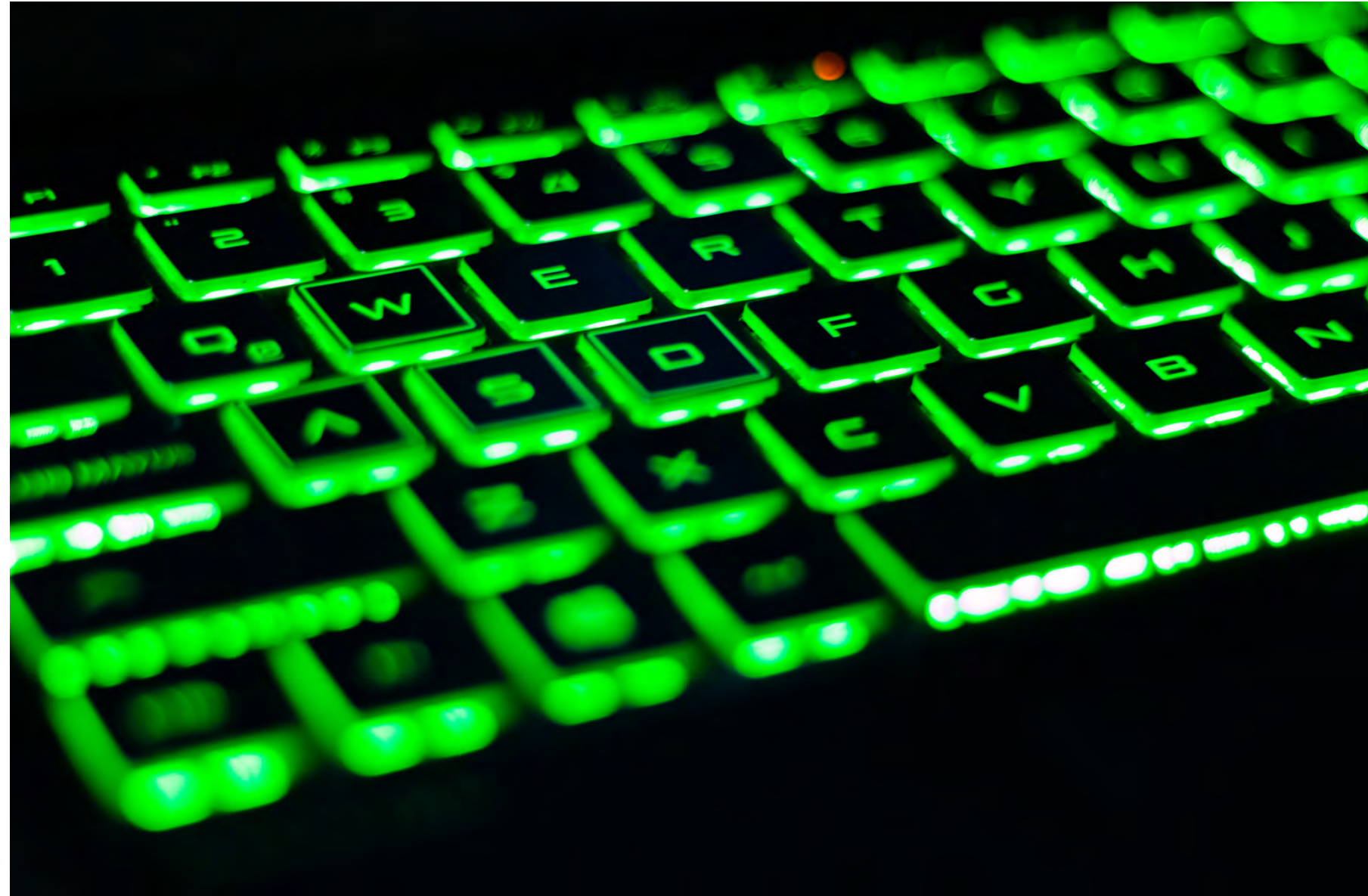




BUILDING A PARTY MACHINE

ROZLYN TOUSIGNANT, MPA

WHY?

STANDARD OPERATING PROCEDURES (SOPS)

SOPs and Templates are essential when capacity is limited. SOPs save time and allow for new recruits to be trained in more thoroughly.

- Volunteer onboarding
- Event planning
- Canvassing setup
- Data entry
- Fundraising workflows
- Candidate filing
- Social media posting
- Press release templates

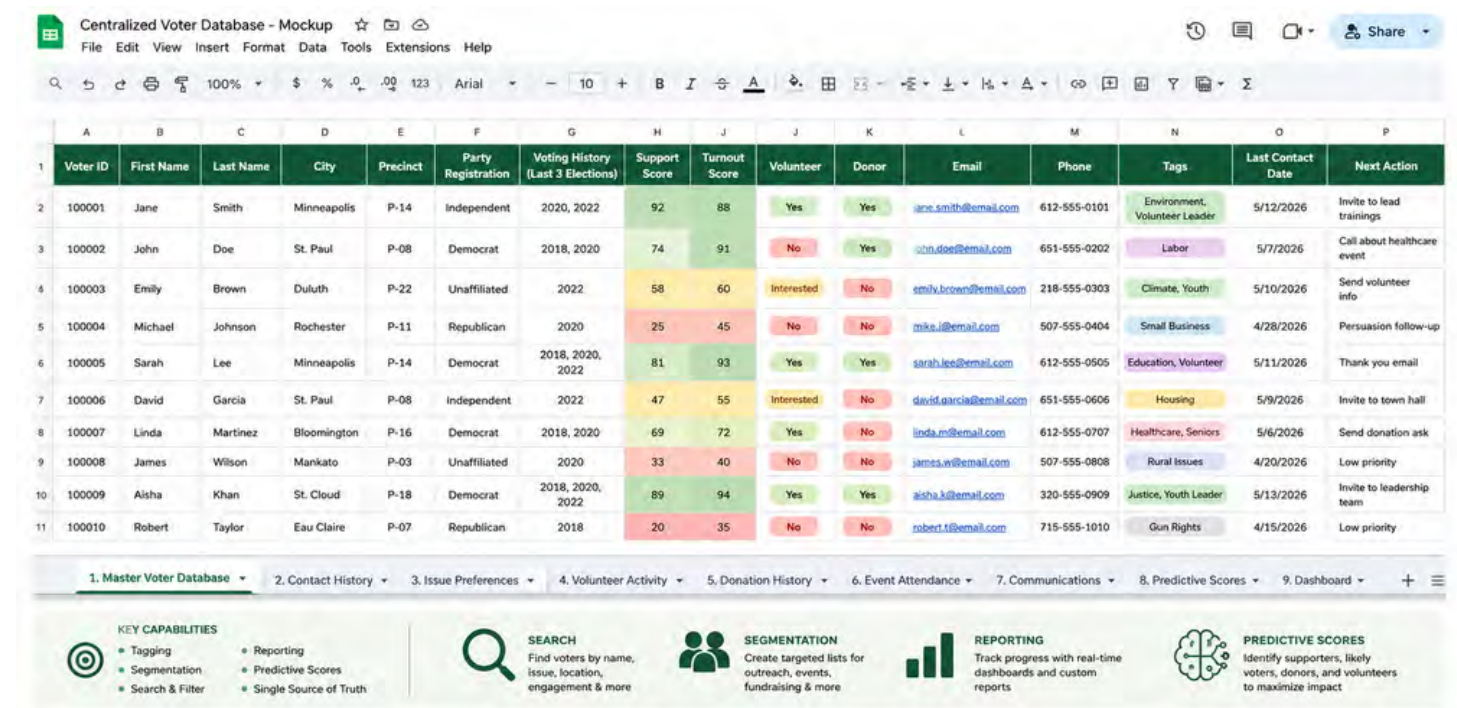


CENTRALIZED VOTER DATABASES

Every interaction with a voter gets stored once.

Examples include:

- voting history
- issue preferences
- volunteer status
- donation history
- canvass responses
- event attendance
- text responses
- phone calls



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	Voter ID	First Name	Last Name	City	Precinct	Party Registration	Voting History (Last 3 Elections)	Support Score	Turnout Score	Volunteer	Donor	Email	Phone	Tags	Last Contact Date	Next Action
1	100001	Jane	Smith	Minneapolis	P-14	Independent	2020, 2022	92	88	Yes	Yes	jane.smith@email.com	612-555-0101	Environment, Volunteer Leader	5/12/2026	Invite to lead trainings
2	100002	John	Doe	St. Paul	P-08	Democrat	2018, 2020	74	91	No	Yes	john.doe@email.com	651-555-0202	Labor	5/7/2026	Call about healthcare event
3	100003	Emily	Brown	Duluth	P-22	Unaffiliated	2022	58	60	Interested	No	emily.brown@email.com	218-555-0303	Climate, Youth	5/10/2026	Send volunteer info
4	100004	Michael	Johnson	Rochester	P-11	Republican	2020	25	45	No	No	mike.j@email.com	507-555-0404	Small Business	4/28/2026	Persuasion follow-up
5	100005	Sarah	Lee	Minneapolis	P-14	Democrat	2018, 2020, 2022	81	93	Yes	Yes	sarah.lee@email.com	612-555-0505	Education, Volunteer	5/11/2026	Thank you email
6	100006	David	Garcia	St. Paul	P-08	Independent	2022	47	55	Interested	No	david.garcia@email.com	651-555-0606	Housing	5/9/2026	Invite to town hall
7	100007	Linda	Martinez	Bloomington	P-16	Democrat	2018, 2020	69	72	Yes	No	linda.m@email.com	612-555-0707	Healthcare, Seniors	5/6/2026	Send donation ask
8	100008	James	Wilson	Mankato	P-03	Unaffiliated	2020	33	40	No	No	james.w@email.com	507-555-0808	Rural Issues	4/20/2026	Low priority
9	100009	Alisha	Khan	St. Cloud	P-18	Democrat	2018, 2020, 2022	89	94	Yes	Yes	alisha.k@email.com	320-555-0909	Justice, Youth Leader	5/13/2026	Invite to leadership team
10	100010	Robert	Taylor	Eau Claire	P-07	Republican	2018	20	35	No	No	robert.t@email.com	715-555-1010	Gun Rights	4/15/2026	Low priority

Instead of dozens of spreadsheets, everyone works from one source of truth.

CRM (RELATIONSHIP MANAGEMENT)



The CRM tracks:

- volunteers
- donors
- influencers
- local leaders
- media contacts
- coalition partners

Automations can:

- Send thank-you emails
- Remind volunteers about shifts
- Assign organizers
- Trigger follow-up calls
- Schedule onboarding

Voters

Map

Interactions

Volunteers

Donations

Events

Messages

Reports

Settings

Jane Smith

Active Supporter

123 Oak St, Minneapolis, MN 55401

(612) 555-0101

jane.smith@email.com

Voter ID: 100001

Scores

Support Score

Turnout Score

Persuasion Score

Donor Score

Volunteer Score

92

88

18

81

94

Status

Active

Party Registration

Independent

Precinct

P-14

First Vote

2016

Last Vote

Nov 2022

Next Election

Nov 2024

Overview

Profile

Activity

Interactions

Scores

Notes

Files

Issue Interests

Environment

5/5

Social Justice

4/5

Healthcare

3/5

Education

4/5

Economy

3/5

Engagement Summary

Total Interactions

23

Canvass Responses

8

Emails Opened

12

Texts Responded

6

Events Attended

4

Volunteer Hours

128

Donations

\$275

Tags

Environment

Volunteer Leader

Monthly Donor

Reliable Voter

Event Attendee

Yard Sign

Climate Champion

Phone Banker

+ Add Tag

Giving Summary

Lifetime Value

\$275

Last Donation

Apr 12, 2024

First Donation

Jan 5, 2023

Donor Type

Recurring

View All Issues

View Full Activity

View Donations

Total Voters

12,483

↑ 8.2%

vs Apr 1 – Apr 30

Active Supporters

4,738

↑ 12.4%

New Contacts

1,265

↑ 15.1%

Donations

\$28,540

↑ 18.7%

Volunteer Hours

2,341

↑ 10.3%

Support Score Distribution

12,483

Total Voters

80 – 100 (Strong)

3,126 (25%)

60 – 79 (Leaning)

4,987 (40%)

40 – 59 (Neutral)

2,749 (22%)

20 – 39 (Weak)

1,121 (9%)

0 – 19 (Low)

500 (4%)

Turnout Score Distribution

12,483

Total Voters

80 – 100 (High)

3,876 (31%)

60 – 79 (Likely)

4,356 (35%)

40 – 59 (Unlikely)

2,812 (23%)

20 – 39 (Low)

1,039 (8%)

0 – 19 (Very Low)

400 (3%)

Recent Activity

Jane Smith donated \$25

May 31, 2024

John Doe attended "Climate Town Hall"

May 30, 2024

Text sent to 245 supporters

May 29, 2024

New volunteer signup: Emily Brown

May 28, 2024

Canvass response from Michael Johnson

May 27, 2024

View All Activity

Engagement Over Time

Emails Opened

Texts Responded

Donations

May 1

May 8

May 15

May 22

May 29

GreenFuture CRM

Dashboard

Voters

Map

Interactions

Volunteers

Donations

Events

Messages

Reports

Settings

Search voters, contacts, events...

Search Voters

Saved Segments

Match

All

of the following

Issue: Environment

is

Strong (4-5)

x

Voted in 2022

is

No

x

Donation Amount

greater than

\$0

x

Age

is

18 - 35

x

+ Add Filter

Segment Results

1,248 voters found

Export

Voter

City

Support Score

Last Contact

Tags

Emily Brown

Minneapolis, MN

72

May 30, 2024

Climate

Aisha Khan

St. Paul, MN

68

May 27, 2024

Youth

David Garcia

Minneapolis, MN

61

May 26, 2024

Volunteer

Sarah Lee

St. Paul, MN

59

May 25, 2024

Environment

James Wilson

Minneapolis, MN

58

May 24, 2024

Climate

View all 1,248 results

Save as new segment

Young Climate Supporters - Unlikely Voters

Save Segment

GreenFuture CRM

Dashboard

Voters

Map

Interactions

Volunteers

Donations

Events

Messages

Reports

Settings

Interactions

Jane Smith

Active Supporter

Voter ID: 100001 • Minneapolis, MN • P-14

Add Interaction

Filter

May 31, 2024

10:15 AM

Donation

\$25.00 via ActBlue (Monthly)

System

May 30, 2024

6:42 PM

Text Message

Replied: "I'll be there!"

Kaitlyn R.

May 28, 2024

4:10 PM

Email Opened

Subject: "Join us for the Town Hall!"

System

May 25, 2024

2:33 PM

Event Attended

Climate Town Hall

Kaitlyn R.

May 22, 2024

11:05 AM

Phone Call

Interested in volunteering. Prefers phone banking.

Alex M.

May 18, 2024

3:20 PM

Canvass Response

Supportive – Concerned about renewable energy jobs.

Maria L.

May 15, 2024

9:12 AM

Email Sent

Subject: "Help us build a Green future"

System

Instead of sending individual emails:

PERSON SIGNS PETITION

Assess your budget, savings, and financing capacity before searching for a property.

02

VOLUNTEER REMINDER

Schedule for three-five days later.

04

REOCCURRING DONATION REQUEST

Schedule for one month later.

01

AUTOMATICALLY RECEIVES:

Welcome Email
Volunteer Invitation
Donation Ask
Local Event
Candidate Bios

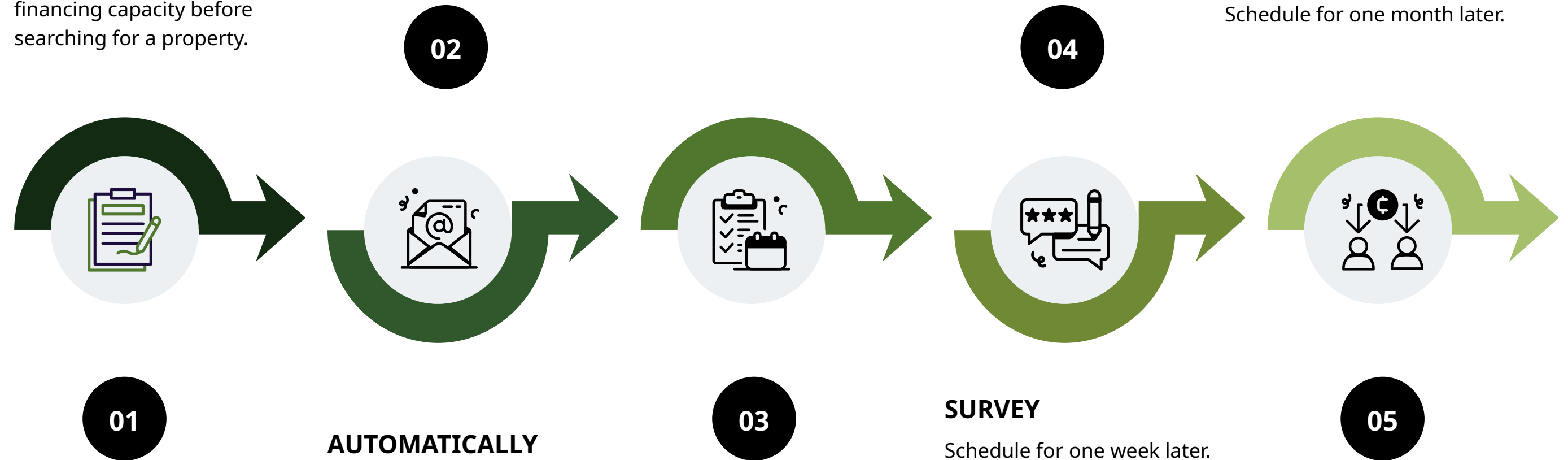
03

SURVEY

Schedule for one week later.

05

EMAIL
AUTOMATION



SMS AUTOMATION

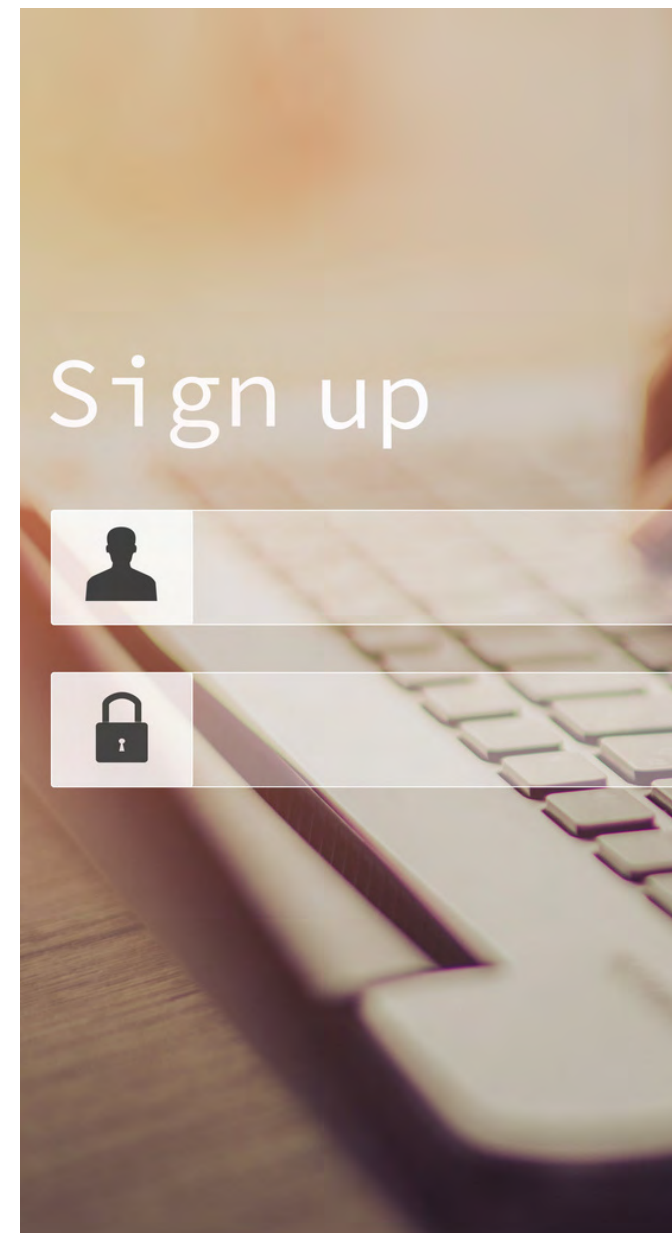


Modern campaigns rely heavily on texting.

Automated workflows include:

- Event reminders
- Polling location information
- Absentee ballot reminders
- Volunteer confirmations
- Fundraising appeals
- GOTV reminders

VOLUNTEER SELF SERVICE



Rather than requiring staff to coordinate every volunteer manually, volunteers can:

- Create accounts
- Sign up for shifts
- Download scripts
- Print literature
- Watch training videos
- Report results
- Track hours

This significantly reduces organizer workload.

DISTRIBUTED ORGANIZING



Instead of operating only through headquarters, volunteer leaders recruit their own teams. Each team leader trains volunteers, schedules shifts, answers questions, and reports progress.

This creates a scalable hierarchy where one organizer supports many volunteer leaders, each leading additional volunteers.

RELATIONAL ORGANIZING



Research consistently shows people are more receptive to messages from someone they know.

Rather than cold-contacting voters, volunteers receive lists of friends, family, coworkers, or acquaintances who are likely registered voters. They then contact those people personally.

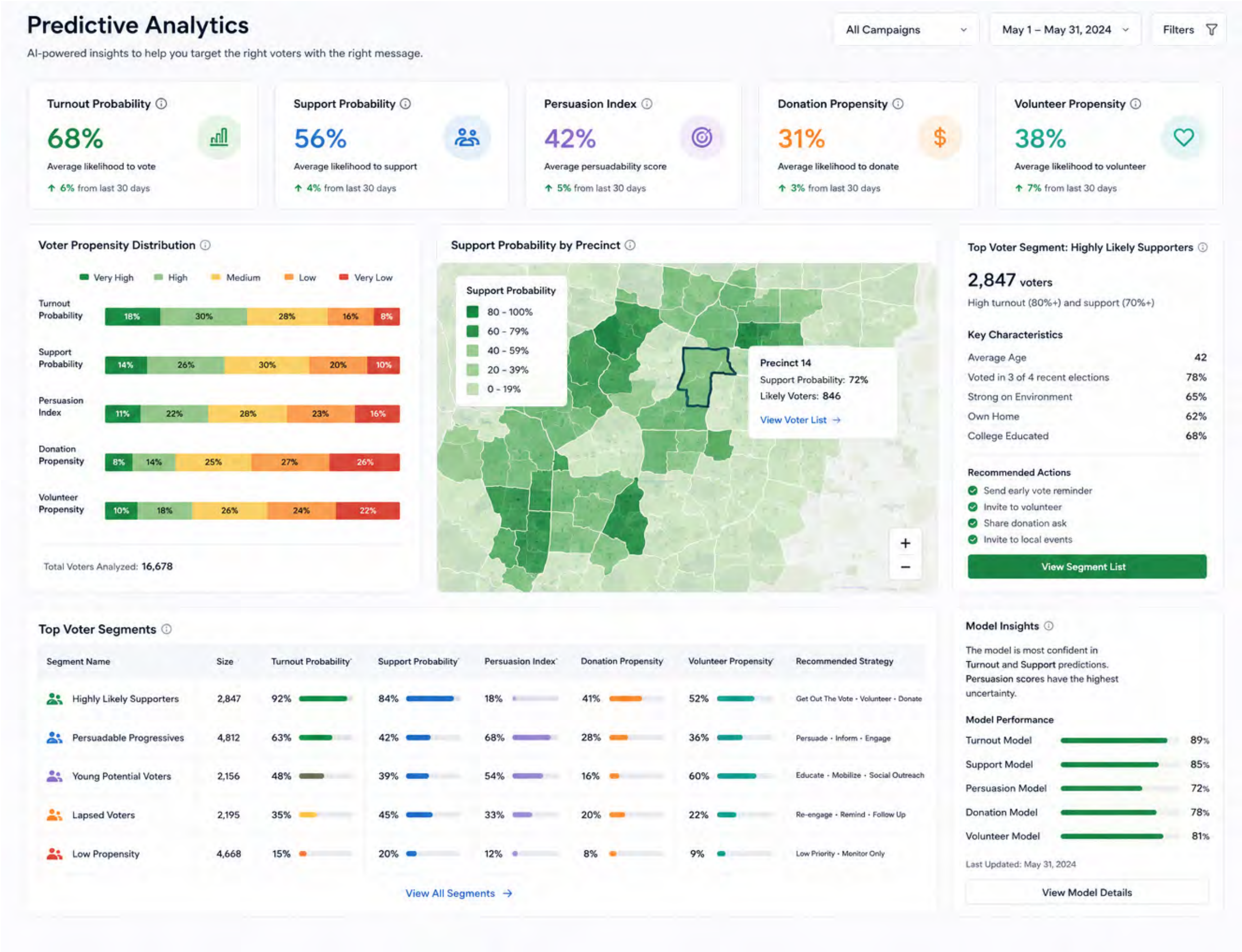


PREDICTIVE ANALYTICS

Instead of treating every voter equally, campaigns use statistical models to estimate:

- likelihood of voting
- likelihood of supporting the candidate
- persuasion potential
- donation propensity
- volunteer potential

Resources are then concentrated where they are expected to have the greatest impact.



KNOWLEDGE BASES



Campaign Messaging



Volunteer Guides



Election Law
Compliance



Canvassing Techniques



Fundraising Best
Practices



Media Guidance

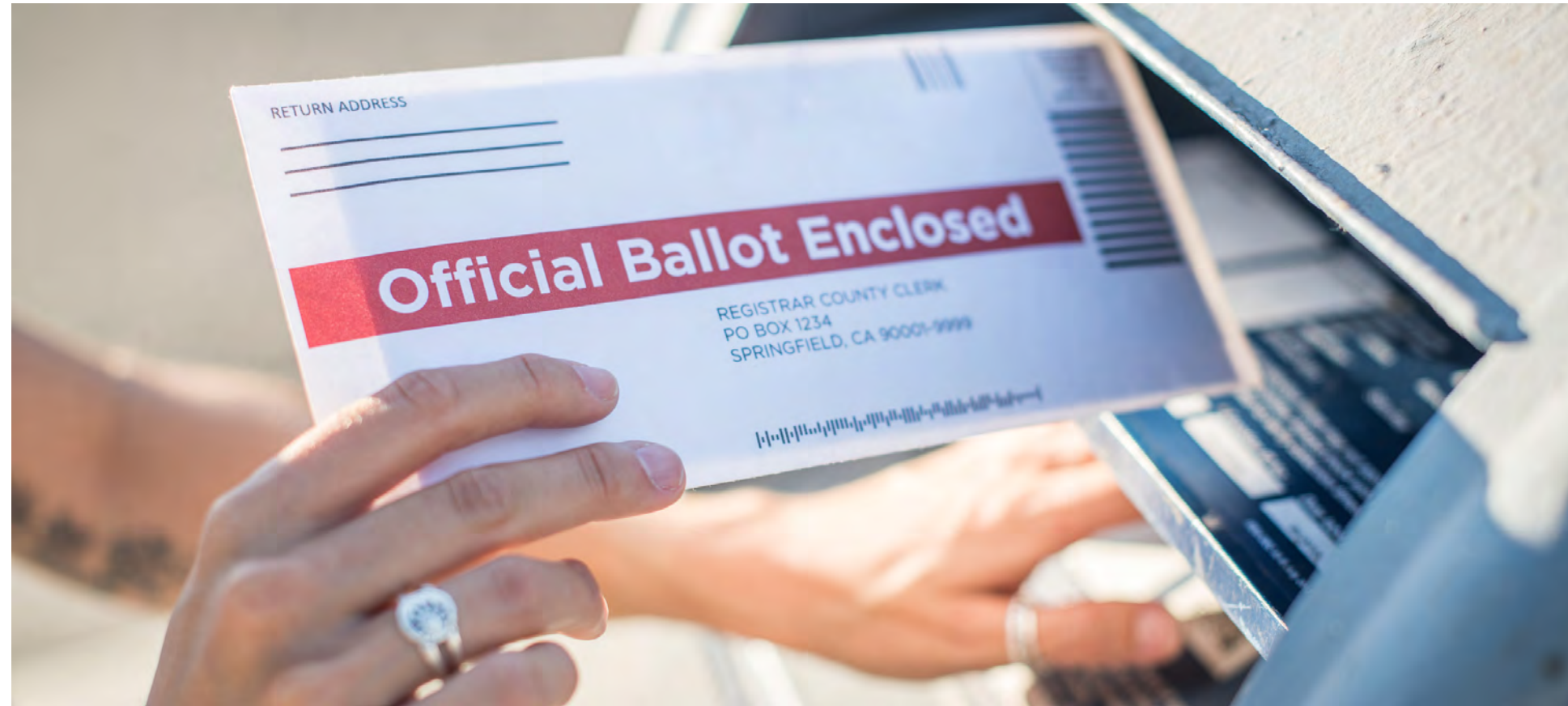
DASHBOARDS & PERFORMANCE TRACKING



Campaign leadership monitors progress through dashboards showing metrics such as:

- Doors knocked
- Calls completed
- Texts sent
- Volunteer hours
- Donations raised
- Voter registrations
- Event attendance
- Turnout by precinct

Automated reporting reduces manual data compilation and supports quicker decision-making.



GREEN PARTY CHALLENGES

Ballot Access

The Green Party itself states that it spends substantial time, money, and volunteer effort maintaining ballot access through petition drives and meeting varying state requirements.

Organizational Structure

As a grassroots, decentralized national party made up of affiliated state parties, which informs observations about coordination and consistency.

Volunteer Dependence

The need for volunteers to collect signatures, organize petitioners, and carry out campaign work.

Electoral Challenges

Third parties in the U.S. face structural barriers due to winner-take-all elections, single-member districts, and strategic voting.

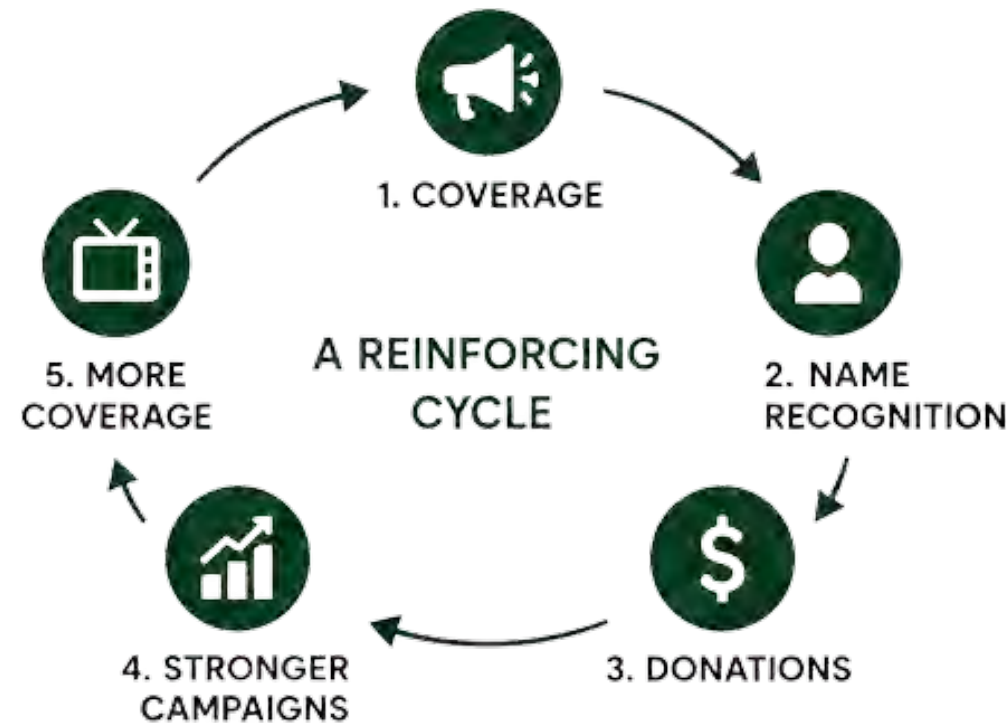
Visibility, Fundraising, & Candidate Recruitment



MEDIA VISIBILITY

THE RESEARCH

Political scientists have consistently found that media attention follows a reinforcing cycle:



Minor parties often start at the bottom of this cycle with lower visibility and fewer resources.

RESEARCH SHOWS JOURNALISTS DEVOTE MOST COVERAGE TO CANDIDATES WHO:

- ✓ Are polling competitively
- ✓ Have substantial fundraising
- ✓ Hold elected office
- ✓ Are viewed as viable winners

Because Green candidates typically satisfy fewer of these criteria, they receive less earned media than Democratic or Republican candidates.

WHY IT MATTERS

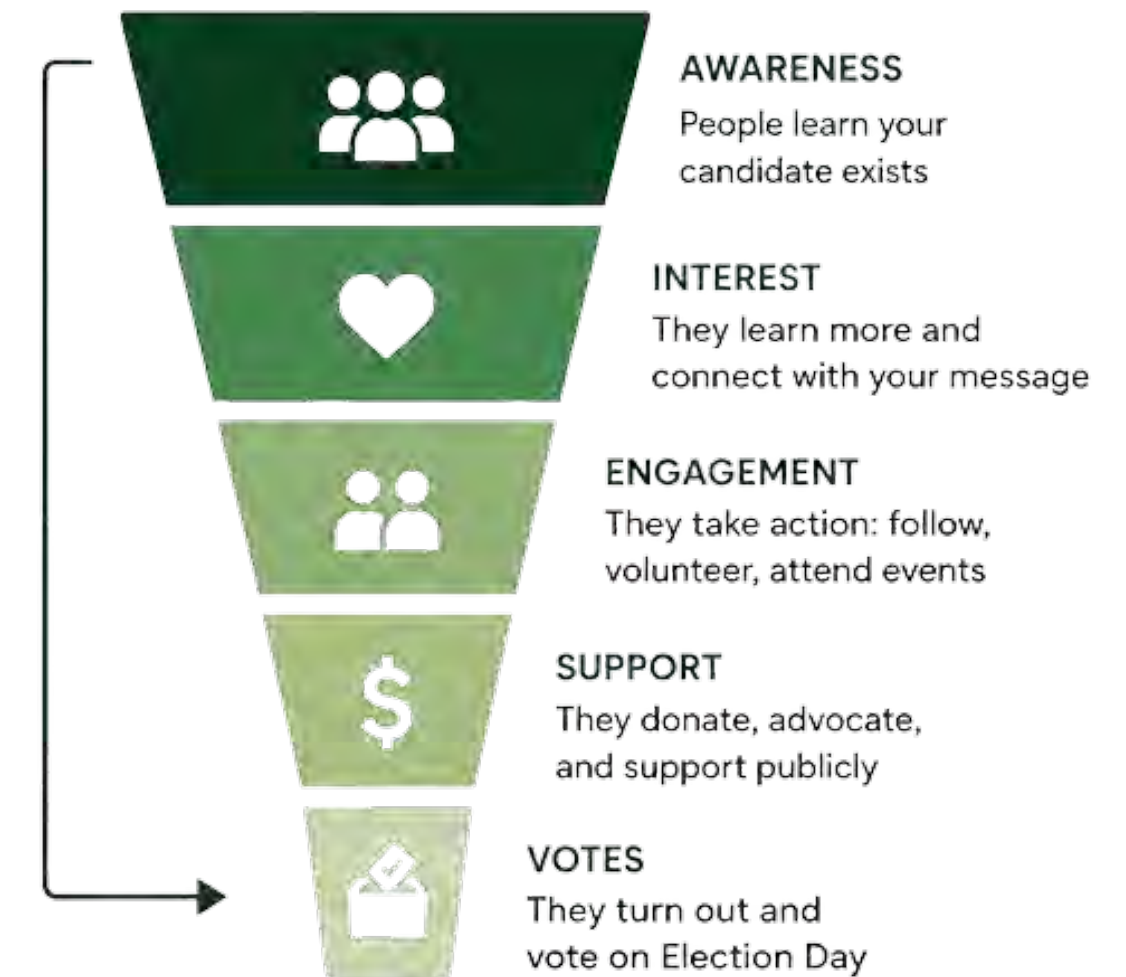
Lower visibility affects almost every aspect of campaigning.

WITHOUT MEDIA COVERAGE...

- Fewer people know the candidate exists
- Donors don't hear about campaigns
- Volunteers don't discover opportunities
- Debates become harder to qualify for
- Endorsements become less likely

MEDIA VISIBILITY: THE CUSTOMER ACQUISITION CHANNEL

In organizational terms, media visibility functions as a customer acquisition channel.



If acquisition is weak at the top, the entire funnel shrinks—impacting every downstream system.

FUNDRAISING



**THIS ISN'T SIMPLY ABOUT
"HAVING LESS MONEY."**
It affects organizational capacity.



**FUNDRAISING IS FUEL FOR
INFRASTRUCTURE.**

Money pays for:



Campaign managers



Field organizers



Voter databases



Office space



Software



Digital advertising



Legal compliance



Candidate training



Polling



Professional
communications

LARGE PARTIES VS. SMALL PARTIES

LARGE PARTIES



**Build permanent
institutions.**

Maintain year-round staff,
systems, and infrastructure
that compound over time.

VS.

SMALL PARTIES



**Build temporary
campaigns.**

Rely on volunteers who
cycle in and out between
elections.



**INSTITUTIONAL
KNOWLEDGE GETS LOST.**

Valuable experience
leaves when volunteers
move on.

**PROCESSES GET
REBUILT.**

Each election cycle
starts from scratch.

**THE DISTINCTION
IS ENORMOUS.**

It impacts growth, impact,
and long-term viability.

CANDIDATE RECRUITMENT



Candidate recruitment is one of the least appreciated aspects of party-building.

MAJOR PARTIES TAKE THE LONG VIEW

Major parties spend years identifying future candidates.

They recruit:



City council members



School board members



Labor leaders



Nonprofit directors



Veterans



Attorneys



Teachers



Community organizers



Those people receive encouragement long before filing for office.

SMALLER PARTIES OFTEN RECRUIT MUCH LATER

Sometimes the process looks like:



“We need someone willing to run.”

rather than



“We’ve been preparing this person for three years.”

WHAT PROSPECTIVE CANDIDATES CONSIDER

Research consistently finds that prospective candidates consider:



Probability of winning



Fundraising support



Campaign infrastructure



Volunteer network



Family impact



Career consequences



If those supports appear limited, many otherwise qualified people decline to run.

ORGANIZATIONAL STRUCTURE



Infrastructure is everything that makes campaigning repeatable. Without it, every cycle starts from scratch.

INFRASTRUCTURE INCLUDES:



TECHNOLOGY

- CRM
- Volunteer database
- Donor database
- Email platform
- SMS platform
- Phone banking
- Canvassing software
- Analytics
- GIS mapping
- Automation



KNOWLEDGE

- Training manuals
- Volunteer guides
- Campaign playbooks
- Messaging guides
- Legal checklists
- Fundraising scripts
- Media kits



HUMAN SYSTEMS

- Leadership pipeline
- Volunteer onboarding
- Regional coordinators
- Issue experts
- Mentorship
- Conflict resolution
- Project management

WHY INFRASTRUCTURE MATTERS



ENABLES SCALING

Strong systems allow organizations to grow without losing effectiveness.



SAVES TIME & ENERGY

Processes are documented and efficient, not reinvented each cycle.



BUILDS INSTITUTIONAL MEMORY

Knowledge is captured, shared, and passed on.



IMPROVES CONSISTENCY

Messaging, training, and operations are aligned across the organization.



INCREASES IMPACT

More resources reach the work that moves us toward our goals.

THE COST OF WEAK INFRASTRUCTURE



DUPLICATED WORK

Volunteers repeat tasks because information isn't centralized.



VOLUNTEER BURNOUT

Disorganization leads to frustration and turnover.



INCONSISTENT MESSAGING

Different voices, different messages, weaker brand.



LEADERSHIP TURNOVER

Knowledge leaves when experienced leaders step away.



SLOWER RESPONSE TIMES

Limited systems make it harder to act quickly and strategically.

THANK YOU



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