

DNC Playbook Study Group

Discussion Questions —

Each Session we'll focus on three questions from the section of the Playbook we're studying. During our Zoom time, we will be using Breakout Groups and the Whiteboard. While we are in breakout groups, we will need to take notes, so that when we reconvene as a whole group, we can share the highlights of our conversations. As the facilitator, Mary Flett will then be acting as "Scribe" and capturing those notes on the Whiteboard.

The Whiteboard will act as the "Record Keeper", noting all the group's ideas and any "next steps" we have decided on. Each Session's Whiteboard will be posted on the website and available in between sessions for everyone to share and think about.

Please print out a copy of the Session Discussion Questions below and have them ready for when you get into your breakout groups. This material can also be found on the website.

Session 1 — The Big Picture

Why Democrats Lost — And What Has to Change (pp. 1–22)

1. Was there anything in this section that genuinely surprised you — a data point, a framing, an admission?
2. Where in our community have we been most transactional — showing up only at election time?
3. What is one thing this section suggests that our club could realistically try in the next 90 days?

Session 2 — Who Are Our Voters?

Community Voices & What They're Actually Saying (pp. 23–55)

1. The Playbook quotes organizers and community members directly. Which quote hit home for you?
2. The Playbook says "trusted local messengers" matter more than campaign materials. Who are those people in our community, and does our club have relationships with them?
3. Is there one community in this section that our club should make a deliberate effort to understand better — starting with listening, not messaging?

Session 3 — Tech & Tools

What New Organizing Technology Is Being Tested (pp. 47–55)

1. The Playbook says organizers spend too much time on “manual, repetitive work.” Does that ring true from your own experience?
2. If our club could solve just one administrative burden — one thing that wastes time and energy — what would it be?
3. Is there one simple tool or process — even a shared Google spreadsheet — that our club could start using to better track volunteer relationships?

Session 4 — What's Working

Real Programs, Real Results (pp. 56–96)

1. The Nevada union event cost \$700 and drew 420+ people. What does that say about what's possible without large budgets?
2. What community spaces could our club could be present at that we haven't used?
3. If you had to steal one idea from one case study and adapt it for our club — just one — what would it be?

Session 5 — Digital & Outreach

How Democrats Can Reach Voters Online (pp. 84–119)

1. The Playbook says: “Don't launch social media accounts you won't actively use.” Should we even be using social media?
2. If a new resident in our Valley searched for “Democrats in Sonoma” right now, what would they find? Is it current? Does it tell them how to get involved?
3. What is one digital step — not a big campaign, just one step — our club could take in the next 30 days?