

Ohana Banner Project: Coordinated Campaign Report
Director, Lynn Robinson-Onderko

The Ohana Banner Project was incorporated into the Democratic Party of Hawaii's Coordinated Campaign under our Get Out the Vote (GOTV) mission. Lynn Robinson-Onderko was Director of the project. The Ohana Banner project was created by Lorna Strand with the intention of bringing Democrats in each Region out to support the Democratic candidates in their Region.

Lorna designed, printed and made frames for "We are Ohana. Vote for Democrats" banners. Those kits were delivered to DPH HQ.

Lynn contacted each Region Chair, via email and phone, to explain the task and purpose of the Ohana Banner Project. Chairs were encouraged to reach out to Democratic candidates and members of their districts to organize a minimum of two Ohana Banner sign waving events. They were also asked to forward photos to be share on DPH social media. Chairs were given dates of existing campaign events (i.e. Stew and Rice, sign waving events in their Regions) to suggest they sign wave at those events.

Feedback:

Many Regions hosted events and contributed photos for social media.

Some Regions chose not to do events.

Some candidates expressed that a "We are Ohana. Vote for Democrats" banner would not be beneficial to their campaign.

While most Chairs were happy and receptive, some expressed that they did not appreciate being tasked with the project.

There are still 3 banner kits at DPH HQ that were left there for storage. Lynn has the banner kit for Region 7.

Suggestions:

When Region Chairs are elected, give them a comprehensive list of their duties and responsibilities and add "Support Democratic candidates" and "Mobilize volunteers" to that list. Have a detailed presentation about the Ohana Banner Project, well before the primary, at an Oahu County Committee meeting.

Region Chairs should vote on whether re-launch the Ohana Banner Project.

Region Chairs should appoint a lead (not just a proxy for meetings) when they are unable or unwilling to perform any of their duties.

Summary:

The Ohana Banner project has great value in that it creates unity and excitement.

It was a good fit for the DPH Coordinated Campaign GOTV efforts.

Special mention to Lorna and her family having the vision and creating the kits.

We should strongly consider continuing the project for 2020.