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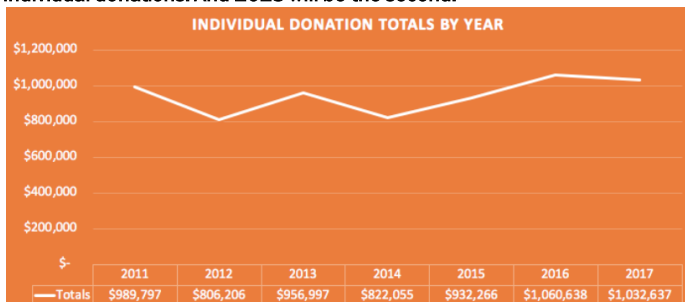


2

ALWAYS ORGANIZING

in 2017 we reversed the trend of decline following an election

In the past we would see a decrease in donations in the year following an election of approximately 20%. In 2017 we nearly matched our 2016 individual donation totals. This was the first non-election year where we surpassed \$1 million in individual donations. And 2018 will be the second.



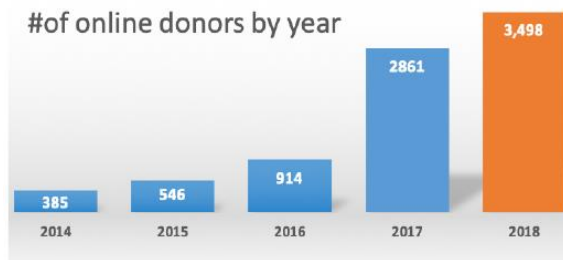
BUILDING CAPACITY

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MODERNIZING FUNDRAISING

In 2016 we took steps to make it easier to donate online and began significant efforts to grow our email list.

In 2018 we had 3,498 individuals make a donation or purchase a membership online. (An increase of 22% over 2017 and an increase of 383% from 2016.)



BUILDING CAPACITY

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LIST GROWTH

- Grew email list from 6,400 at end of 2016 election to nearly 27,000 today.
- Membership over 14,000 in 2018.
- Sask NDP Facebook Growth from 6,936 to 14,166 from January 1, 2017 to date.
- Ryan Meili Facebook Growth from 6,315 on March 3, 2018 to 9,544 to date.
- 2,309 volunteer sign-ups



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DIGITAL ENGAGEMENT

- 35,419 online petition signatures
- Sask NDP Facebook page video views
 - In 2017 591,000 (236,400 minutes watched)
 - In 2018 1.6 million views (492,000 minutes watched)
- Ryan Meili Facebook page video views
 - In 2018 346,700 video views (125,800 minutes watched)
- 5,457 people either donated or purchased a membership online through our website since the last election.

BUILDING CAPACITY

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EXPANDING TRAINING

- Established annual organizer boot camp in May 2017 and repeated in May 2018.
- Started treasurer and executive governance training for executives.

BUILDING CAPACITY

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NEW INITIATIVES/TECHNOLOGY

- Introduced multi-year memberships in summer of 2017
- Introduced new membership forms/leaflets in summer of 2017
- Rebranded monthly-giving program to team orange
- Started using hustle text messaging program
- Started canvassing using an app
- Electronic constituency newsletters
- Sending all council materials to constituency executives following council.
- Reduced postage rate for mailings – more mailings

BUILDING CAPACITY

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SUMMER ORGANIZER PROGRAM

- Established in 2017 when we hired eight summer organizers for the first time. In that first year we aimed to create some level of activity in all sixty-one constituencies. The program visited 74 communities across the province knocking on doors, organizing numerous events and increasing the NDP presence at a long list of events.
- In 2018 the program evolved and included outreach to Indigenous communities and digital organizing & communications components and utilized several new technologies including hustle and the organizer canvassing app.

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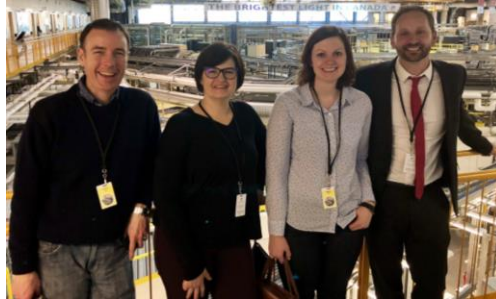
2017 SUMMER OUTREACH PROJECT - 74 COMMUNITIES



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WINNING BY-ELECTIONS

- Elected Ryan Meili in Saskatoon Meewasin on March 2, 2017 (2 years ago today!)
- Elected Vicki Mowat in Saskatoon Fairview on September 7, 2017
- Elected Yens Pedersen in Regina Northeast on September 12, 2018



Flipped three Sask. Party seats in less than two years

BUILDING CAPACITY

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OTHER 2018 ACCOMPLISHMENTS

- Elected a new Leader on March 2, 2018
 - Organized several debates and a leadership convention and livestreamed a number of debates and the leadership convention.
 - Voter turnout of over 80% in leadership contest.
- Established several more constituency executives
- Sent nearly 20 different direct mails with more sophisticated list building and targeting and increased direct mail revenue from past.
- Established Election Planning Committee and started nominating candidates for 2020 election
- Knocked on thousands of doors and had a presence at countless events around the province
- Brought in new privacy and confidentiality policy in March of 2018
 - operationalized the policy having everyone review the policy and sign confidentiality forms and password protecting all lists

BUILDING CAPACITY

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A PLAN FOR GROWTH



2019

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TEAM ORANGE INCENTIVE PROGRAM

JANUARY 1 TO APRIL 30, 2019



Number of Sign Ups	Incentive
5 sign ups	\$250 credit toward pre-election canvassing by the Sask NDP call centre.
10 sign ups	\$500 credit toward pre-election canvassing by the Sask NDP call centre or paid foot canvassers.
20 sign ups	\$1,000 credit toward pre-election canvassing by the Sask NDP call centre or paid foot canvassers.

PLAN FOR GROWTH

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NOMINATION FUNDRAISING WINDOW

FOR NON-INCUMBENT CONSTITUENCIES

WHEN: FROM DAY OF NOMINATION FOR SIXTY DAYS

50% Saskatchewan NDP
45% Constituency
5% Provincial Trust

Money eligible for this special fundraising window includes: a. all money collected and remitted by the constituency to Provincial Office. b. all money donated online at www.saskndp.ca via the individual candidate donation page (e.g. www.saskndp.ca/meili).

PLAN FOR GROWTH

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INITIATIVES FOR 2019

- Efforts to continue advertising our leader and our policies to the people of Saskatchewan.
- Building our organization in rural Saskatchewan
- Targeting the next tier of winnable seats
- Training more activists and campaign workers
- Opening an office in Saskatoon to grow our organization and presence
- Adopting new technologies to improve campaign efficiency and effectiveness

PLAN FOR GROWTH

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- Running the third year of our summer outreach program. Hiring summer organizers to build capacity and train more people. This will include efforts to increase rural organization, outreach to Indigenous communities, increased digital organizing and expanding fund-raising efforts.
- Creating more opportunities for people to volunteer and expanding volunteer recruitment and training efforts
- Increasing fundraising efforts working with constituencies (fundraising plans, more mailings, emails and more)

PLAN FOR GROWTH

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- Increasing the number of fundraising events including a 75th anniversary of the 1944 election of T.C. Douglas on June 15
- New tools for candidates (canvassing apps, phone banking) along with print and digital materials to support candidates and constituencies
- New brand and visual identity guide and message guide for candidates and constituencies by May 2019.
- Website refresh and new capacity to make materials available to constituencies in a secure fashion through the website
- New air conditioner and main sewer line to keep Tommy Douglas House working as we prepare for its 5th decade

PLAN FOR GROWTH

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TRAINING

- Boot Camps
 - Saskatoon June 8-9
 - August 24 in Regina.
- Candidate training August 24 in Regina.
- Populus training online monthly beginning in May.
- Monthly targeted training starting in May
- Continued training at convention and continued treasurer, executive and EPC planning sessions.



PLAN FOR GROWTH

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A PLAN TO WIN



2020

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NOMINATIONS STATUS

To date we have 10 candidates nominated and an additional 34 candidates approved to seek nominations in 22 different constituencies

The demographic make up of those 44 nominated or approved candidates to date is as follows

Women - 19 (43%)	Indigenous - 7 (16%)
Visible Minority - 11 (25%)	Disability - 2 (5%)
LGBTQ - 1 (2.5%)	New Canadian - 11 (25%)
Incumbent - 9 (20%)	Union - 12 (27%)
Equity - 33 (75%)	



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UPCOMING NOMINATIONS

Below is a list of upcoming Saskatchewan NDP nominations:

MARCH 30, 2019 - LAST MOUNTAIN TOUCHWOOD

APRIL 13, 2019 - REGINA GARDINER PARK

APRIL 25, 2019 - PRINCE ALBERT CARLTON

MAY 1, 2019 - REGINA CORONATION PARK

MAY 2, 2019 - SASKATOON UNIVERSITY

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ELECTIONS SASKATCHEWAN

Modernization of advance polls in 2020 campaign using electronic poll books and vote tabulators in Regina, Saskatoon, Martensville-Warman and Indian Head-Milestone.

They are looking at further changes they consider housekeeping in this spring session.

ELMS software for filing.

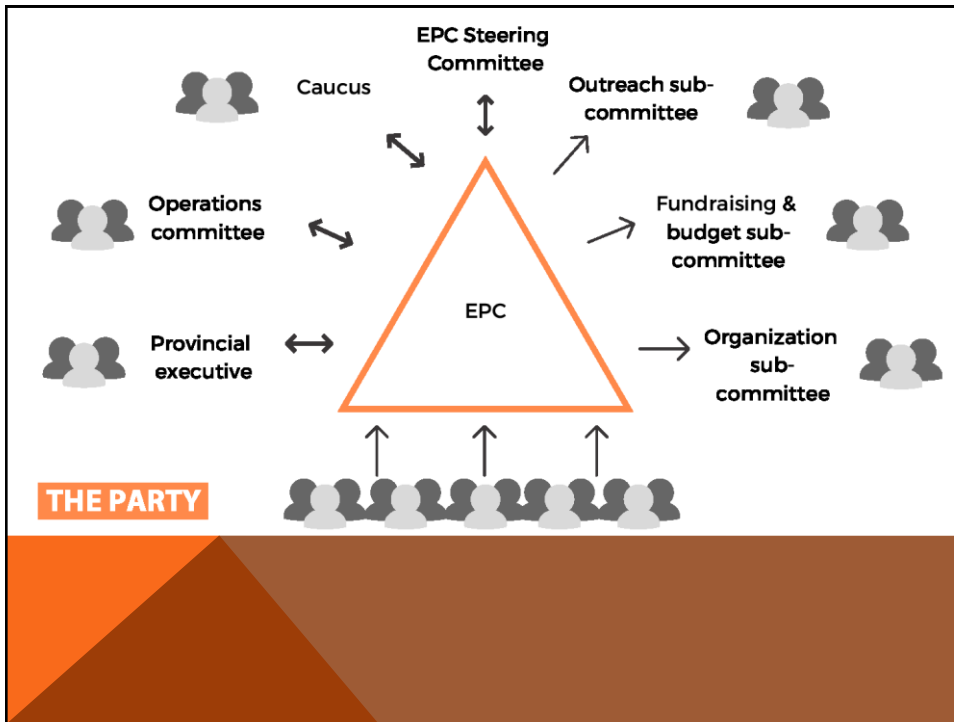
Annual meeting of political parties coming up in June.

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ELECTION PLANNING COMMITTEE

- **ESTABLISHED IN MAY 2018**
- **FINALIZED TERMS OF REFERENCE TO GOVERN COMMITTEE**
- **ESTABLISHED ORGANIZATIONAL PLAN, STRUCTURE AND SUBCOMMITTEES**
- **ESTABLISHED NOMINATION CRITERIA AND BEGAN NOMINATIONS**
- **APPOINTED CAMPAIGN DIRECTOR**

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