

Mesa County Democratic Party

Women's Group

2020 Year End Report

Background

On December 6, 2019, approximately 50 women attended the initial organizational meeting of the Women's Group. The primary purpose of the meeting was to determine the level of interest in developing a "Women's Group" as a part of the Mesa County Democratic Party. Based on the number of women attending and their positive input, the Party Executive Leadership team approved the development of a Women's Group in 2020. Following approval in December 2019, two subsequent organizational meetings were held in January and February 2020. However, as a result of the COVID-19 pandemic, no further in-person meetings were held in 2020, but that did not stop the developmental progress of the group.

Accomplishments

During the January and February 2020 meetings, the participating women were able to develop and approve an organizational structure with agreement that the first year would be considered a "pilot." The Women's Group intent is to work in alignment with and in support of the Mesa County Democratic Party mission, platform, and values.

Our initial structure was developed to include the following:

A Mission Statement

Scheduled Monthly Meetings

Decision Making Process

Project Teams

Fundraising Method

"Troubleshooting" process in the event of conflict

The 2020 Election was established as the top priority.

Election Activities and Projects undertaken:

- ✓ Swing Left /Vote Forward letter writing campaign was offered in April 2020 as a safe way for individuals to participate in a national GOTV letter writing effort. Training and support were provided by Swing Left, a nationally recognized GOTV organization.
- ✓ Celebration of the 100th Anniversary of Women's Right to Vote included young women speaking to Party members at Lincoln Park during the summer. Educational information about the 19th Amendment is posted on the Women's Group Website page.
- ✓ Women were offered and accepted opportunities to participate in individual campaigns, work in their precinct, and make phone calls to GOTV for local candidates.
- ✓ The first "Woman to Woman" phone bank project was developed and implemented. Phone calls were made from October 26th to November 3rd, just prior to the election. This phone bank was designed to contact approximately 1,100 young women in Mesa County, aged 18 to 30, who had not yet returned their ballots.

“Welcome” Project:

The “Welcome Project” was successfully launched in 2020. A quarterly “Welcome” letter was mailed to 950 newly registered Democrats and Unaffiliated voters in Mesa County, prior to the election. These voters received basic information about our office location, website, Facebook, Women’s Group, voter registration, voting locations and local candidate contact resources.

Website Page /Facebook /Logo

The Women’s Group designed and helped launch a page on the Mesa Dems’ Website, a Facebook page and a logo. This was accomplished to support our ability to communicate with the participants of our Group as well as other Democratic Party members and the community. These are important vehicles supporting the growth and sustainability of the Women’s Group.

Fundraising

Thanks to all who made donations, we currently have \$900 earmarked for the Women’s Group Projects.

A Leadership Team was Established

Our 2021 Women’s Group Leadership Team includes Maria Keenan, Jamie Porta, Constance Combs, Fran Higgins and Treva Houck.

Recommendations for 2021

The 2021 monthly meetings which are open to all members of the Women’s Group, will be conducted virtually due to the ongoing COVID-19 pandemic. Regular in person monthly membership meetings will resume when it is determined by the County Health Department that in person meeting are considered safe for participants.

Women’s Group Members are welcome to utilize the Mesa County Democratic Office for small groups and small project team meetings. It is an expectation that all those participating in small group meetings will observe the recommended COVID-19 safety precautions. These include wearing face masks, maintaining 6 feet of distance between participants and cleaning surfaces at the close of meetings.

The Women’s Group will continue to utilize a “project team” approach to sustain the active involvement and engagement of the members. The interests and priorities of the Women’s Group members and Party leadership will be utilized to define, develop and implement activities and projects leading us to a successful second year.

Current Plans:

- The “Welcome” letter Project Team will continue sending letters on a quarterly basis in 2021.
- The Women’s Group Facebook page and webpage will be continued.
- The monthly Women’s Group E-mail will be sent to members.
- The Women’s Group will have a representative participate on the “Communications Committee” of the Party in order to support the goal of clear and timely communication and coordination between the Communications Committee and the Women’s Group.
- Members of the Women’s Group will be contacted via email to request their input and recommendations regarding goals and priorities for 2021 projects and activities.
- The Mesa County Women’s Group participants will be encouraged and supported to

recommend and develop new creative Projects and activities for 2021.

We successfully completed our “pilot” year and look forward to new projects and activities in the coming years. Thank you!

--Respectfully submitted by the Women’s Group Leadership Team