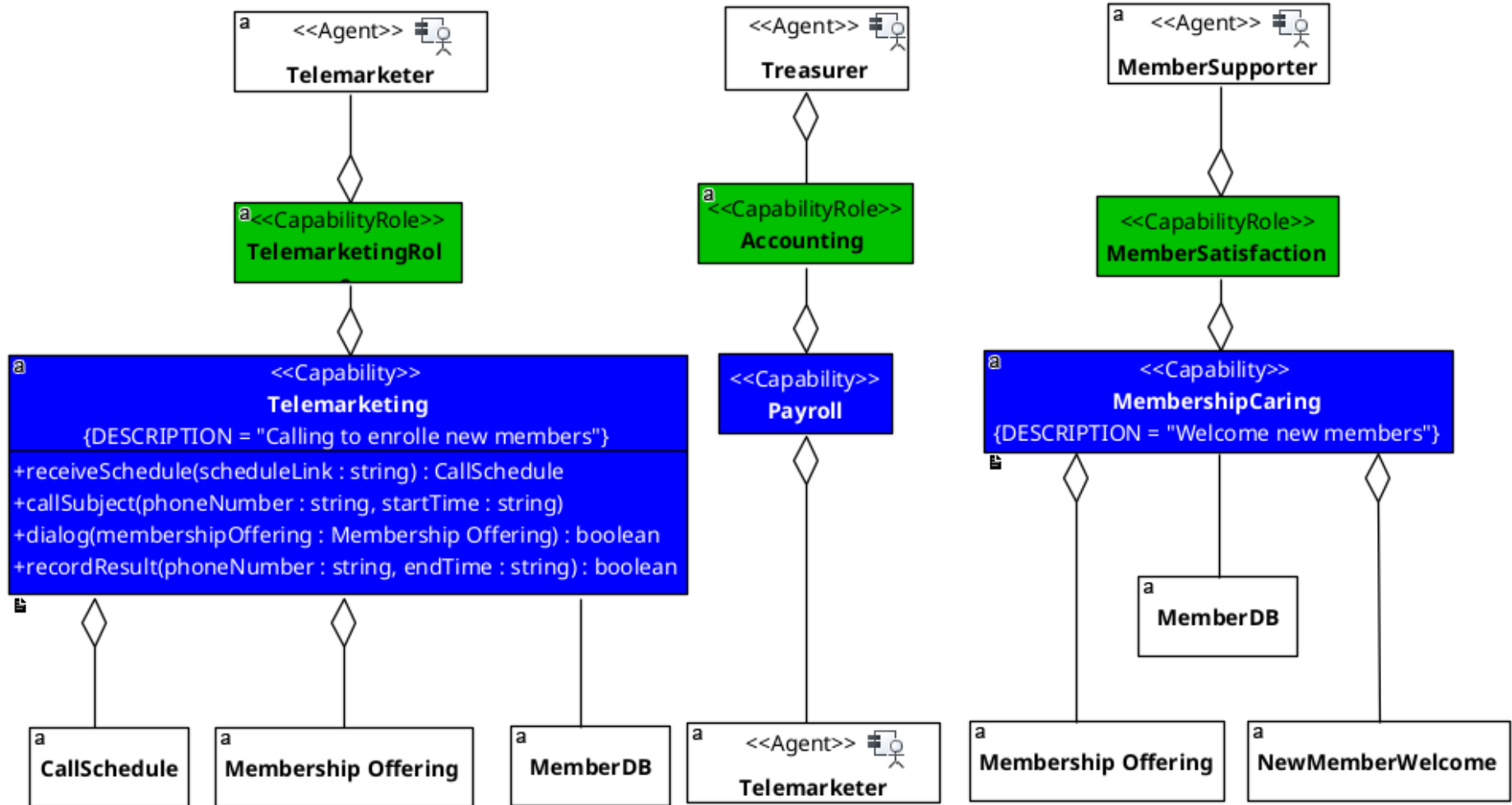
Capability
Roles link
the Agent
Resources
to their
Capabilities

Capabilities are
operational nodes
containing the
task list that
provide the
capability

Other resources
are linked directly
to their
capabilities



Membership Drive Mission



Proforma Income/Expense

PDI		Freq		
SMS Segemnt 160 chars	\$0.016	2	\$0.032	
Email each	\$0.010			
Selected Dems	10000*			\$420
Per Year				\$95
IMDC Dues	\$30.00			
Membership	Duration			Total
Drive	8	Mnths		8
	4	Weeks	month	32
	4	Days	week	128
	3	Hours	day	384
* 12,200 Mendocino Democrats voted in 2024 Presidential election				
per Telemarketer	5	Calls	hr	1920

Best Guess Scenario

Telemarketers	3					
Wage per hour	\$10	hr	\$11,520			
Success rate TBD	20%			5760		
Commission	\$10	each	\$11,520	Success	Dues	Net
			\$23,040	1152	\$34,560	\$11,520

Break Even Scenario

Telemarketers	3					
Wage per hour	\$10	hr	\$11,520			
Success rate TBD	10%			5760		
Commission	\$10	each	\$5,760	Success	Dues	Net
			\$17,280	576	\$17,280	\$0

\$15/hr & \$15/Member

Investment Scenario						
Telemarketers	3					
Wage per hour	\$15 hr		\$17,280			
Success rate TBD	10%			5760		
Commission	\$10 each		\$5,760	Success	Dues	Net
			\$23,040	576	\$17,280	-\$5,760
Generous Scenario						
Telemarketers	3					
Wage per hour	\$10 hr		\$11,520			
Success rate TBD	20%			5760		
Commission	\$15 each		\$17,280	Success	Dues	Net
			\$28,800	1152	\$34,560	\$5,760