

CCDC Sub-Committees



14 Feb 2026

Sub-Committee Structures

- Community Outreach
- Voter Engagement
- Membership Development
- Candidate Support
- Media

Community Outreach

Mission: To establish the CCDC as a group of positive, active, and helpful neighbours dedicated to the well-being of Clarke County through high-utility service and non-political presence.

Activities:

- Organising and staffing booths at the county fair and other established local events.
- Planning community picnics and neighbourhood gatherings.
- Coordinating events for children and families.
- Identifying new, creative ways to show up for the community outside of election cycles.

Community Outreach - Involvement Options

Low Effort (Quick/Flexible):

- Monitoring local event calendars to identify service opportunities or donating supplies (e.g., water, coffee, seeds) for community stations.

Medium Effort (Scheduled):

- Volunteering for a 2-hour shift at a "CCDC Service Squad" station, such as a phone-charging lounge at the Watermelon Pickers' Fest or a cooling station at the County Fair.

High Effort (Deep Dive):

- Serving as a "Service Hook" Coordinator to lead major initiatives like a community-wide donation drive for local charities or organising a presence at Latinx celebrations.

Community Outreach - Transferable Skills

- **Hospitality & Service:** People skills! Worked in retail, restaurants, done charity work, or hosted large family holidays, etc.
- **Event Planning/Hosting/Support:** Experience organising school bake sales, sports banquets, or office parties.
- **Creativity & Arts:** Helpful for designing booth displays or coming up with engaging activities for kids.
- **Education/Childcare:** Great for those who enjoy managing and engaging with younger community members.
- **Also:** Finding local hidden gems, knowing the low-down on community happenings, bilingual/bicultural awareness, and a proactive "neighbour-first" mindset.

Voter Engagement

Mission: To move seamlessly between "Get Out the Vote" (GOTV) and "Get To Know You" (GTKY), building trust by addressing specific local concerns like water infrastructure, resort zoning, and school funding, in order to organise and execute activities that drive election turnout and candidate visibility.

Activities:

- Direct voter contact via canvassing, phone banks, and text messaging.
- Developing and distributing campaign materials like door hangers and postcards.
- Organising candidate forums to educate the public.
- Recruiting and supporting precinct captains.

Voter Engagement - Involvement Options

Low Effort (Quick/Flexible):

- Writing personalised postcards to neighbours that focus on local "bridge words" like "Legacy" and "Conservation" rather than national abstractions.

Medium Effort (Scheduled):

- Participating in "Listening Tours" or neighbourhood walks to ask residents about their specific pain points, such as broadband access or housing costs.

High Effort (Deep Dive):

- Serving as a Precinct Captain who acts as a "Trusted Messenger" within their specific niche (e.g., the local equestrian or farming community).

Voter Engagement - Transferable Skills

- **Sales & Marketing:** If you can sell a product or a service, you can talk to a voter about a candidate or a cause.
- **Customer Service:** The ability to remain calm, polite, and persuasive during one-on-one interactions.
- **Logistics & Delivery:** Do you have a route-based job or enjoy "urban hiking"? Canvassing is essentially high-impact neighbourhood logistics.
- **Public Speaking:** Useful for moderating or hosting candidate forums.
- **Also:** Writing letters/postcards, explaining complex ideas simply, active listening, spreadsheets & digital organisation, pattern recognition, data analysis, trip planning.

Membership Development

Mission: To grow a diverse membership by identifying vocal leaders in local niches and ensuring every member finds a role that aligns with their personal values.

Activities:

- Recruiting new members through local networking.
- Organising “New to Clarke” welcome and introductory events in collaboration with local businesses, tourism board, etc.
- Developing "welcome" protocols for new participants.
- Checking in with current members to find roles that suit their interests.
- Organising speaker programmes for CCDC meetings and community-facing events.

Membership Development - Involvement Options

Low Effort (Quick/Flexible):

- Acting as a "Meeting Buddy" to welcome first-time attendees or identifying 5–10 potential "Micro-Influencers" within your social circle.

Medium Effort (Scheduled):

- Managing the onboarding process for new members, helping them navigate sub-committee options based on their professional experience or hobbies.

High Effort (Deep Dive):

- Developing "Bicultural Bridges" by partnering with local Latinx hubs, and developing more inclusive practices by partnering with local groups representing people of colour, to ensure our committee reflects the entire public we serve.

Membership Development - Transferable Skills

- **Human Resources & Coaching:** If you've ever onboarded a new employee or coached a team, you know how to make people feel welcome and useful.
- **Networking:** For the "social butterfly" who is already connected to various local groups (PTAs, book clubs, hobby groups).
- **Active Listening:** Hearing what someone is passionate about and connecting them to the right committee.
- **Also:** Remembering faces/names, matchmaking, natural conversation leader/stimulator.

Candidate Support

Mission: To identify, mentor, and secure resources for local candidates by framing contributions as an investment in a "Neighbourly Clarke" and its agricultural heritage.

Activities:

- Organising fundraising events and donor receptions.
- Identifying, recruiting, and mentoring local citizens to be representatives in local, state, or federal offices.
- Identifying local residents who may be interested in sponsoring events.
- Managing donor outreach and follow-up.

Candidate Support - Involvement Options

Low Effort (Quick/Flexible):

- Reviewing local resident lists to identify potential sponsors who value "Smart Growth" and local infrastructure.

Medium Effort (Scheduled):

- Assisting with the logistics of "Neighbourly" donor receptions that focus on community pride rather than grievance-based messaging.

High Effort (Deep Dive):

- Managing budgets and vendor relations for large events, ensuring that CCDC funds support other local Clarke County small businesses.

Candidate Support - Transferable Skills

- **Project Management:** Keeping track of budgets, timelines, and vendors with spreadsheets and digital organisation.
- **Real Estate or High-Value Sales:** Familiarity with the local landscape and knowing who the "movers and shakers" are in the community.
- **Administrative Planning:** If you're the person who always organises the "group gift" or the community fundraiser, your skills are highly relevant here.
- **Also:** Negotiating for deals, party/happy hour hosting/planning, human rolodex.

Media

Mission: To manage digital platforms and communications using a "70% local pride / 30% policy" strategy, making the CCDC an "algorithmic friend" to the community.

Activities:

- Managing social media platforms like Facebook, BlueSky, Instagram, TikTok, etc.
- Executing email marketing campaigns via MailChimp.
- Operating the Voter Activation Network (VAN) and text messaging tools.
- Producing press releases, internal messaging, newsletters, letters to the editor, etc. related to CCDC initiatives and interests.
- Design, order, install, remove and store signs and banners.

Media - Involvement Options

Low Effort (Quick/Flexible):

- Proofreading newsletters for "Grounded Messaging" or taking high-quality photos of local scenery (like the Shenandoah River) for social media use.

Medium Effort (Scheduled):

- Scheduling "lifestyle" social media posts that highlight Berryville businesses, weather alerts, or community traditions.

High Effort (Deep Dive):

- Managing the Voter Activation Network (VAN) or MailChimp to target messaging specifically toward local issues like water main repairs or tax increases.

Membership Development - Transferable Skills

- **Writing & Editing:** Blogging, journaling, or even just writing clear emails.
- **General Tech Savvy:** Comfort with a smartphone, posting on social media, using basic office software.
- **Data Entry/Analysis:** Enjoy puzzles or spreadsheets, love organisation.
- **Photography/Video:** If you're the person always taking photos at events, you can provide the content that fuels our social media.
- **Also:** Grammar police, data entry/analysis, understanding of social media "lifestyle" trends, space to store signs, posts, installation equipment, ability to transport/move bulky items.