

bdc Berkeley Democratic Club

Strategic Plan for 2021 - 2024

As the oldest and largest Democratic Club in Alameda County, the BDC is planning for a strong and vibrant future. The following is a summary of our Strategic Plan for 2021 – 2024, which updated our Vision, Mission and Core Values. The Board of Directors identified our Key Initiatives and are working and to implement them. We welcome your participation.

Vision Statement

The BDC brings Berkeley together to demand and promote social justice, inclusion, equal opportunity and a healthy planet.

Mission Statement

To inspire and empower Berkeleyans to advance Democratic values and provide leadership through education and action.

Core Values

- **Accountability:** Democratic leaders should keep their promises to the people and govern with integrity.
- **Equity:** We ensure equity and access across the broad range of community engagement and organizational activities.
- **Courage:** We believe Democrats should be fearless and unwavering in the fight for racial, economic, social, and climate justice.
- **Centering Democracy:** Our processes, undertakings, and initiatives are structured to further the democratic ideal that all voices may be heard.
- **Building Social Capital:** We work to build networks of civic activity to foster increased levels of trust, articulation of shared values, and collaboration towards common goals.

Key Initiatives

The BDC Board of identified the following Key Initiatives for the next three years. These initiatives will ensure a strong organization for future generations.

Issue 1 – BDC must grow and maintain active membership

Issue 2 – BDC must update its platform

Issue 3 – Get the BDC to a solid financial condition

Issue 4 – BDC actively supports endorsed local candidates