

Introduction:

The political, economic, and social status of the average Canadian is worse and more unstable now than at any point in our lifetimes. Across our beautiful country, inequality is rising, artificial intelligence is dominating, people are losing their power, and our environment is suffering. The threat of fascism is growing in the West, while capitalism has continued its suppression of our economic freedoms and political rights. It is time for us to take action and work to restore Peace, Order, and Good Government through the principles of financial and moral democracy. Our responsibility is to productively engage with our communities, build influence, and guide them towards a world of prosperity, freedom, and equality.

What is the NDP Rose Caucus?

A political organizing group committed to the principles of economic and moral democracy that works towards building a party for the working people of Canada

Mission:

To create a grassroots political organization that builds a member-led New Democratic Party committed to economic and moral democracy, using an uncompromising and horizontal political strategy.

Vision:

A Canada where the working people and marginalized lead in creating a democratic and socialized society that guarantees unity, equality, and prosperity for all.

Justification:

The NDP has sidelined the political voice of its membership, with party executives making most decisions. A significant issue contingent on the party is the concentration of power in the top bureaucracy that supercedes their influence over the membership. We exist to hold the Party accountable to its ideological and policy values and commitments, create a political community where members can shape policy, strategy, and ideology, and maximize the organizing potential of the NDP rank and file.

Goals

1. Enact and support policies aligned with the organization's principles and values.
2. Recruit, develop, and support political leaders who share our values and principles.
3. Transform Canadian Political Culture through grassroots media and participatory democracy.

Brand

Slogan:

- "For Change, We Unite."

Secondary slogan:

- "Unity. Equality. Prosperity."

Symbols:

NDP Rose Caucus Full Plan

- Rose, (Democratic Socialism)
- Hand, (Active Engagement, Self-Directed Action, Guided Action)
- Duck. (Unity, Collectivism, Change)

Colors:

- Crimson,
- Orange,
- White,
- Beige.

Messaging:

- Central Tension: Capitalism and Fascism oppress people, promote violence, and normalize instability. Modern issues can be attributed to unchecked capitalism and fascism.
- Solution:
 - Economic democracy historically solves the issues of capitalism and fascism through power and wealth redistribution.
 - The people must be organized to truly represent their collective interest (the traditional Canadian Parliament has been compromised)
 - We must pursue economic, political, and social reforms aligned with socialist principles to defend the Canadian principles of “Peace, Order, and Good Government.”

Voice/Tone:

- Geared towards mass appeal. Anti-establishment. Militant. Informative. Traditional Worker Appeal. Devoted.

Ideological Position Framework (subject to change)

Economy:

- A socialized economy founded upon principles of cooperative ownership and policies that integrate ideas like decommodification, nationalization, and workplace democracy.

Government:

- An egalitarian democracy with diverse and proportional representation, radically transparent, and direct democratic practices (participatory budgeting, citizen assemblies, citizen committees)

Social Programmes:

- Public programs that close wealth, education, and income gaps with citizen-led oversight boards ensuring equitable access and efficiency.

Healthcare:

- Universal healthcare that anticipates population shifts, closes demographic gaps, and integrates preventative, mental, and community health as pillars.

Environment:

- Integrate a green industrial revolution to decarbonize Canada and retrain workers to build renewable energy sectors for climate rehabilitation and economic resilience.

Indigenous Communities:

- Full indigenous sovereignty and co-governance over traditional land, resources, and institutions with enforced treaties, reparations, and cultural preservation programs.

Crime:

- A restorative justice system that prioritizes rehabilitation, community reintegration, and prison labour exploitation.

International Affairs:

- The nation is a force for global solidarity that rejects exploitation and arms profiteering while investing in international development and cooperative networks.

General Strategy

Target: Membership and Leadership

External Function: Organize the membership to shift the upper party political culture to allow for accurate policy and platform reforms.

Rationale: Organizing the membership to shift the political culture of the NDP ultimately would allow for the normalization of left-wing politics in the party

Internal Function: Organize the membership and volunteer base to allow for maximized democratic decision-making and leadership opportunities.

Rationale: An open-source, direct democratic model that is nationally scalable would help streamline effective political participation and

Political Strategy

Introduction: The organization shall incorporate the three broad goals into a diverse and impactful political strategy. We must include a dual-power mandate that builds community for mobilization and integrates members into the NDP. The Political strategy must be contingent on the principle of participatory democracy.

Membership

The NDP Rose Caucus must optimize its communications and messaging strategy to maximize its membership count. Here are applicable strategies:

1. *Town Halls (Online/Physical)* (Medium Priority)
 - a. Provide opportunities for organizers, politicians, and activists to meet with the membership base, offering information and social sessions.
2. *General Membership Drive (Social Media)* (High Priority)
 - a. Constant posts about becoming a member of the caucus for reason XYZ
3. *Caucus Projects/Campaigns* (High Priority)
 - a. A Caucus campaign to bring attention and memberships towards the organization, alongside advocacy that brings people more power.
 - b. Ex. (#OurNDP Campaign)
4. *Rose Caucus Forum* (Medium Priority)

NDP Rose Caucus Full Plan

- a. A 24/7 Online Forum where people can come together, talk, connect, and network, and an area where we can host regular online events, including talks.
5. *Rose Caucus Online Poll* (Medium Priority)
 - a. Constant bi-weekly polls where people are asked a maximum of five questions that one can answer through our website or social media pages.

Alongside membership gathering strategies, we must also implement strategies to organize people. Here are some strategies that the caucus can use to train, organize, and mobilize people:

1. *Chapter System* (High Priority)
 - a. Create and organize local chapters across the country, both for local community recruitment and mobilization. These chapters will be tangentially connected to the caucus.
2. *Caucus Projects/Campaigns* (High Priority)
 - a. A Caucus campaign to bring attention and memberships towards the organization, alongside advocacy that brings people more power.
3. *Workshops and political education sessions* (Medium Priority)
 - a. Create workshops for training on political organizing, communication, campaigning, and messaging.
4. *Inter-party integration* (High Priority)
 - a. Push vetted members into responsibilities, whether in the caucus, community, political party, or government.

In practice, the NDP Rose Caucus must focus on the following areas.

1. Give people leadership opportunities. (Medium Priority)
 - a. The caucus must organize its membership structure to allow regular members to have equivalent access and decision-making opportunities. This also means that people must be given opportunities within the caucus to lead and organize on a realistic scale.
2. Enact working groups and committees for policy creation. (Medium Priority)
 - a. Policy creation should be formed through continuous discussion between organizers, members, and the general public. To facilitate this, we should ideally establish committees and working groups comprising a proportionate number of members and citizens from the general public.
3. Translate public sentiment into media messaging and policy creation. (High Priority)
 - a. Online polls, surveys, and live discussions should be held to ensure that messaging and creation allow for significant external input and insight.

Leadership

Leadership shall be the second pillar of the Caucus's political strategy, and will include the following.

1. *Supporting political candidates* (Medium Priority)
 - a. A mix of physical and social media strategies to support adjacent political candidates with their consent.

NDP Rose Caucus Full Plan

2. *Developing political candidates* (Low Priority)
 - a. The caucus shall also endeavour to train political candidates in running effective, grassroots, and optimized political campaigns.
3. *Campaign and political groups* (Medium Priority)
 - a. Establish campaign working groups to support candidates through phone banking, canvassing, and other volunteer efforts.

However, the caucus must form its campaigning package that encompasses most, if not all, areas of Canadian politics to ensure maximum effectiveness and efficiency.

Media

Utilizing effective media strategies will also be integral for this caucus's success. Here are some inherent strategies that would help spread the message of the Caucus and solidify our advocacy campaigns. Here are some strategies that we can implement:

1. *Diversified Social Media Posts* (High Priority)
 - a. Publish social media posts on multiple platforms daily to ensure consistency and accountability.
2. *Newsletter* (High Priority)
 - a. A weekly newsletter filled with a diverse set of writers that can fill the space of the organization
3. *Polis*
 - a. A multi-use app to engage with our membership and audience base to ask them questions about decisions the caucus has to make.
4. *Long-form and Podcasts*
 - a. A more constructive approach to analyzing Canadian politics and policy proposals is necessary to help people fully understand liberal policy.

Brand Strategy

Introduction: The Rose Caucus must have a solid brand that allows for easy personal associations and the development of a strong mandate within the NDP. Here are some ideas:

Core Values:

1. Solidarity
2. Common Ownership
3. Democracy

Core Message:

1. Prosperity, Opportunities, and Stability can only come from socialism.

Brand Identity:

1. Name: Rose Caucus



2. Logo:
3. Colours: Crimson, Orange, Beige, White, Grey.
4. Aesthetic: Prairies, Rodeo, Brandy Melville.
5. Typography: Sunborn, Calps.
6. Tone and voice:
 - a. Bold, uncompromising, and accessible.
 - b. Inclusive and people-focused

Target Audience

1. Primary: NDP members, activists, leftists (People to
2. Secondary: General Public, Liberals, Academics (People to
3. Tertiary: Media, Politicians, and Staffers (People to

Messaging Framework:

1. Key Narrative:
 - a. Capitalism and Fascism oppress people, promote violence, and normalize instability. Modern issues can be attributed to unchecked capitalism and fascism.
 - b. Solution:
 - i. Economic democracy historically solves the issues of capitalism and fascism through power and wealth redistribution.
 - ii. The people must be organized to truly represent their collective interest (the traditional Canadian Parliament has been compromised)
 - iii. We must have economic, political, and social reform towards socialist principles to defend the Canadian principles of “Peace, Order, and Good Government.”
2. Taglines and Slogans:
 - a. Slogan: For Change, We Unite
 - b. Tagline: Our Will, Our Power
3. Caucus Messaging
 - a. Central Idea:
 - i. The Rose Caucus must hold the NDP accountable to its commitments and values, and we must ensure our efficacy.

Organizational Strategy

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Introduction: The Rose Caucus must have an open-source structure to allow for decision-making impact on every level of the caucus. The system will ensure that members have as many opportunities as possible to influence the caucus's decision-making.

Leadership Model:

- Organizational Model:
 - The main organizing model will be a hybrid horizontal and federated model to allow for executive efficiency and member power
 - Membership will control the direction of the Caucus, and Leadership will execute the initiative
- The top organizing committee of the entire caucus is the Central Committee, which will take into account the desires of the membership and formulate them into actionable plans.
- The main deliberative body will be the Common Assembly, which will be the main decision-making body of the Caucus.
 - The Common Assembly will create plans, form working committees, and vote on matters about the Caucus and its activities.
 - The Common Assembly will be comprised of active members. No one from the Central or Directors can join the Common Assembly.
- The Staff Committees will be the Directors, who will run the permanent committees of the Caucus to ensure the functions of the Caucus remain. The Permanent Committees will be listed as such.
 - Treasury Committee
 - Politics Committee
 - Policy Committee
 - Social Media Committee
 - Creatives Committee
 - Chapters Committee
 - Equity Representation Committee
 - Outreach Committee
- The Second Deliberative Body will be the National Congress, which will be made up of representatives from the Common Assembly, Central Committee, and Directors who deliberate on Caucus matters every three months.

Directors:

Treasury Director

1. Responsible for the internal and external finances of the caucus.

Political Director

1. Responsible for creating and supporting the political strategy of the caucus

Policy Director

1. Responsible for creating and supporting the policy initiatives of the caucus

Social Media Director

1. Responsible for creating the social media posts and social media messaging

NDP Rose Caucus Full Plan

Creatives Director

1. Responsible for creating the art, aesthetic, and branding of the Caucus

Chapters Director

1. Responsible for creating and facilitating chapters across the country

Equity Representations Director

1. Accountable for ensuring intersectional equality in the caucus.

Outreach Director

1. Responsible for reaching out to people, organizations, and other relevant entities necessary for the caucus.

Decision-Making Process:

All decisions will be made in harmony with all bodies in the organization. Decisions are differentiated by their importance and their duration. The process for creating a project or caucus decision will be as follows.

1. The Common Assembly can/will propose a new campaign/project/decision that will be deliberated upon by the Common Assembly.
 - a. Any member of the Common Assembly can submit a project proposal to the Central Committee.
 - b. The Central Committee, through the current Central Committee Chair, will be *compelled* to present the proposal to the Common Assembly in a monthly meeting.
 - i. The Proposal will be presented in full, and the Central Committee will require the Common Assembly to reach a quorum of at least 75% of the listed membership.
 - c. The Common Assembly will then be *compelled* to debate on the proposal for three days, unless an initial motion to strike down the proposal is made if it reaches a 50%+1 majority.
 - d. If the Proposal passes through the deliberation process, then all members of the Common Assembly must debate and deliberate on the proposal.
 - i. Members are allowed to motion for amendments and tabling, and voting requirements for such are 50%+1.
 - e. After three days of required deliberation, the Central Committee Chair will propose a motion to the Common Assembly to start the voting session. The motion must pass with a voting majority of at least 50%+1. If the motion fails, then the Common Assembly can debate and deliberate for three more days.
 - i. The process repeats until either.
 1. The Common Assembly passes a motion to move into voting.
 2. The Central Committee proposes a motion to strike down the proposal that the Common Assembly must vote upon
 - a. This will only happen if three recorded repetitions have been committed.

NDP Rose Caucus Full Plan

- f. Once the motion to vote has been passed, the Common Assembly must vote on said proposal:
 - i. A supermajority (67%) is required for proposals amending the Caucus Constitution, the creation of a new committee, or flagship projects.
 - ii. A three-fourths majority (75%) of the vote is required for proposals about the expulsion of Common Assembly members, Directors, and Central Committee Members.
 - iii. A majority (50%+1) is required for proposals that amend medium or minor changes to Caucus procedure, Caucus Committees, or Caucus proposals of minor projects and campaigns.

The Powers of the Common Assembly will go as follows:

1. The Common Assembly is the only governing body that can propose projects, amendments, and impeachments within the Caucus.
2. Common Assembly members can join Caucus Committees and can propose amendments within the Caucus Committees.
3. The Common Assembly is privy to all decisions, communications, and information from the Central Committee and Staff Committees within the Caucus.
4. The Common Assembly can strike down any decisions made by the Central Committee and Staff Committees.
 - a. This requires 67% of the vote from the Common Assembly to commit.
5. The Common Assembly can represent the Caucus in any external or internal communications if required.
6. The Common Assembly can form working groups to advise and inform the Staff Committees and Central Committees within the Caucus, and to propose decisions or changes to these committees.
7. The Central Committee Chair is responsible for facilitating discussion and communications between the Caucus and the Common Assembly.

The Central Committee will be the executive organizing body of the Caucus and will be organized as such:

1. The Central Committee's primary responsibility is to make executive decisions about the day-to-day operations of the Caucus.
2. They will be comprised of five prominent members who will rotate through the following positions.
 - a. Central Committee Chair
 - i. The Central Committee Chair facilitates meetings and agendas for Central Committee Meetings, National Congress Meetings, and the Common Assembly Meetings. They are also responsible for calling for all meetings within the Caucus. The Central Committee Chair can set the agenda and vision for the entire caucus with the approval of the Central Committee.

NDP Rose Caucus Full Plan

- ii. The Central Committee Chair is responsible for representing the Caucus externally.
 - iii. They will be appointed by a caucus-wide election every year.
 - b. Caucus President
 - i. The Caucus President is the head of the Common Assembly of the Caucus.
 - ii. The Caucus President is also responsible for communicating Central Committee decisions to the Common Assembly and representing the Common Assembly in meetings.
 - iii. The Common Assembly will appoint them and can be removed and replaced at any time by the Common Assembly.
 - c. Caucus Vice President
 - i. The Caucus Vice President is responsible for the internal representation of the Central Committee and is responsible for internal communications on the committee's actions and decisions to its members.
 - ii. The Caucus Vice President is also the head of the National Congress.
 - iii. They will be appointed by the National Congress every year.
 - d. Caucus Secretary
 - i. The Caucus Secretary is responsible for creating meeting notes for all Central Committee meetings. The Caucus Secretary must also represent the general membership.
 - ii. They will be appointed by the National Congress every year.
 - e. Caucus Director
 - i. The Caucus Director is responsible for communications and providing direction to the Caucus committees.
 - ii. They will be appointed by the Central Committee every year.
3. All members of the Central Committee are provided one (1) vote within the Committee.
4. The Central Committee can appoint and remove Directors of Staff Committees, with the necessity of a majority vote ($\frac{3}{5}$).
5. The Central Committee can appoint and remove Common Assembly Members and National Congress members with a supermajority vote ($\frac{4}{5}$).
6. The Central Committee also heads the Staff Committees and the Directors, and prepares them for future caucus plans.