

## Local Politics Matter

# Democrats — Rally Your Base

## Republicans Will Not Vote for You



I've heard about as much as I care to hear from the political pundits and the media regarding the failures of the Democratic Party. Let's be clear, the democrats seem to be rudderless right now, responding to voices from every direction while failing to listen to their own. The 2016 election losses were a shock to the system, not to mention, depressing, but democrats have had enough time to lick their wounds. It's time to re-focus efforts and get back to basics, basics like acknowledging that the opponent, the Republican Party is not their father's Republican Party.

Today's Republicans play hardball. They set

their own rules and will say and do anything to win. Given this reality, democrats need to develop a new strategic plan, the old one is no longer effective. They need to be unequivocal about what they stand for and who they stand for. If they can't break through all the noise that is Donald Trump and the Republican Party, they must find alternative methods for disseminating their message. Democrats need to be more creative and persistent to ensure that their messages reach their constituencies.

The Democratic base is energized thanks to Donald Trump. They want to win. The democratic congress can capitalize on this energy and enthusiasm by focusing on initia-

tives that are important to their base. Use resources to get more of the base to register to vote and then get them to the voting booth. Unmarried women, people of color and millennials are the largest and the fastest growing group of eligible voters in the country, but many of them don't vote. [Approximately 75 million didn't vote in 2014.](#) These groups tend to identify with democratic initiatives. Outreach to groups that are not democratic leaning is good; however, spending excessive resources on Bernie Sanders' constituents and working class white republicans while ignoring this group has proven to be a losing strategy. Many of Bernie's constituents and working class white republicans don't and won't support the Democratic Party any time soon. Focus on democratic constituents and rally your base!

The American electorate is polarized along racial and cultural lines. Histori-

cally, the Democratic Party has appealed to a diverse population and persons who are comfortable with and embrace diversity. There are many in the country who don't want any part of diversity, they're tribal and proud of it. The Democratic party with all its people of color, its support for the LGBTQ community and religious tolerance is not an option for them, that is unless the Democrats plan to change their core beliefs. So, know this and stop spending time and resources on those who will never vote for democrats. Get over it. Develop a strategy to get unregistered democratic leaning constituents registered and to the polls. Develop strategies to get occasional voters to vote in every election. Ensure the integrity of the electoral process and ensure that all votes are counted. Rally the base!

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