

Using the Democratic Creed in Practice

How to Use This Guide



You have already adopted the Democratic Creed. Now it's time for action! This guide is about how to do it — how to make the Democratic Creed work for you, immediately and practically.

You should already have materials in hand — the Chair Brief, the Action Guide, and the Candidate and Volunteer Briefs. *These are tools.* They are meant to support your work, not replace it.

The Democratic Creed becomes real by using it — in meetings, in conversations, in decisions. Your role is not to distribute materials. Your role is to make the values of the Democratic Creed visible, consistent, and active in how your organization operates.

And remember: This is not about adding work. It is about using what you already have to make everything else easier.

Step 1 — Prepare Leadership (first, always)

Leadership Values Session (30–45 minutes)

Bring your core leadership together.

Focus on three questions:

- Which line of the Democratic Creed matters most *here*?
- What leadership problem does it solve for us?
- How do we explain it plainly?

Rules:

- No editing the text
- No national debates
- No overthinking

👉 This is about clarity, not consensus.

The Two-Sentence Leadership Test

Each officer answers, in their own words:



“What is the Democratic Creed for?”

Two sentences. No correction.

You are listening for:

- clarity
- confidence
- usability

👉 If they can say it simply, they can use it publicly.

If they struggle:

❌ Do not correct or rewrite their answer

❌ Do not turn this into a longer discussion

✅ Instead, offer a simple version:

“This is a way to ground everything in shared values so we stay aligned and move faster.”

Then move on.

👉 Clarity comes through use, not refinement.

Establish One Standard

Set one internal norm:

Values first — Actions second — Results last

Apply it everywhere:

- meetings
- emails
- public remarks

👉 This is how alignment becomes automatic.

Step 2 — Begin (In Real Work)

Start Meetings with the Democratic Creed

❌ Do not “add it to the agenda.”

✅ Use it to **open the meeting**.

Simple format:

- Read the Democratic Creed aloud (or a selected line)
- One sentence from you:

“This is what we’re grounding our work in today.”

Then proceed.

👉 No discussion. No interpretation.

Use the Democratic Creed to Move Decisions

When discussion drifts or stalls:

“Which value are we acting on here?”

That question:

- refocuses the group
- shortens debate
- restores momentum

👉 You are not resolving every issue.

👉 You are anchoring direction.

Use the Democratic Creed to Say “No”

When something doesn't fit:

“That doesn't align with the values we're using.”

No escalation. No argument.

👉 Authority without friction.

Step 3 — Align (Candidates, Volunteers, Messaging)

Candidate Conversations

You are not giving scripts.

You are giving a standard: “Ground everything in shared values. Connection first, policies last.”

That's enough.

👉 Candidates keep their voice.

👉 The party keeps coherence.

If they default to positions or push back:

❌ Do not argue or over-explain

Instead, say: “Keep your message — just ground it in shared values first.”

Then move on.

👉 The goal is not agreement.

👉 The goal is a consistent starting point.

Some candidates may have seen the Candidate Brief.

👉 Use that as a starting point — then bring them back to the standard.

Volunteer Orientation (10 minutes max)



✗ Do not explain the Democratic Creed in detail.

Show how it works:

- Demonstrate a values-first conversation
- Show how it lowers tension
- Connect it to real voter interactions

👉 Volunteers do not need theory.

👉 They need a **way to engage**.

If they seem unsure:

✗ Do not add more explanation

Instead, model it again — briefly:

“Start with what people already believe, then connect it to the issue.”

Then move on.

👉 Confidence comes from seeing it in action, not studying it.

You may have already shared the Volunteer Brief.

👉 Use it to reinforce what you demonstrate — not replace it.

Messaging Discipline

Internally, reinforce one habit:

Ground everything in shared values. Always.

If people forget or drift:

- Do not call it out directly

Instead, restate the point in values language and continue.

👉 Repetition builds the norm.

Over time:

- emails change
- conversations change
- tone changes

👉 Alignment becomes visible without enforcement.

Step 4 — Expand (Make It Visible)

Public Presence



Bring the Democratic Creed into public settings — debates, forums, community meetings, and protests.

Not as a script, but as a shared standard:

- Candidates and speakers base everything on our common American values
- Volunteers engage with the same approach
- Tone stays consistent, even under pressure

👉 The goal is *not* uniform language.

👉 The goal is recognizable alignment.

If materials are available, use them simply:

- make them visible
- offer them when interest is there
- let people take them with them

👉 Do *not* lead with handouts.

👉 Let people encounter the values of the Democratic Creed as you move forward.

Expand Gradually

Do not try to do everything at once.

Instead:

- repeat what works
- extend it to new settings
- keep it visible

👉 Consistency builds credibility.

How to Tell if This Is Working

You are on track when:

- People stop asking *why the Democratic Creed exists* and start asking *how to use it*
- Meetings get shorter and more focused
- Candidates sound different — but aligned
- Volunteers report better conversations
- You hear the language used without prompting

👉 The Democratic Creed is becoming your shared center.

Final Note

You already did the hard part when you adopted.

This is the phase where it earns its keep.