



# **CLUB CHARTERING GUIDE**

## Table of Contents

<b>CLUB CHARTER</b>	<b>1</b>
<b>GOALS OF CLUB</b>	<b>1</b>
How Goals Are Achieved	1
<b>REQUIREMENTS FOR CHARTERING A CLUB</b>	<b>1</b>
<b>FINANCE AND LEGAL COMPLIANCE</b>	<b>2</b>
Recommended Practices	2
PO Box Address	2
Email Address	2
IRS EIN	2
Bank Account	2
FPPC/FEC PAC (Political Action Committee)	2
Filing as a State Political Committee (FPPC)	3
Filing as a Federal Political Committee (FEC)	3
Budget	4
Dues	4
Fundraising	4
Electronic Payments	4
<b>BYLAWS</b>	<b>5</b>
Recommended Practices	5
Membership	5
Non-discrimination	5
Bylaw Approval	5
Revocation of Charter	6
<b>CLUB ORGANIZATION</b>	<b>7</b>
Recommended Practices	7
Executive Board	7
Chair	7
Vice Chair	7
Secretary	7
Treasurer	7
Additional Leadership and Recommended Positions	7

Transition of Officers	8
<b>MEMBERSHIP</b>	<b>8</b>
Party Verification	8
Membership Records	8
<b>MEETINGS</b>	<b>9</b>
Planning the First Club Meeting	9
Location	9
Agenda/Content	9
Speakers	9
Notice of Meetings	9
Quorum and Voting	9
DPOC Requirements for Meetings	10
Welcoming Meeting Attendees	10
<b>POLITICAL ACTIVITIES FOR CLUBS</b>	<b>11</b>
Candidate Development	11
Candidate Support	11
Voter Registration	11
CDP Bounty Program	11
Precinct Organizing (GRO-DPOC)	11
Coordinated Campaign Offices	11
<b>PRE-ENDORSEMENT AND ENDORSEMENT PROCEDURES</b>	<b>12</b>
Pre-Endorsement Procedure	12
California Democratic Party (CDP) Endorsements and Club Participation	12
Democratic Party of Orange County (DPOC) Endorsements and Club Participation	12
<b>COMMUNICATIONS</b>	<b>13</b>
Newsletters	13
Domain Names	13
Websites	13
Social Media	13
Press	13
<b>DPOC INFRASTRUCTURE AND RESOURCES</b>	<b>14</b>
Central Committee Meetings	14
Club Insurance	14

<b>Voter Data</b>	<b>14</b>
<b>Council of Clubs</b>	<b>14</b>
<b>Truman Dinner</b>	<b>14</b>
<b>California Democratic Council (CDC)</b>	<b>15</b>

## CLUB CHARTER

Pursuant to the California Elections Code Section 20201 and the Democratic Party of Orange County (DPOC) Central Committee's bylaws (Article X, Section 1A), all Democratic Clubs ("Clubs") must obtain a charter from the DPOC in order to operate as a Democratic Club in Orange County. Thus, chartering with the Democratic Party of Orange County (DPOC) is MANDATORY, not optional.

All applications must be reviewed by the DPOC prior to approval. The review process takes approximately three weeks to complete. Please allow enough time for the DPOC to process the application. Please note that all charter renewals are due on February 15 of each year.

## GOALS OF CLUB

The primary goal for establishing a club is to elect Democratic candidates by building and organizing capable and experienced leaders and volunteers. Other goals are to foster Democratic ideals by stimulating an active interest in the Democratic Party, to contribute to party leadership and responsibility, and to promote an active base.

### How Goals Are Achieved

1. Voter education.
2. Voter registration.
3. Candidate recruitment and support.
4. Fundraising.
5. Member education on issues through speakers and programs.
6. Community outreach.

## REQUIREMENTS FOR CHARTERING A CLUB

1. Name of the club.
2. PO Box address.
3. Club email address.
4. IRS EIN (Employer Identification Number), required to open a bank account.
5. PAC identification numbers from the Fair Political Practice Committee (FPPC) and/or the Federal Elections Committee (FEC).
6. Membership roster with a minimum of ten (10) chartering members who are registered Democrats.
7. List of the interim/elected club officers/executive board and their contact information.
8. Club bylaws.
9. Chartering application.
10. Payment of a chartering fee payable by check to the DPOC.

## FINANCE AND LEGAL COMPLIANCE

**The information below is subject to change. Please consult with the FEC and FPPC or a professional campaign treasurer for any questions.**

### Recommended Practices

1. Limit the number of people who can sign checks.
2. Count cash at the immediate end of any fundraising event, preferably by two people.
3. Always deposit cash in the bank as soon as possible within 10 days.
4. Scan/copy all incomes and disbursements and keep these records in a centralized place that is accessible to board members (binder, shared Google Drive, Microsoft OneDrive, DropBox, etc.).
5. Track and aggregate individual contributions over time until their contributions qualify for reporting over the federal/state limit per calendar year.
6. Review bank statements for unauthorized transactions and reconcile statements each month.

### PO Box Address

It is highly recommended that the club has a PO Box address for financial and legal purposes, such as on the bank application, IRS, FPPC, and/or FEC documents. DO NOT use an individual's address as this will cause problems with financial reporting, etc. down the road.

### Email Address

Each club should have a non-personal club email address that is either forwarded to or checked by the Chair or other club officers so that the club has a permanent email address that doesn't change with the election of new club officers. Most clubs set up email accounts using their own domain name or a standalone Gmail account. The DPOC will include the club's email address on the DPOC website.

Suggested email address:

clubname@gmail.com (for clubs who do not have their own URL) or info@clubname.com

### IRS EIN

Your Employer Identification Number (EIN) is the number required to open a bank account. DO NOT use a personal Social Security number. You also need a club business address to request an EIN.

It's easy to do online at <https://www.irs.gov/charities-non-profits/political-organizations/employer-identification-number-political-organizations>

1. Fill out form SS-4.
2. Answer questions as a political organization.
3. Get EIN upon completion. Download, save, and print your EIN confirmation notice.

### Bank Account

You'll need a bank account to deposit membership dues and issue checks for club expenses.

Requirements to open a bank account as a political action committee (PAC).

1. The Secretary and the Treasurer and all officers who are authorized to sign checks must be present. They must have valid state-issued ID's and social security numbers.
2. Club minutes designating that these officers are authorized to open a bank account and to sign checks.
3. The EIN letter from the IRS.
4. Club email and business addresses.

### FPPC/FEC PAC (Political Action Committee)

To raise and spend money for political purposes, your club must form a PAC to comply with campaign finance laws. Determine whether your club want to form a California state PAC (FPPC) or a federal PAC (FEC). Each PAC needs its own separate bank account and is required to submit regular financial filings.

In California, the Fair Political Practices Commission (FPPC) oversees the enforcement of political campaign laws and reporting for state campaigns. The Federal Election Commission (FEC) oversees the enforcement of political campaign laws and reporting for federal campaigns. Your FPPC or FEC ID number is the number under which you report funds raised and expended. If your club does not have such a number, and you raise or spend money above a specified threshold, you may be violating the law.

You can request an FPPC number by completing Form 410 from <http://www.fppc.ca.gov/content/dam/fppc/NS-Documents/TAD/Campaign%20Forms/410.pdf> or call (916) 322-5660. To obtain an FEC number, complete Form 1 from <https://www.fec.gov/help-candidates-and-committees/forms/> or call (800) 424-9530.

Political spending is regulated at the federal, state, and local levels. Clubs that spend funds on campaign efforts, including financial contributions to candidates, printing of canvassing literature, fundraising, and any expenses in support or opposition of political candidates, must do their due diligence to ensure compliance with all applicable laws. Clubs are responsible for filing any required financial reports. Currently, reports are filed at least on a quarterly basis for each PAC. Clubs and/or individual Treasurers may be legally liable for fines if reports are not filed accurately and on time.

### Filing as a State Political Committee (FPPC)

Under California law, any organization that receives contributions totaling \$2,000 or more in a calendar year in connection with state or local elections must file as a “general purpose recipient committee” with Secretary of State. This includes monetary or in-kind contributions to state or local candidates or ballot measures, public communications supporting or opposing campaigns, or any other expenditures made for political purposes, including voter registration. A club must file a Statement of Organization (FPPC Form 410) with the Secretary of State within ten days of reaching \$2,000 in political fundraising or spending in a calendar year.

For most clubs that spend their funds on organizational expenses (venue rentals, refreshments, postage, technology, etc.) rather than political expenses (campaign mailers, candidate contributions, voter registration), it is easy to avoid reaching that threshold.

Here are some additional state campaign-finance requirements:

1. Public communications for or against state/local candidates must include the legible name and address of the committee.
2. Fundraising solicitations (including for dues) must request the donor’s name, physical address, occupation, and employer.
3. Anonymous contributions of \$100 or more are prohibited.
4. Individual contributions aggregating to \$100 or more in a year must include occupation/employer or else be returned in 60 days.
5. A committee may not accept cash contributions or make cash payments of \$100 or more.
6. A committee may not keep cash assets of \$100 or more.
7. Copies of all payments, receipts, and documents related to contributions and expenses must be kept for four years.

For more information, go to [www.fppc.ca.gov](http://www.fppc.ca.gov) or call (866) 275-3772.

### Filing as a Federal Political Committee (FEC)

Any organization that receives or spends \$1,000 in a calendar year to influence federal elections must register as a federal committee through the Federal Election Commission (FEC). This includes expenditures that support or oppose the election of any candidate for federal office. (Federal campaigns can accept direct contributions only from individuals and other federal committees.)

Within 10 days of reaching the \$1,000 federal threshold, a committee must file a Statement of Organization (FEC Form 1); an FEC ID number will be issued. A bank account must be set up to hold the federally qualified funds. Quarterly or monthly reports on receipts and disbursements (FEC Form 3) must be filed electronically or by mail, and fines may be imposed for reports filed late.

Federal election regulations are exceedingly stringent and complex. For more information, go to [www.fec.gov](http://www.fec.gov) or call (800) 424-9530.

### Budget

Clubs begin each year by adopting an approved budget. Budgeting starts with a listing of all anticipated club expenses for the year. These may include refreshments, printing, postage, post office box, bank charges, supplies, public event participation expenses, club charter fees, candidate support, meeting hall expenses, general liability insurance, etc. The board must decide how funds are to be raised to meet projected expenses. Sources of funds include dues, contributions, and fundraisers.

### Dues

Dues are vital to your club's activities and ability to support Democratic candidates. Dues may cover meeting room rentals, newsletter and mailing expenses, website costs, campaign contributions, and club literature, etc. The dues amount is recommended by the club Executive Board and may be approved by the membership, according to club bylaws. Clubs may decide to keep dues relatively low to increase membership, with varying levels such as individuals, families, students, and seniors. Annual dues may range from \$20 to \$50 for individuals. Clubs must offer a dues waiver when requested.

### Fundraising

Many clubs sponsor one or more fundraising events each year. These may be dinners, auctions, picnics, theater parties, pot lucks, etc. Candidates and elected officials often welcome the opportunity to participate in these events. Multiple clubs may wish to co-sponsor a large fundraiser in order to share the workload and produce larger crowds, which may enable attraction of a major speaker.

Donation boxes can be used to defray refreshment and meeting hall costs. Clubs are encouraged to use their imagination in designing fundraisers and to share their ideas with other clubs. Just take care not to discourage attendance by the constant pressure to contribute.

Fundraising events have different campaign finance reporting requirements than individual contributions.

### Electronic Payments

Clubs can easily accept electronic payments on their websites as well as at club meetings. There are various services available that charge per transaction without monthly fees; popular examples are Square and Paypal. Clubs that are PACs and have additional reporting requirements might want to consider using ActBlue or another political fundraising platform.



## BYLAWS

Please be sure that your organization's bylaws meet the following specific requirements.

### Recommended Practices

1. Definition of a Member in Good Standing.
2. Determine the start of fiscal year. January 1 is recommended.
3. Dues are due at the beginning of the fiscal year and payable by the end of the first month of the fiscal year. Payment or waiver of dues/fees due to economic hardship.
4. Regularly held meetings, open to all Democrats, with at least two weeks' advance notice.
5. Determine club voting procedures (quorum, by voice, by show of hands, by ballots, by proxy, etc.)
6. A regular election of officers for a reasonable tenure (to be specified by office and voting method).
7. Each club should have a process that governs the selection of an Associate Member to the DPOC Central Committee, if that person is not the club Chair.
8. If clubs participate in the pre-endorsement process, these procedures must be specified in club bylaws:
  - a. Voting procedures for club endorsements of candidates, including whether "No Endorsement" is allowed.
  - b. Procedures for the selection or election of club representatives.
  - c. Procedures for directing the endorsements of the club representatives if allowed.
9. Prohibition of the endorsement of non-Democrats in any race or the financial support of non-Democrats.
10. Bylaws must be adopted by the specified quorum of the general membership of the club and certified by the signature of the club's Secretary.

### Membership

Each voting member must be a registered Democrat. The majority of the membership must reside in Orange County.

The club's bylaws must also include a definition of "a Member in Good Standing" which indicates that the member must be a registered Democrat, the length of time one must be a member, and other optional criteria to be considered a voting member for club elections. Optional criteria for being an elected club officer may also be included. Bylaws should state that both candidates and voters must be "Members in Good Standing."

### Non-discrimination

The organization does not require or use any test of membership or oath of loyalty which has the effect of requiring prospective or current members to acquiesce in, condone or support discrimination on the grounds of race, color, creed, national origin, physical ability, sex, age, religion, ethnic identity, sexual orientation or economic status.

For sample bylaws, please visit the DPOC website at <https://orangecountydemocrats.com/>

### Bylaw Approval

The bylaws submitted by a club requesting a charter from the DPOC shall be reviewed by the Bylaws Committee which will forward any recommendations to the Executive Board of the DPOC. The DPOC shall notify the club if any revisions are needed. Once the charter is in compliance with the DPOC and CDP bylaws, the DPOC will grant the charter. Thereafter, the club shall annually provide to the DPOC a copy of its bylaws.

### Revocation of Charter

The Executive Committee of the Democratic Party of Orange County shall have the power and authority to deny or revoke a charter of any chartered club, for cause by majority vote. Cause for denial or revocation shall include:

1. The endorsement of a non-Democrat for elective office.
2. Knowing enrollment of a person registered as anything other than a member of the Democratic Party as a voting member of the club.
3. Transferring of funds from the organization's accounts to an account of a non-Democrat running for elective office, and/or
4. Acting in violation of State or Federal laws or regulations.

## CLUB ORGANIZATION

### Recommended Practices

1. Determine which offices are elected and which are appointed. If appointed, determine by whom and by which method (e.g. committee chairs shall be appointed by the Chair with the approval of the Board).
2. Determine which positions are included in the Executive Board.
3. Determine what the Vice Chair will be responsible for.
4. Determine who is responsible for the agenda.
5. Determine the length of term of the Executive Board, when club elections take place and when the new Board commences.
6. Determine if club elections should be staggered for different offices or if all positions should be up for elections at the same time.

### Executive Board

The Executive Board consists of officers elected by the membership and/or chairs of committees as determined by the club's bylaws, normally including the Chair, Vice Chair, Secretary and Treasurer. It is a DPOC requirement that all officers be registered Democrats. The suggested responsibilities of elected officers are:

#### Chair

1. Preside over all meetings of the club and its Executive Board.
2. Make appointments to non-elected positions as required.
3. Act as official spokesperson of the club.
4. Maintain the official club roster or delegate it to another officer.
5. Stimulate active interest in the political process.
6. Provide constructive roles for members to become active participants and volunteers.
7. Demonstrate effective leadership and individual responsibility.
8. Promote harmony within the club membership, between other clubs and within the DPOC.

#### Vice Chair

1. Serve at the direction of the Chair.
2. Preside at meetings if the Chair is unable to, or if requested by the Chair.
3. Take over the duties of the Chair in the absence of that officer.

#### Secretary

1. Take and maintain minutes of general and Executive Board meetings.
2. Prepare internal and external correspondence as required by bylaws.
3. Chair meetings in the absence of the Chair and Vice-Chair.

#### Treasurer

1. Collect and deposit money received in the club's bank account.
2. Sign all checks as authorized by the board.
3. Maintain an accurate record of club receipts and disbursements.
4. Provide a report of club financial status to the board and to the general membership as requested.
5. File appropriate federal, state, and local campaign disclosure reports as required by law.
6. Clubs may want to consult a professional political treasurer.

### Additional Leadership and Recommended Positions

As the club develops, other positions may be established in order to meet club needs and encourage broad participation in club activities. The bylaws should state how committee chairs and other leadership positions will be elected or appointed and which of the leadership positions will be members of the Executive Board.

Clubs may include Committee Chairs as members of their Executive Board. Below are suggested committees.

1. Field Operations (Voter Registration, Phone/Text Banking, Canvassing)
2. Webmaster and Social Media
3. Newsletter Editor
4. Parliamentarian
5. Political/Legislative Action
6. Membership
7. Fundraising
8. Special events
9. Hospitality
10. The Audit Committee, which is often chaired by the Vice Chair, reviews the club's financial records annually and reports results to the Executive Board in writing.

### Transition of Officers

After the election of new officers, it may be helpful to have a board meeting with both the old and new officers present. This will be the time for counterparts to pass on their files and to explain the ins and outs of the jobs. It is recommended that clubs have a transition month between the time when club elections take place and when the new Board and officers take effect to facilitate an orderly transition.

## MEMBERSHIP

### Party Verification

All clubs must submit their roster of voting members using the official DPOC format, NOT pdf. Clubs must verify that their members are registered Democrats using VoteBuilder (VAN) or a database of voter files. Self-verification is available on [ocvote.com](http://ocvote.com). Help is available from the Director of Clubs at [clubdirector@ocdemocrats.org](mailto:clubdirector@ocdemocrats.org) or [info@ocdemocrats.org](mailto:info@ocdemocrats.org).

### Membership Records

Use the same spreadsheet that is submitted with membership records to the DPOC/CDP to record such things as meeting attendance, when dues were paid and how much, voter registration status, and other information relevant to your club. You may also choose to store this information in Google Drive or another cloud-based service you are using for your club to provide centralized access to your club officers and as a backup in case of loss of paper records.

Privacy guidelines should be spelled out clearly on membership applications and in the bylaws.

## MEETINGS

Meetings are usually one hour and a half to two hours in length. Use of Robert's Rules of Order is encouraged. Refreshments may be provided.

### Planning the First Club Meeting

1. Find a venue.
2. Confirm date and time.
3. Obtain a list of potential members from the DPOC.
4. Send invitations.
5. Plan for refreshments.
6. Take pictures.
7. Topics to cover:
8. The type of club (geographic or affinity) and a club name.
9. Regular meeting dates and location.
10. An organizing committee (to serve until the board is elected).
11. Fundraising for PO Box, room rentals, club operations, etc.
12. Obtain names of 10 founding members who are registered Democrats for club charter.
13. Assign specific tasks for the next meeting (action plan).

Help is available from the Director of Clubs at [clubdirector@ocdemocrats.org](mailto:clubdirector@ocdemocrats.org) or [info@ocdemocrats.org](mailto:info@ocdemocrats.org)

### Location

Meetings are usually held monthly, at times and places convenient for members. Possible meeting locations may include municipal, county and state office buildings, libraries, schools, recreation centers, churches, clubs, union halls, restaurants, business facilities, and members' homes. Some locations may be free while others may assess charges. Club meetings and event sites should be wheelchair-accessible.

### Agenda/Content

Prior to each membership meeting, officers may distribute an agenda. Speakers, previous meeting minutes, Executive Board minutes, club committee reports, and DPOC events may be part of the agenda. Old and new business to be considered by the members is typically included.

### Speakers

Clubs are encouraged to identify issues of interest to the local community and to provide opportunities for Democratic candidates to speak. Elected officials, colleges, public interest groups, unions and journalists are excellent sources for speakers. Newsletters from other clubs and the Council of Clubs meetings are excellent idea sources.

### Notice of Meetings

Notice of all meetings should be provided to all members of the club through the club's newsletter, email, or other mechanism at least two weeks in advance. For certain kinds of meetings (endorsement meetings, bylaw amendments, etc.), the club's bylaws may require additional notice.

### Quorum and Voting

Club bylaws may establish quorum and voting requirements for meetings.

Clubs should specify if they are counting members present or members present and voting (where abstaining has the effect of a negative result). Clubs may also wish to specify voting methods – by voice, by ballot, and/or by hand.

Voting thresholds may be by simple majority or 2/3. Robert's Rules has specific instances where a two-thirds vote is required; this will apply to clubs who use Robert's Rules as their parliamentary guide unless they have made other specifications in their Bylaws.

### DPOC Requirements for Meetings

Meetings must be held at least once quarterly. The meetings may be added to the DPOC website which helps to publicize your club meetings.

### Welcoming Meeting Attendees

Station friendly members at the door to greet people as they arrive. Introduce newcomers to others.

Place a table near the entrance with a membership sign-in team.

Serve refreshments.

New attendees may be asked to introduce themselves or to stand and be recognized.

Encourage attendees to sign up for newsletters, email lists, and club social media.

Send a welcome email to new members.

## POLITICAL ACTIVITIES FOR CLUBS

### Candidate Development

Clubs are encouraged to identify and develop viable candidates for public office in coordination with the DPOC. The candidate development pipeline often begins with an appointment to a local board or commission, or election to a special district (water, school, planning) or other local offices.

### Candidate Support

Clubs can help Democratic candidates by circulating nominating petitions, volunteering (precinct walking, phone banks, office work), fundraising, distributing literature, etc. If your club seeks to make a financial contribution to a campaign, be sure to research the legal requirements and restrictions that may apply.

### Voter Registration

Democratic voter registration is one of a club's primary year-round activities. Possible locations include the post office, DMVs, courthouses, college campuses, coffee houses, libraries, farmer's markets, malls, local festivals and street fairs, etc. You may need to get a permit or authorization ahead of time. In public spaces, you may not have a table or banner, but it is legal to stand with a clip board.

### CDP Bounty Program

The Chartered Organization Voter Registration (Bounty) Program is a way to help solidify our Democratic majority statewide and push our registration advantage to traditionally "Red" areas. Clubs can sign up to participate in the Bounty Program, where they will be financially rewarded for each Democratic registration they collect. Information is available on <https://www.cadem.org/our-party/our-county-committees/bounty-program>.

### Precinct Organizing (GRO-DPOC)

As the DPOC's ongoing field operations program, the Grassroots Organizing (GRO) team recruits, trains, equips, and deploys volunteers to reach out to their neighbors to support the full slate of Democratic endorsements in every election. GRO utilizes VoteBuilder (VAN) to access voter data files (see the section titled DPOC Infrastructure and Resources for more information). Because clubs are the best source for GRO-DPOC volunteers, each club is asked to have a GRO-DPOC liaison to recruit club members to join and work with the GRO-DPOC Coordinators in their area. As an added benefit, participating in the GRO-DPOC in your community is a great way to promote your club!

### Coordinated Campaign Offices

In election seasons, clubs may wish to establish coordinated campaign offices with candidates and other clubs to organize regional voter engagement efforts.

## PRE-ENDORSEMENT AND ENDORSEMENT PROCEDURES

### Pre-Endorsement Procedure

Below are requirements if clubs elect to participate in the California Democratic Party (CDP) Pre- Endorsing Conferences. By voting to endorse candidates in this process, clubs have a voice in state politics.

1. Club representatives shall be allocated as follows: one representative, resident in the Assembly District and duly registered as a member of the Democratic Party of California, for each full (not a fraction thereof) 20 Members in Good Standing as defined by the club's bylaws.
2. These Members in Good Standing shall be from the roster submitted to DPOC and to the appropriate Regional Director of the CDP at the time provided for by the California Democratic Party and the DPOC.
3. The club's representatives shall be equally apportioned between men and women, to the extent possible.
4. Club representatives shall be selected by a procedure adopted by the club as specified in its bylaws.
5. In its bylaws, the club may specify the following for the pre-endorsement votes: a required notification period to club membership, a specific quorum, or a specific vote threshold for endorsements, which may be a supermajority rather than a simple majority (e.g., 60%).
6. The club may also direct the votes of its representatives as specified in its bylaws.

### California Democratic Party (CDP) Endorsements and Club Participation

The California Democratic Party (CDP) is solely responsible for making official endorsements for statewide races, including U.S. Senate, Congressional, State Senate, State Assembly, and Board of Equalization races in California, as well as statewide ballot measures. Endorsements are made at the CDP Convention prior to each election, which is preceded by Pre- Endorsement Conferences around the state where local state Party delegates in each CDP Region, in addition to club representatives, may vote to recommend endorsements to the full State Central Committee.

### Democratic Party of Orange County (DPOC) Endorsements and Club Participation

The Democratic Party of Orange County (DPOC) is solely responsible for making official endorsements for county, municipal, school/college board, and special district board races in Orange County, as well as local ballot measures.

Clubs may not endorse candidates or ballot measures contrary to the endorsements of the DPOC or the CDP. When there is a vote of "No Endorsement" or "No Consensus" by the DPOC or the CDP, then clubs may endorse. While the power to endorse candidates can greatly strengthen a club's influence, it should be used with discretion. A vigorous, thoughtful, and democratic process should be used for making endorsements in accordance with the club bylaws, which must be consistent with DPOC requirements for club endorsements. Only registered Democrats may be endorsed.



## COMMUNICATIONS

**Anything created by the club administrator for social media and websites, etc. is the property of the club. It is recommended that more than one person have access to posting social media. This should be delineated in the bylaws.**

### Newsletters

Newsletters are an excellent way to keep members informed, involved, and motivated. Plan to send out a newsletter on a set schedule with details of upcoming events, relevant articles, or write-ups of past events. The most cost-effective way of distributing club news is via email. Some clubs print newsletters for those members who do not have access to email; with the cost of postage your club may want to request additional dues to defray this expense.

It's best to use an email marketing service in order to comply with anti-SPAM legislation. One of the most popular is MailChimp, as it is free for organizations sending less than 12,000 messages per month. And people can unsubscribe themselves. Constant Contact, iContact, and Vertical Response are alternatives.

### Domain Names

For a nominal annual fee to register, clubs should purchase their own unique domain name (e.g., ourclub.com) for their website and email. Domains can be purchased at Wordpress, Namecheap, or GoDaddy, for example.

### Websites

Clubs are encouraged to maintain a website that includes a calendar listing of future meetings and other events of potential interest to members, updates on club activities or issues of public interest in the community, and a list of club officers and public officials.

New clubs can contact the DPOC Office for advice for starting a simple website. If the club lacks members with skills to maintain a website, then a Facebook Page is a good alternative.

Once a domain is secured, the club must also pay for hosting to put their own content on the Internet. For security reasons it is recommended that clubs use an established web publishing service. Wordpress.com offers free website hosting at no cost. Other services to consider are Squarespace, Weebly, and NationBuilder.

### Social Media

Clubs should consider maintaining Facebook and Twitter accounts to amplify their online presence and to engage their local communities in conversations supporting Democratic principles. Twitter is particularly useful for direct engagement with club members, local elected officials, journalists, and other Democratic organizations.

The Facebook Page and Twitter accounts can be linked together so that a Tweet is generated for each new Facebook post. Encourage all of your Executive Board to share articles of interest to your club's Facebook Page and Group.

Members may prefer to view images or video than read text. You may attract new members by catching their eye with an interesting image, or short video. Consider taking photos at your events and posting them to Facebook and Twitter as well as Instagram and Pinterest. Just using a smartphone, you can record your meetings and post clips to Facebook, YouTube, or Vimeo, or livestream to Periscope or Meerkat.

### Press

Clubs are encouraged to develop relationships with the local press, radio, and podcast media outlets. Clubs may want to advertise meetings and special events and be a resource of information to the community. Media contact information can be requested from [info@ocdemocrats.org](mailto:info@ocdemocrats.org).

## DPOC INFRASTRUCTURE AND RESOURCES

The DPOC maintains a year-round office at **1916 West Chapman Avenue, Suite B, Orange, CA 92868**. The office is usually staffed by volunteers from Monday-Thursday from 10:00 AM – 6:00 PM. Call (714) 634-DEMS (3367) for information.

Each chartered club's website and club email address, along with a calendar of meeting times, are posted on the "Join a Club" page of the DPOC website.

The Party's office may be available for club meetings or other activities by appointment, but space is limited.

The DPOC also publishes a regular digital newsletter of Democratic political events in Orange County. Clubs should send information of their events to be included.

### Central Committee Meetings

Central committee meetings for the Democratic Party of Orange County are held on the fourth Monday of every month at the Plumbers and Steamfitters Local 582 Hall, 1916 W. Chapman Ave. in Orange. Meetings start at 7pm. A representative of your club is encouraged to attend as an Associate Member. Your representative may announce upcoming events during the time allowed for announcements, may ask questions, but may not vote.

Executive Board meetings for the Democratic Party of Orange County are held on the second Monday of every month at the DPOC offices, located at 1916 W. Chapman Ave, Suite B, Orange CA 92868. Meetings start at 7pm.

### Club Insurance

The DPOC's insurance policy can be extended to cover one-time club events; make sure to allow 2 weeks for the DPOC to process a request and provide a certificate of coverage. While the policy does not allow the DPOC to cover a club's regular meetings, clubs can obtain their own basic coverage through the CDP for an annual premium (currently at \$550). For more information, visit this website <http://fs3.formsite.com/CADEM2011/CDPinsurance-info-forms/index.html> or contact Kasey Walukones at (916) 503-7308 or [kasey@cadem.org](mailto:kasey@cadem.org).

### Voter Data

The County Party obtains frequent updates of the countywide voter file and manages that data through VoteBuilder (VAN). VAN can provide types and formats of data tailored to meet a club's needs for recruiting or voter contact, such as Excel files for mailing, PDF lists for canvassing, or a Virtual Phonebank for making calls. Clubs return any data they gather (wrong numbers, prospective volunteers) back to the Party so that future users can benefit from the information. Each club can access a "Quick Lookup" to verify registration of members and their voting districts.

### Council of Clubs

The Council of Clubs is an informal assembly of Democratic Club chairs, or their designated representatives. The Council's purpose is to foster communication and cooperation between club leadership, to develop and implement projects that are beneficial to Council members' operations, and to engage in other activities as the Council deems appropriate. The Director of the Council of Clubs is an Ex-Officio member of the DPOC Central Committee. The Council of Clubs is not a governing body for the entities represented.

### Truman Dinner

The Truman Dinner is the DPOC's major annual fundraiser that keeps the office open year-round, and clubs have long been a base for attendance and support. Clubs are offered discounted tickets for their members to sit together at tables. Clubs are also asked to put together a club basket as part of the silent auction and to volunteer to staff the event.

### California Democratic Council (CDC)

The California Democratic Council (CDC) is chartered by the California Democratic Party as a statewide association of Democratic clubs and county committees. Clubs may opt to charter as members of the CDC. This is separate from their DPOC charter, which is county-based. The CDC website is at [www.cdc-ca.org](http://www.cdc-ca.org) and has many resources for clubs.