

IDAHO DEMOCRATS, THE FAMILY PARTY

There has been a lot of criticism about the Idaho Democrats not having a common, unifying, message. Before we can have a common message we need to have a common identity, or brand. We need to decide who we are before we can craft a message congruent with our identity.

The opposition has pretty well developed their identity or brand, as the party of (big) business. After watching their obsequious devotion to the tiniest details of Idaho's Association of Commerce and Industry's (IACI) gospel, their allegiance is unquestionable. Our children were thrown under the IACI bus to save big business from having to give back any of their recent tax-shifts and reductions.

When we look at the broad range of Democrat issues, the one thing that leaps out as the common theme is that Idaho Democrats are the Party of the Family. This statement brings logic and focus to issues as divergent as children's education and sustainable farming. It highlights our vision of building a better community for our children and their children's children to grow, thrive and enjoy their families. If we fulfill that goal we can't go far wrong.

By keeping this one theme central, all the jig-saw puzzle pieces of our organization come together to amplify our brand. "Idaho Democrats are the Family Party." Now each plank in our platform, and each candidate's campaign becomes another message reinforcing our identity, our brand – We are the Family Party! Come join us!

We measure the success of our communities, not by the wealth or power of the few, but by the quality of life at the kitchen table. Our dreams are not to make ourselves or our children egregiously wealthy nor powerful. Rather we have the noble dream of our future generations having rewarding careers, satisfying family lives, and the joy of raising their families to do the same.

When we strive for quality public schools for our children, we are building infrastructure that will strengthen and enrich all our families. When we fight to protect workers' rights in the workplace; we are fighting to protect families' ability to make a living wage and do it safely. When we sustain diversity in the workplace and in our common areas, we are protecting a community that sustains families – in all their divergent forms.

Those that work to preserve the environment are working to ensure that future generations of families will be able to enjoy and experience the wonder of Nature at its finest. We support individual Civil Rights because that is how families are protected from excessive government intrusions and they also protect those community values we want to teach our children. Hate is not a family value for us, and we want our future generations to move past our shared histories of classism, racism and other-ism.

On more turbulent issues; while we support Pro Choice options because it takes the State out of a very personal equation, we do not advance one choice over another. We simply support individuals and their families making their own decisions – privately.

Today loving families are being formed in unusual patterns. We support these families, be they traditional, single-parent, same-sex, unmarried, grandparent/grandchild, mixed race, or even solo. Our community grows in strength and warmth as we seek ways to value and respect each other.

Do you detect a theme here? Idaho Democrats are the Family Party. We are the ones that make the family our focus. This brand/identity will bring cohesive action to our positions, activities and planning. If this is our "Polar Star" it will also promote a logic that will tell someone why they should support, vote for, or run, as a Democrat in Idaho.

We need to take ownership of our image. We have to promote and manage it as well as any business would. We can't wait and hope that the world will discover us and develop our label for us. They have and it isn't one we like. We need to start using this brand universally on all our postings, websites, news releases, and other communications now so it can be part of the language before next year's legislative and campaign seasons.

If we tell the world who we are consistently, they will eventually have to deal with us on those terms. And if the other guys want to contest us for the title - bring it on!!! They have no ground to stand on. That is a discussion I would love to have in the grocery store or the barber shop. Wouldn't you?