



Democracy is Not a NOUN....It is a VERB!!!

The Indianapolis chapter of the Indiana Democratic African American Caucus issues the following report of activities this year executed for the benefit of the Indiana Democratic African American Caucus as well as the Indiana Democratic Party.

Although the caucus ultimately decided not to endorse President elect Barack Obama at our December 2007 meeting, the Indianapolis chapter of IDAAC had members who were heavily involved in the presidential race as well as state legislative and county races. Principal activities centered around voter registration of over 10,000 voters, logistical support for various campaigns, GOTV and analysis of election returns. Highlights include the re-election of the entire Indianapolis delegation of the Black Legislative Caucus in the House and the two Senators from Indianapolis, all members of the IDAAC-Indy chapter. The Indianapolis chapter is especially proud of the election of State Representative Cherrish Pryor, former president of the IDAAC-Indy chapter.

Internal Organization

IDAAC-Indy leadership focused on creating a viable organizational structure that could help us achieve the organizations purpose of getting African Americans involved in the Democratic Party. The executive team sees the individual who knows nothing about politics as our primary target group. To accomplish our purpose in light of our primary target group, we moved from a business meeting only format to a community oriented format. Business meetings received added value as only members could attend. The community forums focused on controversial issues of importance to the Indianapolis community. Using the community meeting format we were able to increase membership, and membership revenue grew 300%.

Our secondary target group is individuals involved in politics but are not elected officials. They provide leadership within the organization on committees and as volunteers. A strong committee structure generated committees that took initiative and produced quality programs. They were key to our success this year as they were able to leverage personal and professional relationships for the good of the organization. IDAAC-Indy had educational programs on voter registration training, a policy discussion on township assessors and a local bond issue, as well as child support. We seek to develop program that is responsive to the needs of our primary target group leverage our knowledge base and organizational resources to reach out to the community. Results of our activities included holding either an event or a meeting during every month of the year with many months of multiple activities, and having to obtain a larger venue for regular meetings to accommodate increased attendance.

We saw a significant increase in elected officials joining the organization and attending meetings regularly. The regular attendance of elected officials added value to the meetings as they were able to talk about policy issues with the policy makers in the room, providing input into the larger discussion while they heard from the community. We also benefited from the insights of elected officials that were provided in the business meetings. The quality of all our meetings and events were much improved by the contributions of elected officials.

We made great strides in leveraging relationships to position candidates in a positive light. IDAAC facilitated the placement of two city councilors, a candidate of the Indiana House, candidate for the Indiana Senate in both the *Indianapolis Recorder* as well as *Amps*, both serving the African American community. Our biggest financial achievement relative to the media was the purchase of a half page advertisement in the Indianapolis Recorder

featuring the Marion County slate. We also supported candidates by placing radio advertisements on Amos Brown.

IDAAC in the Community

IDAAC-Indy leadership made a concerted effort to create a media presence in order to create brand identification as well as to promote ideas or policy discussions. Our website www.idaacindy.org continues to be a repository of statements by members of our caucus on key issues, as well as our own efforts to document the history and activity of the caucus. By developing a weekly e-newsletter we are leveraging technology to create a one stop place to learn about Democrats and their activities throughout the county. Next year we are looking to interact with more media outlets as a means of getting our message out to a broader audience.

The following list documents our efforts toward improved media relations:

- Put the slate in the *Indianapolis Recorder*
- IDAAC candidates on the front page of the *Indianapolis Recorder*
- Aired radio advertisements on the *Amos Brown Show*
- Appeared on *Unity in the Community*
- Appeared on *The Abdul in the Morning Show*
- Provided an interview to *Channel 8*
- Advertised a community oriented event on 96.3 FM
- Media attended two IDAAC meetings
- Produced weekly newsletter that informs the community about Democratic and community events

Examples of the success of our fore-mentioned media strategy resulted in a co-sponsorship and a collaborative effort with the Indiana Black Expo:

- IDAAC invited elected officials to the *Indiana Black Expo Elected and Appointed Officials Reception*
- Cosponsored a GOTV rally downtown with Indiana Black Expo and local churches

While we are happy with the success of this year we are currently evaluating opportunities for improvement and look forward to operating at a higher level as we strive to achieve the purpose of the organization, getting African Americans involved in the Democratic Party.

I submit this report on behalf of the executive committee of the Indianapolis chapter of IDAAC. I have included the highlights of the report in bullet point format for ease of reference.

Yours in the Democratic Party,
Marshawn Wolley
President
IDAAC-Indy



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IDAAC and the Democratic Party

- Successful Candidates from IDAAC-Indy chapter for County and State Legislature
- Voter registration throughout the county
- IDAAC members worked polls and volunteered on election day
- Represented Democratic perspective and political analysis on *Amos Brown Show*
- IDAAC had an "Obama fellow"
- IDAAC provided logistical and contact information for the Obama campaign

IDAAC Internal

- Number of Elected Officials joined the caucus
- IDAAC-Indy Chapter members, elected President and Secretary to State IDAAC Executive Board
- Reinstated committee structure within the organization
- Held regular membership and community meetings
- Met or had an event for every month of the 2008 year
- Moved to a new room to accommodate higher attendance
- Sponsored non-political events (Child Support Forum and Education Town Hall Forum)
- 300% increase in revenue

IDAAC External

- Put the slate in the *Indianapolis Recorder*
- IDAAC candidates on the front page of the *Indianapolis Recorder*
- Aired radio advertisements on the *Amos Brown Show*
- Appeared on *Unity in the Community*
- Appeared on the *Abdul in the Morning Show*
- Provided an interview to *Channel 8*
- Media attended two IDAAC meetings
- Produced weekly newsletter that informs the community about Democratic and community events
- Invited elected officials to the *Indiana Black Expo Elected and Appointed Officials Reception*
- Cosponsored G.O.T.V. rally downtown with "Indiana Black Expo" and local churches

