

2026-27 STRATEGIC PLAN

THE FUTURE IS BRIGHT



TABLE OF CONTENTS



Letter from the Chair

03

04

Executive Summary

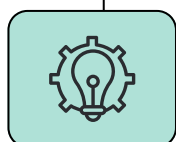


The Future is Bright

05

07

**Cumberland County Democratic
Committee Overview**



Establishing a Vision

11

12

**Strategies &
Implementation**



Call to Action

13

Letter from the Chair

Dear Friends and Supporters,

As your County Party Chair, I am excited to share with you the strategic plan for our journey in 2026 and 2027. This plan rooted in our past successes while challenging us to do even more.

Together, we have achieved significant progress through dedication, teamwork, and a shared vision for a more equitable and inclusive community. Building on this momentum, our strategic plan aims to expand our outreach, strengthen our infrastructure, and enhance our resources, so that we can improve the lives of our neighbors by electing strong Democrats to serve Cumberland County communities.

Our goals are bold because we believe in the power of collective effort and the potential of our community. We will invest in establishing a robust organizational foundation, developing our volunteer network, and cultivating leadership at all levels. By doing so, we will not only continue to grow our support but also set the stage for a historic shift in our county's political landscape.

This vision is ambitious, but with your continued involvement, passion, and commitment, I am confident that we will turn the tide and bring about the change we seek. Together, we are building a future where our values prevail, and progress is within reach.

I want to give special thanks to Antonio Megna, Chair of the Strategic Planning Committee as well as the members of the Strategic Planning Committee and the CCDC Executive Committee for your work on this plan which will become our roadmap for turning Cumberland County Blue.

Thank you for your unwavering support and your dedication to this important work. With optimism and determination,



Matt Roan
Chair, Cumberland County Democratic Committee



Executive Summary

This strategic plan was born of the desire to enhance the Cumberland County Democratic Committee's efforts in supporting candidates and strengthening the Democratic party in the county. The Committee over the past decade has been a growing force helping to lead the way in flipping seats and winning races Democrats never held before. Over the past several election cycles, Cumberland County has trended enormously toward voting for Democrats to the point that Governor Tom Wolf and Governor Josh Shapiro won the county and several other candidates, including Senator John Fetterman, have driven the elections significantly closer.

The goal of this plan is to create a set of strategies that the Committee can implement throughout the next two years that will strategically improve the Democrat's chances of winning and flipping the county. These strategies involve aggressive fundraising strategies, effective voter engagement efforts, new communication planning, and standardization of expectations and data. This plan sets the course for the future to create a more forward-thinking Committee and places Cumberland County in the center of the political stage for years to come.

With your help, we can implement and execute this plan, reach our goals, and continue to win races and gain ground for candidates that will fight for workers, unions, LGBTQ+ rights, affordability, and democracy.

The Future is Bright



The Philadelphia Inquirer

POLITICS > ELECTION



Suburbs of small cities like Harrisburg are shifting blue — and could help Kamala Harris win Pa.

Suburban areas across the state will be key to whether Vice President Kamala Harris or former President Donald Trump win Pennsylvania, and the White House, in November.

**BREAKING
NEWS**



PENNSYLVANIA  CAPITAL-STAR

As goes Cumberland County, so goes Pennsylvania? Maybe | Mark O'Keefe

The commonwealth's fastest growing county is a microcosm of broader changes in the electorate



School board elections show clear gains for Dems, underwhelming results for GOP

Republicans were able to win a smattering of seats in central Pennsylvania.

The Future is Bright

The largest growth in Democratic support for Vice President Kamala Harris compared to President Joe Biden. The second fastest and third largest growing county in Pennsylvania. A Democratic Representative in the state legislature. A majority support for both Governor Tom Wolf in 2018 and Governor Josh Shapiro in 2022. Two borough council majorities, three mayors, and elected Democrats in several seats for the first time in over 50 years. Cumberland County is emerging as the next Democratic stronghold and a key to unlocking more Democratic wins up and down the ballot.

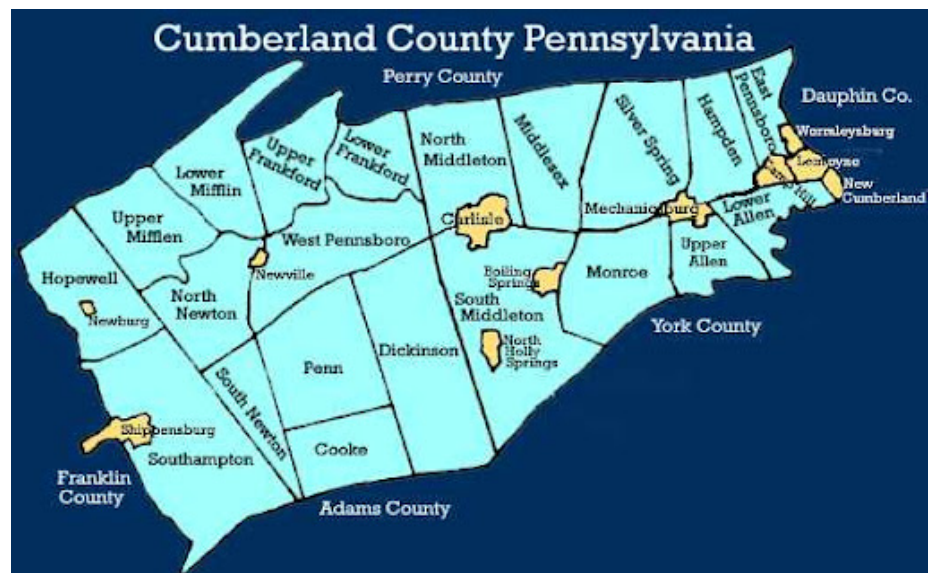
This strategic plan is intended to set the course for the Cumberland County Democratic Committee and its partners throughout the country for the upcoming 2026-27 elections. It is designed as a people-first, community-led strategy that will enable the Committee, Democratic candidates, and their stakeholders to work in unison to deliver wins for everyday Pennsylvanians.

Cumberland County

Democratic Committee

Overview

The Cumberland County Democratic Committee, otherwise known as “CCDC” or “the Committee”, is the local level arm of the Pennsylvania Democratic State Committee. Founded in 1972, the mission of CCDC is to steer the direction of the local Democratic party, organize Democrats across Cumberland County, and support Democratic candidates up and down the ballot. The people who represent CCDC work hard year-round to elect Democrats in the Keystone state, while holding Republicans accountable across the board. The Committee is dedicated to strengthening the Democratic Party within Cumberland County to ensure that all people are able to live, work, and thrive in our county, our state, and our nation.



CCDC is committed to serving the best interest of all the people of the county and providing the broadest possible base of participation in the affairs of the Party, regardless of race, color, gender, national origin, age, ethnic identity, sexual orientation, or economic status. The Committee consists of an Executive Board, Area Leaders, Precinct Committee People (PCPs), and State Committee representatives that lead the direction of the party.

Cumberland County Democratic Committee Overview

Executive Committee:



Matt Roan
Chair



Liz Reilly
Vice Chair



Karl Marchut
Vice Chair



Fred Miller
Treasurer



Toni Fitzgerald
Secretary

Cumberland County Democratic Committee Overview

Area Leaders



Michael Fratantuono
Big Spring



Liz Reilly
Camp Hill



Wendy Whitesell
Carlisle



Mike O'Brien
Cumberland Valley 1



Vacant
Cumberland Valley 2



Mike Alsher
East Pennsboro



Sean Gatten
East Pennsboro



Kimberly Turner
Mechanicsburg 1



Vacant
Mechanicsburg 2



Vacant
Shippensburg



Anne Franklin
South Middleton



Sandy McCarver
West Shore

Cumberland County Democratic Committee Overview

State Committee



Thomas Fink



Sean Quinlan



Jacqueline Smith-Bennett



Sandy Wolfe

Establishing a Vision

The vision of Cumberland County being a center for Democratic politics is not out of the picture. The trends throughout the past decade have shown that the strategies laid out in this plan will be significantly important to the future of the party. For the plan to be effective, the vision must be based in reality including the basis used for justification of each strategy. In a world where Donald Trump and MAGA are leading the Republican party since their emergence from the coattails of the Freedom Caucus, it only makes sense to use a basis of 2016 to 2025 in the current Trump-era. This plan will be entirely based using only data from that time period without any prior references to ensure that justifications for strategies match the current political climate. Additionally, the term “Independents” will be utilized to also include Green and Libertarian party voters as they are the largest third-parties in the county and state yet make up less than 1% of total registration each.

The remainder of this section will set a vision, through charts, tables, and data that will describe the trends of Cumberland County. The strategies in the following section along with the purpose of this plan are justified and referenced through these data sets. Data must be the key tool to strategize effectively now and moving forward.

For the plan to be effective and successful, it is imperative that this data and future data be considered and utilized strategically. The Committee may not be able to single handedly win races for candidates, but we can absolutely affect races and make change in a positive or negative way. We have seen a resurgent Committee in recent years lead the way with strong candidates that have flipped councils, school boards, mayorships, and top vote getters that have held seats never held by Democrats in generations. This plan and the strategies that will be implemented are the beginning of the next stage of the Committee being a significant influential force that can lead to more winning campaigns and more registered Democrats. For more information, you may contact the Committee or your local Area Leader or PCPs.

Strategies for 2026-27

When we think of next steps to creating a committee that is capable of making a significant difference and leading from the front, several areas immediately become paramount:

1

Fundraising

2

Voter Engagement

3

Communications

4

**Data Standardization &
Committee Expectations**

These four areas will be the focus of this strategic plan moving forward to ensure the Committee and its members are effective and uniform in efforts moving forward. For more information, you may contact the Committee or your local Area Leader or PCPs.

Call to Action

Cumberland County is ready to deliver for Democrats up and down the ballot. This strategic plan will serve as the beginnings of establishing an ever-growing presence of Democratic elected officials, Democratic organizations, and registered Democrats throughout the county. In upcoming election cycles, this plan will change and evolve as the county continues to transform. This plan, and future plans, will help to deliver wins from the Governorship to State Representatives to School Boards. Despite this, there will still be losses along the way that will inform future plans and future Committee members. Through the wins and the losses, it is important to remember the goal and why we participate in Democracy: to help the people of Cumberland County, the Commonwealth, and the nation.

This plan, every candidate that has run and will run, and every positive policy could not happen without you. The doors you knocked, the calls you made, the money you gave, and the time you provided all has led us to this moment where we can definitively set an expectation to win. The work is not complete though. There are still more voters to reach, to convince that our candidates will deliver wins for them. There are future candidates that will run and need your help, future members of this committee that will look to you for guidance, and future races and districts that need a champion.

ARE YOU READY TO ANSWER THE CALL?

LET'S GET MOVING, GET LOUD, AND WIN

Sign-up at our website, drop us a message on social media, or come to one of our meetings to let us know that you're ready to donate your time and money to winning.

website



ActBlue

