

2025 Spring Campaigns Council Report: STREET TEAM

Submitted on: 3/30/2025

Leadership

List the members of your leadership and their roles. Identify any gaps in leadership positions.

Ad-hoc stewards (not official): Emma Y (she/her), Alexa S (she/her)
Campaigns Council reps: Emma Y (she/her), Brent W (he/him), Alexa S (she/her)

We definitely have significant gaps, and in part this is because we are still identifying needed positions. Scheduling, secretary, onboarding, reporting, MED rep, and propaganda lead are all positions we're aiming to formalize, as well as to properly elect our stewards. We are going to be holding our elections in April/May 2025.

Roster Count

Core (active weekly or leadership)	Involved (active monthly/bimonthly)	Orbital (active for wide calls to action)
~10	~15 (including core)	~20 (including core and involved)

Campaign Overview

Issue What is the problem you are trying to address? Ex. Wards 7 and 8 in DC only have 3 grocery stores, creating a food desert.	Demand What is the solution to that problem that this working group proposes? Ex. Establish a District government run grocery store in each Ward through Council legislation.
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1) People in DC are under- or mis-informed about socialism, and/or they are dissatisfied and don't know how to get involved 2) DSA doesn't have a great mechanism to hear the issues/concerns of nonmember DMV residents	We propose to create a regularly occurring presence around the DMV via tabling at community events. The goal is to both inform our neighbors about socialist issues and/or link them up to DSA/resources, but also to listen to their concerns and bring those concerns to DSA to inform our own actions.
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Strategy and Tactics				
	Strategy <i>What will you do to make your demand a reality in 2025?</i>	Tactics <i>What will that strategy look like as organizing tasks?</i>	Timeline <i>When do you plan to do these tactics?</i>	Marker of Success <i>How will you measure progress towards your demand through this strategy?</i>
1	Develop a robust, forward-looking tabling presence	1) Elect a scheduling lead 2) Set goals/expectations for a certain number of events per month 3) Determine priority events quarterly 4) Ensure tabling plans reflect our goals in terms of ward representation etc	Elections in April/May 2025	1) Position filled 2) Events selected ahead of time – deadlines not missed for registration. Active calendar of events

				3) TBD at spring retreat
2	Create a reliable data/reporting mechanism	1) Elect a reporting lead 2) Determine where data should go and how we want to use it 3) Train members on that mechanism 4) Train additional ActionNetwork reps	Elections in April/May 2025	1) Position filled 2) TBD at spring retreat
3	Provide training, onboarding, and support to our members	1) Elect an onboarding lead 2) Develop set onboarding materials and operating procedures	Elections in April/May 2025	1) Position filled 2) Building capacity/number of involved members 3) TBD at spring retreat
4	Create a reliable influx of tabling materials	1) Elect a propaganda lead 2) Determine next steps	Elections in April/May 2025	1) Position filled 2) TBD at spring

				retreat
5	Build an onramp to member engagement	1) Designate an MED rep to develop a relationship and mechanism with MED, including followups with interested prospective members	Elections in April/May 2025	1) Position filled 2) Clear, trackable metrics for recruitment 3) TBD at spring retreat

Learning		
	What is a barrier to achieving each strategy outlined above?	What could you do to address that barrier?
1	Time limitations: we meet monthly and find it challenging to get our admin done with enough time to be proactively planning/strategic, discuss emerging challenges, and do training activities.	We did try a biweekly admin meeting, but it didn't work well. Could try again. Otherwise, get proactive leads to do work asynchronously such that less discussion is needed at meetings
2	Coordination burden: 1) it's hard to support other WGs in a dynamic way and also plan ahead/prioritize events 2) getting propaganda/tabling materials is a constant challenge that does not have a set/reliable mechanism.	Intentionally leaving ~25% of our capacity open for additional support/events, electing scheduling/propaganda leads and developing an effective calendar of events. Propaganda is a particularly challenging one that needs more discussion.

3	Onboarding: we do not have any strategy for this and it's challenging to get people trained up and plugged in.	Elect an onboarding lead to spearhead development of materials. Adele has excellent framework for BAWG – could ask for advice/recs
4	Strategic planning: we are currently tabling in a reactive fashion, checking out events as they arise and/or as we are invited or made aware of them. As mentioned above this is a time issue but it's also a general strategy issue.	electing scheduling lead and developing an effective calendar of events, having clear metrics or goals for the number, type, and distribution of events we want to attend annually
5	Data collection and use: We do not yet have a way to collate and apply the conversation data we are collecting, other than newsletter signups or contact info for people interested in becoming a DSA member.	Elect a reporting lead. Determine what we want out of the information collected and what to do with it.

Celebrating our Wins		
	Highlight any wins so far in 2025, or end of 2024 not yet reported, for your formation.	Identify factors that made this win possible.
1	Wins don't really fit with the structure/function of our WG, but we are working hard to get our admin in a better spot so we can better articulate/report out on our tabling successes and metrics!	N/A
2		

3		
4	(if needed)	
5	(if needed)	