



# 2026 Strategic Plan

MARION COUNTY DEMOCRATIC PARTY  
CHAIR MYLA A. ELDRIDGE

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# LETTER FROM THE CHAIR



Dear Fellow Democrats,

As we look ahead to the 2026 election cycle, we find ourselves at a pivotal moment for our county, our state, and our nation. Marion County has long been a leader in Democratic strength and this year offers an opportunity not only to defend that legacy, but to expand it.

This strategic plan reflects months of conversations, data review, and collaboration with township leaders, precinct committee members, volunteers, and community partners. It outlines our shared roadmap for how we will organize, grow, and win in 2026 by strengthening our data-driven targeting, expanding our grassroots organizing, and building sustainable operations and fundraising programs for our Party.

Our goals are ambitious because the stakes are high. But our greatest strength has always been our people: the dedicated organizers, neighbors, activists, and supporters who show up year after year to build a more just, inclusive, and representative community for Marion County.

I am proud of the work we have accomplished together and energized by what lies ahead. With this plan as our guide, I am confident that we will not only meet the moment—we will exceed expectations and move our county forward with purpose.

Thank you for your commitment, your partnership, and your belief in our shared values. Let's get to work and make 2026 a winning year for Democrats across Marion County.

In solidarity,

Myla A. Eldridge  
Chair, Marion County Democratic Party



# OUR TEAM



**MYLA A. ELDRIDGE**  
Marion County Democratic Party  
Chair



**WES BROWN**  
Marion County Democratic Party  
Vice Chair



**KEITH POTTS**  
Marion County Democratic Party  
Secretary



**LADONNA FREEMAN**  
Marion County Democratic Party  
Treasurer



**MEGAN HUNTZINGER**  
Marion County Democratic Party  
Executive Director

# OUR TEAM (continued)

## Township Leadership

### Center

Township Club President: LaDonna Freeman

### Decatur

Township Club President: Pat Andrews

### Franklin

Township Committee Chair: Evan Robbins  
Township Club President: Nikki Trojanowski

### Lawrence

Township Committee Chair: Greg Garrett  
Township Club President: John-Paul Cosgrove

### Perry

Township Committee Chair: Doron Berger  
Township Club President: Brett Wineinger

### Pike

Township Committee Chair & Club President: Claudette Peterson

### Warren

Township Committee Chairs: Cindi Moon & Marie Hitze  
Township Club President: Marie Hitze

### Washington

Township Committee Chair: Steve Kane  
Township Club President: Bryan Lilienkamp

### Wayne

Township Committee Chair: Doris Minton McNeill  
Township Club President: Derrick Blackwell

# THE BIG PICTURE

While this strategic plan focuses primarily on the 2026 midterm election, it is part of a larger four-year plan to steadily increase our fundraising efforts and expand Democratic voter turnout across Marion County. Priorities and goals may shift slightly as we progress through the years, but what follows is a snapshot of how the work outlined in this plan will build toward long-term, sustainable growth.

## ④ 2026

### MIDTERM ELECTION

- Increase turnout from 2022 by 10%
- FUNDRAISING GOAL: \$200,000

## ④ 2027

### MUNICIPAL ELECTION

- Increase turnout from 2023 by 10%
- FUNDRAISING GOAL: \$250,000

## ④ 2028

### PRESIDENTIAL ELECTION

- Increase turnout from 2024 by 15%
- FUNDRAISING GOAL: \$350,000

## ④ BEYOND

- Build a party organization that is resilient, professional, and financially stable regardless of election cycles.
- Move beyond reactive party structures to a permanent institution capable of long-term planning, innovation, and consistent voter engagement.

# WHERE ARE WE AT?

## Current Landscape

Going into 2026, Democrats hold 64% of elected offices in Marion County. 58 offices will be on the ballot this midterm election, including 38 held by Democratic incumbents. All midterm elected offices and their current officials are listed below.

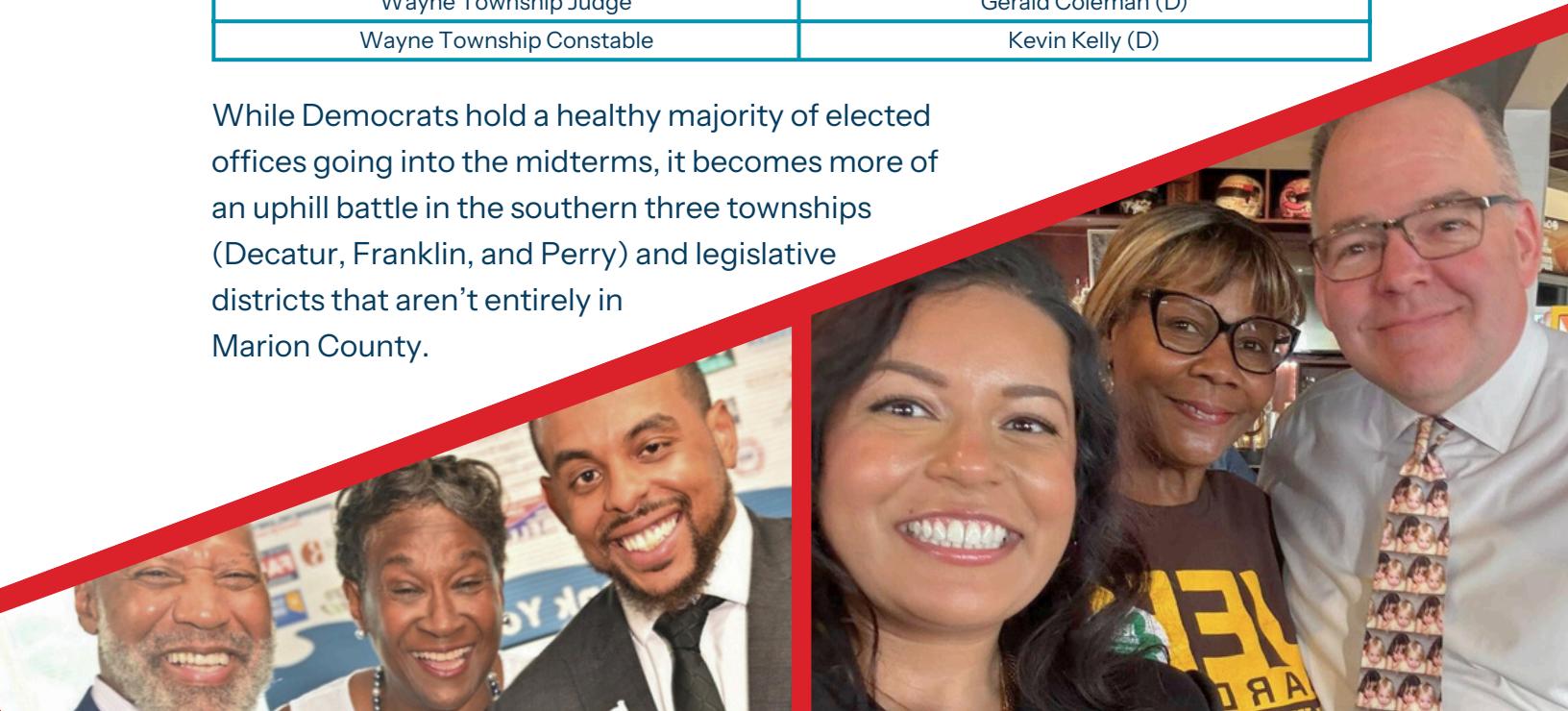
OFFICE	ELECTED OFFICIAL
U.S. Representative, District 6	Jefferson Shreve (R)
U.S. Representative, District 7	André Carson (D)
Indiana Secretary of State	Diego Morales (R)
Indiana Comptroller of State	Elise Nieshalla (R)
Indiana Treasurer of State	Daniel Elliott (R)
State Senator, District 29	J.D. Ford (D)
State Senator, District 31	Kyle Walker (R)
State Senator, District 46	Andrea Hunley (D)
State Representative, District 32	Victoria Garcia Wilburn (D)
State Representative, District 86	Ed DeLaney (D)
State Representative, District 87	Carey Hamilton (D)
State Representative, District 88	Chris Jeter (R)
State Representative, District 89	Mitch Gore (D)
State Representative, District 90	Andrew Ireland (R)
State Representative, District 91	Robert Behning (R)
State Representative, District 92	Reneé Pack (D)
State Representative, District 93	Julie McGuire (R)
State Representative, District 94	Cherrish Pryor (D)
State Representative, District 95	John Bartlett (D)
State Representative, District 96	Greg Porter (D)
State Representative, District 97	Justin Moed (D)
State Representative, District 98	Robin Shackleford (D)
State Representative, District 99	Vanessa Summers (D)
Prosecuting Attorney Of Marion County	Ryan Mears (D)
Judge Of The Marion County Circuit Court	Amber Collins-Gebrehiwet (D)
Marion County Circuit Court Clerk	Kate Sweeney Bell (D)
Marion County Auditor	Myla Eldridge (D)
Marion County Recorder	Faith James Kimbrough (D)
Marion County Sheriff	Kerry Forestal (D)
Marion County Assessor	Joseph O'Connor (D)
Center Township Trustee	LaDonna Freeman (D)
Center Township Judge	Brenda Roper (D)
Center Township Constable	Kenneth Allen (D)

# WHERE ARE WE AT?

## Current Landscape (continued)

OFFICE	ELECTED OFFICIAL
Decatur Township Trustee	Jason Holliday (R)
Decatur Township Judge	Jonathan Sturgill (R)
Decatur Township Constable	Luke Schmidt (R)
Franklin Township Trustee	Danny Meador (R)
Franklin Township Judge	John A. Kitley (R)
Franklin Township Constable	Jeff Duhamell (R)
Lawrence Township Trustee	Steve Talley (D)
Lawrence Township Judge	Kim Bacon (D)
Lawrence Township Constable	Terry Burns (D)
Pike Township Trustee	Annette Johnson (D)
Pike Township Judge	A. Douglas Stephens (D)
Pike Township Constable	Art Rowley (D)
Perry Township Trustee	Patricia Hagenmaier (R)
Perry Township Judge	Cheryl Rivera (R)
Perry Township Constable	David Taylor (R)
Warren Township Trustee	Vernon Brown (D)
Warren Township Judge	Garland Graves (D)
Warren Township Constable	Charles Staples (D)
Washington Township Trustee	Frank Short (D)
Washington Township Judge	Steven Poore (D)
Washington Township Constable	Steve Miller (D)
Wayne Township Trustee	Jeb Bardon (D)
Wayne Township Judge	Gerald Coleman (D)
Wayne Township Constable	Kevin Kelly (D)

While Democrats hold a healthy majority of elected offices going into the midterms, it becomes more of an uphill battle in the southern three townships (Decatur, Franklin, and Perry) and legislative districts that aren't entirely in Marion County.



# WHERE ARE WE AT?

## 2018 & 2022 Turnout Trends

### ➡ Statewide

#### 2018

309,620 (Marion County Votes) / 2,308,258 (Total IN Votes) = 13.41% of Statewide Turnout  
197,880 (Marion Donnelly Votes) / 1,023,553 (Total IN Donnelly) = 19.33% of Donnelly Vote Share

#### 2022

224,149 (Marion County Votes) / 1,887,024 (Total IN Votes) = 11.88% of Statewide Turnout  
136,473 (Marion McDermott Votes) / 704,411 (Total IN McDermott) = 19.37% of McDermott Vote Share

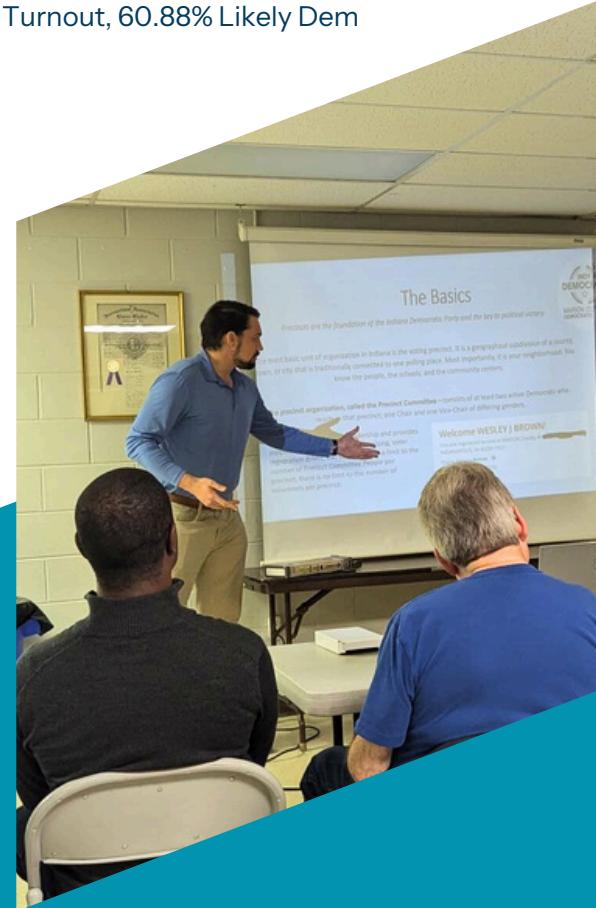
### ➡ County

#### 2018

309,620 (Voters Voting) / 647,977 (Registered Voters) = 48.78% Turnout, 63.91% Likely Dem

#### 2022

224,149 (Voters Voting) / 658,578 (Registered Voters) = 34.04% Turnout, 60.88% Likely Dem



# WHERE ARE WE AT?

## 2018 & 2022 Turnout Trends (continued)

### Township

#### Center

2018: 92,063 (Voters Voting) / 217,711 (Registered Voters) = 42.29% Turnout

2022: 30,465 (Voters Voting) / 109,541 (Registered Voters) = 27.81% Turnout

#### Decatur

2018: 8,492 (Voters Voting) / 20,604 (Registered Voters) = 41.26% Turnout

2022: 6,139 (Voters Voting) / 21,993 (Registered Voters) = 27.91% Turnout

#### Franklin

2018: 22,146 (Voters Voting) / 42,302 (Registered Voters) = 52.35% Turnout

2022: 17,436 (Voters Voting) / 45,771 (Registered Voters) = 38.09% Turnout

#### Lawrence

2018: 39,539 (Voters Voting) / 73,138 (Registered Voters) = 54.06% Turnout

2022: 33,357 (Voters Voting) / 89,118 (Registered Voters) = 37.43% Turnout

#### Pike

2018: 28,897 (Voters Voting) / 54,775 (Registered Voters) = 52.75% Turnout

2022: 20,662 (Voters Voting) / 57,461 (Registered Voters) = 35.96% Turnout

#### Perry

2018: 32,624 (Voters Voting) / 66,049 (Registered Voters) = 49.39% Turnout

2022: 25,500 (Voters Voting) / 71,988 (Registered Voters) = 35.42% Turnout

#### Warren

2018: 20,298 (Voters Voting) / 43,512 (Registered Voters) = 46.65% Turnout

2022: 21,455 (Voters Voting) / 70,763 (Registered Voters) = 30.32% Turnout

#### Washington

2018: 40,662 (Voters Voting) / 72,281 (Registered Voters) = 56.26% Turnout

2022: 48,040 (Voters Voting) / 109,771 (Registered Voters) = 43.76% Turnout

#### Wayne

2018: 24,965 (Voters Voting) / 57,605 (Registered Voters) = 43.34% Turnout

2022: 21,561 (Voters Voting) / 82,172 (Registered Voters) = 26.24% Turnout



# WHERE DO WE NEED TO BE?

## Vision

There are big opportunities for Marion County Democrats to not only protect, but expand our power in 2026. Our priorities will include:

- Protect all seats currently held by a Democrat.
- Boost Marion County turnout overall to help statewide candidate performance.
- Strengthen coordination across Indianapolis to use time and campaign resources efficiently, especially to help more vulnerable or flippable areas.

Each township & precinct will have data-driven turnout goals and voter contact universes to ensure we are getting as many Democrats to vote as possible. While some townships and precincts may have larger goals than others, every part of Marion County will be included in our outreach plans.

# HOW DO WE GET THERE? COMMUNITY

## ④ ORGANIZING

MCDP will be organizing year-round to ensure our message is reaching our voters. Whether it is traditional direct voter contact, relational organizing, or community organizing, the Marion County Democratic Party will use every tool available to us to get out the vote.

- **Relational Organizing**

- Relational organizing is a strategy used in Democratic campaigns that focuses on engaging voters through trusted personal relationships rather than only through traditional outreach like mail or a cold contact attempt. It empowers volunteers, staff, and supporters to reach out to people they already know, such as friends, family, neighbors, and coworkers to share information, have authentic conversations, and encourage civic participation. Because messages come from someone the voter trusts, relational organizing is often more effective at building long-term engagement, increasing turnout, and strengthening grassroots support within communities.
- Relational will be a new tactic we are rolling out across Marion County. MCDP will coordinate with township committees & clubs to manage the program and regularly scheduled “friend bank” events. It will be strongly encouraged for PCs to participate in this program.
- MCDP will invest in a relational organizing tool to help ensure that we are getting the data back from these conversations to benefit GOTV universe targeting.

# HOW DO WE GET THERE?

## COMMUNITY

### ➡ ORGANIZING (continued)

- **Canvassing**
  - Canvassing will remain the primary volunteer ask during Get Out the Vote efforts. Time and time again, door to door canvassing has proven to be the most effective method for increasing voter turnout. Through direct, personal conversations with voters, canvassing allows us to identify supporters, provide critical election information, and ensure voters have a clear plan to cast their ballot.
- **Phone Banks**
  - Phone banking will serve as an additional, flexible option for volunteers to engage in GOTV efforts. Phone bank universes will primarily include voters in inaccessible homes and absentee chase contacts. This outreach ensures we are reaching voters who may not be accessible through canvassing while still communicating directly to them.
- **Texting**
  - MCDP will utilize texting strategically to reach Democratic voters at the most critical moments in the election cycle. Texting allows us to quickly disseminate time sensitive, action oriented information such as early voting dates, absentee by mail deadlines, polling location reminders, and Election Day updates.
- **Mail**
  - Mail will continue to play a targeted role in our voter contact strategy, particularly for absentee outreach. This will include absentee ballot applications to ensure voters have the opportunity to request their ballots. Mail will be used strategically to reinforce key messages and deadlines for voters who prefer or require this method of communication.
- **Rallies**
  - MCDP will partner with allied organizations to host two rallies during the GOTV period. These rallies will be designed to energize volunteers, engage voters, and amplify our message while building momentum heading into Election Day.
- **Community Organizing**
  - Community organizing will focus on building and strengthening relationships within neighborhoods and local organizations across Marion County. By working alongside trusted community leaders and groups, we will expand our reach, improve message credibility, and deepen long term engagement beyond the election cycle.
- **Campus Organizing**
  - Campus organizing efforts will prioritize engaging students and young voters through on campus outreach, events, and partnerships with student organizations. These efforts will focus on voter registration, education, and turnout.
- **Constituency Caucus Partnerships**
  - MCDP will work towards strengthening partnerships with our constituency caucuses to ensure our organizing efforts are inclusive and reflective of Marion County's diverse communities. These partnerships will help tailor outreach strategies, expand volunteer engagement, and ensure that messaging resonates authentically with the voters we aim to mobilize.

# HOW DO WE GET THERE?

## COMMUNITY

### ④ **Community Service & Engagement**

Beyond electoral work, MCDP is committed to showing up for Marion County through ongoing community volunteer efforts. By participating in service projects alongside local organizations, nonprofits, and neighborhood groups, we will build trust and demonstrate our values through action. This work allows us to engage residents outside of election cycles, deepen our connection to the communities we represent, and reinforce that the Democratic Party is a consistent, visible partner invested in the well being of Marion County year round.

### ④ **Coalition Building & Partnerships**

MCDP will promote coalition building through intentional partnerships with local businesses, labor organizations, nonprofits, and community groups across Marion County. By working collaboratively with trusted partners, we can expand our reach and strengthen our collective impact.

### ④ **Campaign Coordination**

After the primary election, MCDP will propose a coordinated campaign buy-in plan to all Democratic candidates. This plan will feature multiple tier options and strive to provide incentives that candidates and their campaigns would find beneficial. Biweekly meetings to discuss campaign updates and coordination opportunities will also be scheduled.

# HOW DO WE GET THERE?

## EDUCATION

### ④ Training

The Marion County Democratic Party will host a series of trainings throughout the year covering a wide range of topics. Some of them will include, but not limited to:

- Filing for PC/Convention Delegate
- Post-Primary PC Bootcamp
- Fundraising Best Practices/ActBlue
- VAN
- State Convention
- Direct Voter Contact Best Practices
- Communications (Social Media, Earned Media, etc.)

These trainings will be led by subject matter experts in the Party, with formats varying based on the content, including virtual sessions and in-person workshops. We anticipate offering trainings every few weeks to provide consistent opportunities to learn campaign best practices and critical party-related knowledge.

### ④ Candidate Toolkit

The Marion County Democratic Party will provide a comprehensive candidate toolkit to all candidates following February's filing deadline. This toolkit will be designed to support candidates at every stage of their campaign and will include key calendars, templates, checklists, training resources, and the State Party's Code of Conduct. By standardizing access to basic tools and information early in the cycle, the candidate toolkit will help ensure all Democratic candidates are prepared to run their campaigns to the best of their abilities.

# HOW DO WE GET THERE?

## Communications

### ④ Rebrand

MCDP is rolling out a new branding toolkit and logo alongside the strategic plan. Featuring a more modern color palette and a polished logo design, this updated branding is intended to increase visual interest, generate greater excitement around the materials and content we produce, and bring a stronger sense of professionalism to the Marion County Democratic Party.

### ④ New Website

In the spirit of updates, we will also be doing a complete overhaul of our website. We want our website to be a one-stop shop for all things related to the Marion County Democratic Party. This will include an interactive calendar for Party and campaign events, voting information, MCDP organizational updates, a merch store, and much more. We anticipate the new and improved website to roll out early 2026.

### ④ Social Media

MCDP will be ramping up and diversifying the content we share to our social media platforms. Our content will focus on sharing important, timely information on a consistent, reliable basis in a variety of formats that maximize engagement from our followers. Our updated branding toolkit and internal communications calendar will help with producing this content quickly.

### ④ Email Newsletter

The “Weekly” MCDP email newsletter will now be called “The Indy Dem Insider.” The newsletter will continue to share information about events happening with Indy Democrats and our candidates, but we will expand to also share key updates, training and resource information, post-primary candidate highlights, and other fun tidbits.

### ④ Mobilize

Indy Democrats will continue to expand how we are utilizing Mobilize, the online event sign-up tool. We will post township club meetings, trainings, and other important Party related events to our Mobilize dashboard. These event links will also be integrated into the website’s calendar.

# HOW DO WE GET THERE?

## Fundraising

### ➔ Capital Club

- Currently at 145 dues-paying members
- Goal: Increase membership by 25%

### ➔ Blue Wave Weekend

- Currently consists of The Julia Carson Reception, The Glenn Howard Golf Outing, and The Larry Ryan Dinner
- Goal: \$75,000 raised

### ➔ Holiday Party

- New annual event
- Lower ticket price than Larry Ryan Dinner
- Goal: \$20,000 raised

### ➔ Digital Fundraising

- Ramp up digital fundraising through email & texting
- Goal: 1 fundraising email per week

# HOW DO WE GET THERE?

## Fundraising (continued)

### ④ The Finish Line Fund

The Finish Line Fund is MCDP's membership program designed to expand and strengthen our base of grassroots supporters. By focusing on smaller dollar contributions, the program creates an accessible entry point for supporters who want to play a meaningful role in sustaining our work. The Finish Line Fund offers multiple membership tiers, each with associated benefits that recognize and reward supporters at every level of giving. The Finish Line Fund will be critical to providing reliable, ongoing support to MCDP's voter engagement and party building efforts.

#### Pit Crew Partners

- \$10/month
- Finish Line Fund membership card
- MCDP sticker and sign

#### Pole Position Patrons

- \$100/month
- Finish Line Fund membership card
- Dedicated thank you in email newsletters
- MCDP sticker, sign, mug, and t-shirt
- Capital Club membership
- 2 tickets to the Larry Ryan Dinner & Holiday Party

#### Speedway Supporters

- \$25/month
- Finish Line Fund membership card
- MCDP sticker, sign, and mug

#### Victory Lane Circle

- \$250+/month
- Finish Line Fund membership card
- Dedicated thank you in email newsletters
- MCDP sticker, sign, mug, and t-shirt
- Gold Capital Club membership
- 4 tickets to the Larry Ryan Dinner & Holiday Party
- Recognition at all events & corresponding printed materials

#### Lap Leaders

- \$50/month
- Finish Line Fund membership card
- Dedicated thank you in email newsletters
- MCDP sticker, sign, mug, and t-shirt
- 1 ticket to the Larry Ryan Dinner & Holiday Party





2026



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# HOW DO WE GET THERE?

## Party Operations

### ➡ Volunteer Committees

- MCDP will form three committees: Data, Communications, and Fundraising.
- There will be an application process for each committee, but all appointments will be determined by the MCDP Central Committee.

### ➡ Township Committee Chairs

- Monthly virtual meetings will be set with MCDP leadership & Township Committee Chairs.
- Regular emails relaying important internal party updates.

### ➡ PC Information

- Information on how to become a PC, how to gain access to PC List, and the PC application will all be available on the new website.

### ➡ Ethics Standards

- MCDP will encourage all Democratic candidates to review and sign the Indiana Democratic Party's Code of Conduct, which reflects our shared commitment to ethical leadership, equity, and integrity.
- Any and all complaints will be handled through IDP's Ethics Process.



# Contact Us

 [indydemocrats.com](http://indydemocrats.com)

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Paid for and authorized by the Marion County Democratic Party.