



# Project 2010: Winning NOW

**New Democrats Winning to Make  
SC Successful in the 21st Century**

"This is not about simply changing Republicans for Democrats. This is about changing *politics as usual* so we can change the basic direction of our state and then enact new policies to make us competitive in the global economy of the 21st century."

Phil Noble  
President, SC New Democrats

June 2009

The SCND Leadership Group began *Project 2010* in March with the initial circulation of this paper to Democrats and others who are concerned about the future of our state. We hope that as many people as possible will offer their suggestions, criticisms and comments. We don't have all the answers, and only by involving as many people as possible with diverse ideas can we develop the very best ideas to solve the critical problems facing for our state.

Please send comments to:

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## The Fierce Urgency of NOW

These are times that try men's souls.....

Our state is in crisis - unemployment is the 2<sup>nd</sup> highest in the nation. Before a Joint Session of Congress, the President cites one of our schools as a national worst case example of the need for education reform.

Our state government makes things worse not better - our Governor and Legislature are dysfunctional. Our political system is broken and corrupt.

We are ridiculed in the national media.

It doesn't have to be this way.

The pendulum is swinging back our way.

Based on an analysis of shifting demographic patterns, emerging voting trends, the current political environment, and the seismic shifts being unleashed by Obama's victory – we are convinced that reform-minded New Democrats can win.

We believe that in 2010 we can win the election for governor and sweep most of the other statewide elections and many local races.

As bold, audacious and as seemingly unlikely as this may sound, we are convinced that it is not only possible but achievable.

An independent analysis shows *why* we can do it – and this is our plan of *how* we will do it.

Join us and make it happen...*NOW*

It is our sincere hope that this paper will encourage concerned citizens – even those that have never previously been actively involved in politics – to seriously consider running for public office...from governor to local offices.

Your state needs you...NOW.

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## About SC New Democrats

SC New Democrats is an independent reform group started by former US Sect. of Education and Gov. Richard Riley. Our goal is to bring new ideas and new people into the political process, change 'politics as usual' and develop new progressive polices for our state.

We are both a reform think tank and a do tank - an action oriented public policy organization. Our goal is to reshape politics by moving beyond the old left-right debate so that Democrats can win elections and then bring about the reforms we need to make South Carolina successful in the global economy of the 21st century.

## Introduction

SC New Democrats believe that our state is in a crisis.

We also believe that we have a unique opportunity to use this crisis to make big and fundamental changes in our state that can put us on the road to becoming competitive in the global economy of the 21<sup>st</sup> century

We do not seek to merely change Republicans for Democrats; we want to change our politics so we can change the basic direction of our state and enact new policies to make us competitive in the 21st century.

This paper contains two essential sections:

### **Part 1 - *WINNING SOUTH CAROLINA'S FUTURE: A PROPOSAL FOR POLITICAL ACTION* by Patrick Caddell**

The political pendulum is swinging back our way - and therein lies the opportunity for New Democrats to win now. Part 1 is an independent analysis of the changes that are happening and the opportunities they are creating. This analysis was written by Patrick Caddell. He has been one of the leading political strategist and analyst of American politics ever since 1976, when at age 25 he masterminded Jimmy Carter's come from nowhere victory. A native South Carolinian who has come home, Caddell is considered the father of insurgent politics.

We greatly appreciate Caddell's permission to reproduce his paper here in its entirety.

### **Part 2 - How We Can Win NOW**

South Carolina New Democrats have developed a comprehensive, do-able, strategic plan as to how we can win. As outlined in this section, we began in late April with a Seminar and Open Strategy Session to begin to build a consensus for our new strategy and identify a core group of activists who will lead. We will continue with our 'Ready to Lead Tour' of town hall meetings around the state to expand our core and continue with a series of other activities to recruit and train new candidates who can run and win – at all levels.

### **You Can Make It Happen NOW**

We believe that if everyone who wants real change – and is willing to do something to make it happen – will work together, then we can win ...and we will win.

We must have people at all levels – ordinary citizens, business leaders, young people, elected officials – commit to move beyond merely talking, to make it happen. The three things *you* can do right now are:

- **RUN or recruit candidates** – run for office yourself (we'll help you) or help recruit bold and visionary candidates at all levels, who support real change and reform.
- **WORK for change** – roll up your sleeves and go to work, take on important task, assume responsibility and get things done. (We have lots you can do right now.)
- **GIVE and raise money** – everyone can give something... no matter how small. We must have adequate resources to support and sustain the operations and conduct the political training necessary to effect the changes we need to win.

How do you start? Go to [www.SCNewDemocrats.org](http://www.SCNewDemocrats.org) ...**NOW**

# Executive Summary

## 10 Reasons Why We Can Win **NOW**

1. **Tipping Point** - South Carolina is at a tipping point in its history. What we do in the immediate future will largely determine the shape of our state's destiny for several generations to come.
2. **Status quo = death** - If we continue on our present course, particularly SC's failing education system - with its staggering drop out rates, falling test scores, and devastated schools - the state will become permanently relegated to the stagnate backwaters of the global economy of the 21<sup>st</sup> century.
3. **This crisis is an opportunity** - The current crisis and the opportunities it presents – when coupled with innovative leapfrog strategies, the power of new technology, and real transformational reform - affords our state its last best hope to join the economic mainstream in our region and realize SC's vast potential future.
4. **#1 Michigan has the auto industry melt down – what's SC's excuse?** - SC's second highest unemployment in the nation, and the rest of the current economic crisis, has exposed to all how badly SC has fallen behind the rest of the country – not only the country at large but particularly in our own region. It demonstrates how unsound our system is structurally and the weakness in our creative economic dynamism and thus, the inevitable stagnation of economic opportunity in SC
5. **First, do no harm** - The state government has become so dysfunctional that its actions – or failures to act - have actually deepened and intensified the current crisis in the lives of ordinary South Carolinians.
6. **Bubba Rules** - South Carolina has become a one party state – the good old boy party. The incumbents of both parties, aided by the corrupting system of lobbyist and special interest influence and perpetuated by a grossly uncompetitive electoral process, have created a government totally unresponsive to the vital needs of our state such as a quality education system, an equitable tax system, a competitive economy, etc.
7. **Times they are a changin'** - Record In migration and other demographic and social dynamics are fundamentally changing the SC electorate. An analysis of these new trends, coupled with the historic changes brought by Obama's election, suggests a clear opening for real reform Democrats to win statewide – for the first time in many years.
8. **Don't tread on me!** – Anxiety over real economic decline and a rising tide of anger over Wall Street fraud, corporate self dealing, and government corruption - (witness the fire storm over AIG bonuses) - have awakened the American people. People are mad and many are truly afraid. On the state level there has been a similar negative reaction to Gov Sanford's blind ideological posturing - be it on unemployment insurance or stimulus funding - and his apparent total insensitivity to the plight of ordinary South Carolinians.
9. **Who will lead us?** – South Carolina's citizens intuitively understand the system is broken and transformative change is needed right now – but they do not see a viable vehicle for this change. Republicans are engaged in a civil war and the Democrats are effectively silent or absent. Only a vibrant citizen movement can provide the creative energy and political power necessary to affect transformational change.

**10. The fierce urgency of NOW** – The changing underlying factors in our state, coupled with the passions and fears aroused by both state and national issues have ignited genuine outrage and created a sense of urgency among the public demanding true change and meaningful reform. It is this sense of urgency that offers real hope for Democratic - and other - reformers in South Carolina's 2010 election.

### **5 Steps to How We Can Win NOW**

- 1. Ya' gotta believe !** – We will develop a working consensus among a key group of motivated, committed citizens – from blue chip business leaders to grassroots activists – who share a common vision of what needs to be done, and how to achieve it. And, most importantly are willing to work to make it happen.
- 2. We are the ones we have been waiting for** - Building on the foundation that was created by the Obama campaign, we will recruit a county by county, neighborhood by neighborhood grassroots organization that will actively work for our reform agenda and policies and then help elect the candidates that support them.
- 3. Do Something NOW** - Over the next 12 months, we will launch a series of high profile online and on the ground 'campaigns' around selected policy issues, that will highlight the values and policy initiatives that we as reformers want to see accomplished - and will continue to expand our network of supporters.
- 4. Run Forest, Run** (even Forest Gump could be a leader) - For the 2010 elections, we will help recruit and support like-minded reform Democrats and candidates for all nine statewide offices and as many Legislative and local offices as possible and support them in their campaign. Commitment is more important than experience, and Forest was committed.
- 5. Don't stop thinking about tomorrow** - Post election, we will continue to activate and expand the New Democratic network of supporters. Our goal is to not only see that our reform agenda is enacted and becomes public policy but also to support local and statewide 'non-political' initiatives that further the reforms needed to make South Carolina competitive in the 21<sup>st</sup> century.