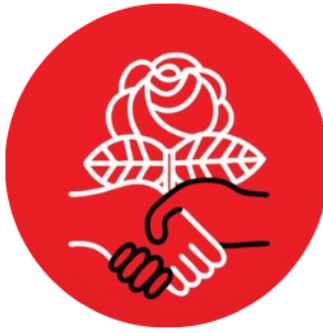




Democratic Socialists of America
NPC 2023-2025
Resolution No.: [Insert Resolution Number]

DSA Commits to ABC: Always Be Crootin'

Whereas, the Democratic Socialists of America is a fully member-funded organization with a mass movement theory of change;

Whereas, member funding and mass movement theory require both a regular influx of members and ongoing commitment to retention and engagement of existing members;

Therefore, Be It Resolved, that the Democratic Socialists of America National Political Committee shall only consider dedicated funding requests for grants, campaigns, and projects above \$500 if those requests are accompanied by clear member recruitment and engagement plans:

Be It Further Resolved, that these plans need not be extensive or over-engineered, but should show a commitment to member recruitment and engagement as part of the campaign or activity being funded,

Be It Further Resolved, that the sample plans accompanying this proposal, along with a copy of the proposal itself, shall be distributed to all of DSA's national bodies for their own use as well as for distribution when administering grants,

Be It Further Resolved, that the Growth and Development Committee (GDC) shall be the relevant body referred to if chapters or national bodies require training on recruitment through campaigns, and a video recording of the Recruitment Through Campaigns presentation shall be made readily available as a point of reference,

Be It Further Resolved, that applications made before the passage of this resolution shall be excepted and shall not require a recruitment and retention plan for consideration, but the NPC recommends that they retroactively write one regardless,

Be It Further Resolved, that this policy shall not apply to chapter matching funds, non-earmarked budget amounts for national committees, travel funds, stipends, technology purchases, matching office funds, or any other expenditure that doesn't fall neatly into the

category of “campaign,” “grant,” or “project,” and the NPC can grant a waiver with a simple majority if the status of a project is not clear.

Approved by: [Insert Name and Title of Approving Authority, if applicable]

Date of Approval: [Insert Date of Approval, if applicable]

Attachments: [List any related documents or attachments, if applicable]

SAMPLE RECRUITMENT PLAN A

(written into a resolution)

Resolution for Twin Peaks DSA to Run a Mass Transit Campaign

Whereas, Twin Peaks does not have dedicated bus service and the working class requires dedicated public transportation,

Therefore Be It Resolved, Twin Peaks DSA (TPDSA) will run a campaign to pass a ballot measure requiring Twin Peaks Common Council to run a bus service from Main Street to the Shopping Center daily,

Therefore Be It Resolved, TPDSA will seek a grant of \$5000 to support this ballot measure,

Therefore Be It Resolved, this will be a priority campaign for TPDSA,

Therefore Be It Resolved, the Mass Transit Campaign Commission (MTCC) shall reach out to all members of TPDSA via phone, text, and email in order to ask them to participate in the canvassing efforts for this ballot measure,

Therefore Be It Resolved, all non-member canvassing volunteers shall be invited to have a 1:1 discussion in person or on the phone where a member of the MTCC shall make a hard join ask,

Therefore Be It Resolved, [other campaign stuff]

SAMPLE RECRUITMENT PLAN B

(addendum to resolution)

Stars Hollow DSA Tenant Union Resolution Addendum B: Recruitment Plan

	CURRENT	GOAL	PERCENT CHANGE
Total SHDSA Members	325	358	+10%
Total Active SHDSA Members	50	70	+20%
Total SHDSA External Email List	900	1200	+30%
SHDSA Members Attending Fall Organizer Training	12	16	+50%

TIMELINE OF DEDICATED RECRUITMENT AND ENGAGEMENT ACTIVITIES:

June:

- host a public rally, use email list and community outreach (flyers, posters, direct outreach to other groups) to invite people, make multiple join asks and have a Join SHDSA table at the back
- Bimonthly New Member Orientation

July:

- Membership committee phonebank all list signups from June rally and June door-knocking, use escalating asks (raw signups = invite to event, semi-engaged = membership asks)
- Door-to-door canvassing operations begin, Canvassing Team makes hard join asks of all non-member canvassers at canvass debriefs

August

- Bimonthly New Member Orientation
- Recruitment Thru Campaigns Training for all interested members (goal: 20 attendees)
- Door-to-door canvassing operations continue, make hard join asks of all non-member canvassers

September

- Labor Day picnic social, invite all new and interested members, button as reward for members who invited a friend
- Door-to-door canvassing operations continue, make hard join asks of all non-member canvassers

October

- Bimonthly New Member Orientation
- New Member Cohort Fall Reading Group Begins
- Door-to-door canvassing operations continue, make hard join asks of all non-member canvassers

November

- Election Day watch party, hard asks and join table
- Door-to-door canvassing operations continue, make hard join asks of all non-member canvassers
- Tenant union files lists of demands, social event to follow
- Debriefing begins (end of month)

SAMPLE RECRUITMENT PLAN C

(Questionnaire Answer)

14. How will your campaign prioritize recruitment and retention? What specific actions will you take to tie recruitment and engagement into your campaign? What roadblocks do you anticipate?

Amity Island DSA currently has 90 members and we are hoping that our Strike Ready Campaign will grow us past 100 members. We are planning to do a training with our field organizer as part of our Strike Ready preparations for our members to learn more about structured organizing conversations so we can be ready to make the hard join ask on the picket line. We think this will not only increase our membership, but grow our membership of union members. We understand that some union members might be hesitant to interact with socialists, let alone join us, but we feel that with a strong and durable presence on the picket line, we will build the trust and confidence required to have some of these conversations with striking workers as well as other supporters from the community.