

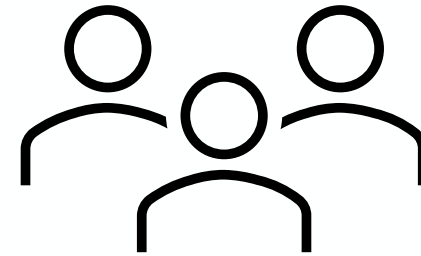


Local Political Parties

BUILDING A GRASSROOTS ORGANIZATION

Areas of focus:

- Knowing the Community
- Getting Organized
- Building Capacity
- Volunteer Recruitment
- Volunteer Training
- Volunteer Activation



“Organizing is providing people with the opportunity to become aware of their own capabilities and potential.”

–Fred Ross



GETTING ORGANIZED

➤ Infrastructure Building

- Committee Lists
- Volunteer Database
- Political Calendars
- Candidate Trackers
- Resource Folders
- Intel Reports
- Precinct Manuals

➤ Intel Resources

- Voter Demographics
- Community Events
- Media Outlets
- Community Based Organizations
- Student Populations
- Religious Organizations
- Businesses
- Venues

BECOMING THE RESOURCE BANK

Develop and store materials that can be a value add to candidates, activists, and the party.

Examples: One-page documents, training materials, trackers, district bios, oppo research, calendars, and your community reports.

Explore and define where to store this information and how to ensure it can easily be shared with members of the party. Cloud based shared drives, handouts, etc.

Maximize time and create and organize as much of this early in the cycle to allow for candidates and activists to have the tools they need to reach and turn out more Republican voters!

INTEL RESOURCE EXAMPLE

H18											Julie Blazosky, Center Manager																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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COMMITTEE RECRUITMENT & PRECINCT CAPTAINS

- Track and maintain a list of all committee members to ensure you can identify gaps to fill them. Establish a plan to fill vacancies.
- A Precinct Captain plan allows members to take ownership of his or her own precinct where they live to further the Republican party's goals.
- Delegating out goals and responsibilities to precinct captains:
 - Volunteer recruitment and training
 - Door to Door voter contact
 - Phone voter contact
 - Voter Registration
 - Petition gathering

GRASSROOTS INFRASTRUCTURE

Using the Precinct Model to Organize

WHY DO WE CARE ABOUT CAPACITY BUILDING?

- Generates volunteer growth and development.
- Building blocks of Community Organizing and Voter Contact.
- Robust trained volunteer base helps to ensure you can meet voter contact goals.



BUILDING BLOCKS TO CAPACITY BUILDING

Volunteer Recruitment & Relationships- Strong focus on finding new activists, identifying what drives them, continue to foster the relationship.

Face-to-Face & Team Meetings- Tools used to foster stronger relationships for political organizing.

Volunteer Training & Testing- Tools used to ensure volunteers are comfortable with what is being asked and know what to do.

WHERE TO FIND VOLUNTEERS

- Personal Relationships.
 - The #1 reason individuals do not volunteer is that no one asked.
 - It is harder to say no to a friend than a stranger. Encourage your Team Members to work through their own personal networks first.
- Networks and Community Groups
 - Churches, Party Affiliated Clubs, Veterans Organizations, Homeschool Associations, etc. Use those community reports!
- Utilize political issues and candidates to drive excitement
- Incorporate volunteer recruitment into all activities.
 - If a voter says they support a candidate at the door, invite them to the next team event. The worst they can say is no!



WHERE TO RECRUIT VOLUNTEERS

- Existing Relationships
- Community Events
- Republican Events
- Online
- Colleges
- Religious Organizations
- Other Volunteer Organizations
- Through your Volunteers
- Public Places
- Everywhere



GETTING A COMMITMENT

➤ KEYS TO SUCCESS

- Introduction- Establish a personal connection.
- Update- What are you working on?
- Create a Sense of Urgency- Why should they get involved now?
- Present a Challenge- Explain why you need help?
- Present a Solution- Them volunteering is the solution.
- Be Specific, Direct, and Action Oriented – Ask for a specific action at a specific time.

➤ RECRUITMENT TACTICS

- Utilize Sales Language
- Keep Asking
- Be Positive
- Connect on a personal level
- Keep practicing
- Don't take no for an answer
- Take good notes

RELATIONSHIP DRIVEN RECRUITMENT

- Volunteer recruitment is the most important skill that can be developed and refined by an organizer.
- Relationships are at the core of community organizing. Without them, you cannot organize a team and without a team, we cannot win. Winning takes a whole team.
- Recruitment and retention require an organizer and volunteer to step outside their comfort zone and establish a personal relationship prior to any voter contact occurring.

BUILDING RELATIONSHIPS

Keys to a strong relationship:

Honesty

Trust

Respect

Communication



RELATIONSHIP BUILDING BASICS

- **FACE-TIME MATTERS:** Regularly meet individually or in teams with volunteers to keep them engaged.
- **BE PURPOSEFUL:** Do not build relationships for nothing, always aim for further activation or team development as your primary goal.
- **SHARE STRATEGY:** Explain the **Why**, not just the **What**.
- **PERSONAL:** Take time to learn about what drives your volunteers.
- **EMPOWERING:** Find opportunities for volunteers to take on greater levels of responsibility.
- **Action Oriented:** Always end with a specific ask.
- **Show Appreciation:** **Make them feel like a difference-maker!**



VOLUNTEER RETENTION TIPS

- Active Listening
- Be Organized
- Proper Training
- Promote Volunteer Activities
- Share Strategy
- Say Thank You!

Hello All!

We had a great door knocking event last weekend on behalf of our Republican candidates. Over 15 people joined us, and we were able to knock on over 1500 doors! Shoutout to volunteer of the week Todd who knocked over 100 doors! Join us next week by signing up below.



Thanks,



IDENTIFYING & DEVELOPING VOLUNTEER LEADERS

- You can't do it on your own.
 - Empowering members of your committee to take ownership and responsibility of field aspects leads to more action.
- Look for individuals who exhibit collaborative traits. Leaders are individuals who empower volunteers towards action.
- Understand that you can train leaders on technical elements, but you cannot train them on commitment.

Organize Around Passion First

- Slowly increase responsibility of volunteer leadership. Do not let a leader back out because you put too much on their plate.
- Hold regular 1:1 meetings with leaders to develop trust and plans.



POLITICAL TRAINING

Properly trained precinct committee members, volunteers, and candidates will lead to more success on election day.



TRAINING YOUR VOLUNTEERS

- Regular trainings provide opportunities for volunteers to step up and demonstrate leadership.
- Trainings not only expand technical ability but also increase volunteer confidence.
- Utilize both in-field training and in-classroom training elements in developing your grassroots infrastructure.
 - Ex: Designating an individual who can knock on doors with new volunteers for their first shift in addition to classroom instruction.
- Incorporate training into every gathering.
 - Ex: Ask precinct chairs to show up before an Executive Committee Meeting to get instruction on Door Knocking.



VOLUNTEER TRAINING

A well-trained volunteer is more effective and will be more comfortable with the task you are asking them to assist with. Think through what types of training is needed for your volunteers, committee members, and candidates. Some potential topics could include:

- Volunteer Recruitment
- Voter Contact
- Election Integrity
- AB/EV Efforts
- Voter Registration
- Grassroots Organizing

Plan and organize candidate, committee, and volunteer bootcamps or courses throughout the year. Incorporating presentations, open discussion, resource documents and hands on training techniques.



— TYPES OF — **VOTER CONTACT**



UTILIZE PETITIONS

- Screen for Voter Registration and Absentee Ballot Application Push
- Grow Your Email List
- New Potential Volunteers and Donors

[illegible]

➤ Door-to-Door

Pros

- **Most Impactful** way to contact voters
- Very Reliable for conducting **Identification** of Supporters and Swing Voters
- **Personal Connections** allow messages to cut through media buzz
- Targeted tool for AB/EV **Get Out The Vote** efforts
- **Low Cost** when Volunteers are used

Cons

- Time Intensive
- Vended Doors are Very Expensive

➤ Phone Banking

Pros

- Great way to reach voters that cannot be contacted at the door
- Provides a meaningful volunteer opportunity to those with mobility issues
- **Easily Scalable** to produce large amounts of voter contact

Cons

- Phone numbers are not as reliable as registration addresses
- **Low Connection** rate compared to doors
- **Higher Cost** than other forms of direct voter contact

➤ Door-to-Door



Pros

- **Most Impactful** way to contact voters
- Very Reliable for conducting **Identification** of Supporters and Swing Voters
- **Empowers Volunteers** to take on leadership roles within campaign
- **Personal Connections** allow messages to cut through media buzz
- Targeted tool for AB/EV **Get Out The Vote** efforts
- **Low Cost** when Volunteers are used

Cons

- Time Intensive
- Vended Doors are Very Expensive

TRAIN ON THE MECHANICS OF KNOCKING DOORS

➤ WHAT TO BRING?

- Wear walking shoes
- Dress comfortably
- Prepare for the weather
- Water, snacks, and a literature bag!
- Sunscreen
- A charged phone and portable charger

➤ WHAT TO DO?

- Be polite
- Knock and take a few steps back
- Talk to the voter and not the phone!
- Plan out your route and where to park
- Answer each survey with accuracy
- Have fun!

➤ Phones



Pros

- Great way to reach voters that cannot be contacted at the door
- Provides a meaningful volunteer opportunity to those with mobility issues
- **Easily Scalable** to produce large amounts of voter contact

Cons

- Phone numbers are not as reliable as registration addresses
- **Low Connection** rate compared to doors
- **Higher Cost** than other forms of direct voter contact

INTEGRATE VOLUNTEERS BEYOND VOTER CONTACT

- Election Integrity
- Coalition Building
- Use volunteers to **Identify Local Issues** that we can organize around.
- Encourage volunteers to share pictures and use Campaign #'s
- Help spread your digital messages through social media
- **Letters to the Editor** are great ways to utilize volunteers who do not participate in direct voter contact.

Every volunteer has a place!



POSSIBLE VOLUNTEER ROLES

- Precinct co-Chair or vice chair
- Block Leaders
- Sign Placement Chair
- Phone Calls
- Neighborhood Canvassing Coordinator
- Literature Drop chair
- Drivers to the Polls
- Precinct Event Planner
- Welcoming Chair (welcome newcomers to the precinct)
- High School voter registrations (familiar with 16-18 year old's.)



BUILDING COALITIONS

- Identify unique opportunities in your community- traditional and non-traditional groups.
- Find and attend upcoming events and meetings for these groups.
- Form relationships with leaders in these groups and activate their networks.
- Utilize digital sign-ups and in person sign-ups for recruitment.
- Lather, Rinse, Repeat with continued recruitment, events, and member growth.



THE KEY TO SUCCESS

➤ Relationship Focused

- Build Trust First
- Provide Meaningful Opportunities
- Regularly Communicate
- Use Teams To Provide More Emotional Connections To Campaign
- Always Show Appreciation
- Everyone Can Contribute

➤ Metric Oriented

- Recruitment Meetings
- Volunteer Recruitment Calls
- Voter Registration
- Door Knocks
- Phone Calls
- Poll Watchers
- LTE Campaigns

ELECTION INTEGRITY FOUNDATIONS

THE THREE FOUNDATIONAL PILLARS



Recruitment

AGGRESSIVELY RECRUIT SUPPORTERS

What: Bring hard working supporters into your team to connect with their communities' local voters

Who: Supporters who want to get involved in grassroots movements

Why: More people on your team will lead to success on Election Day



Training

TRAIN TEAM MEMBERS TO LEAD THEIR OWN TRAININGS

What: Give the best tools, resources, and modern tactics to team members. Grows your capacity to produce voter contact

Who: Neighborhood Team Members

Why: Greater capacity for EI coverage



Shifting

ASSIGN OUT VOLUNTEERS TO COVER ALL NEEDED ROLES FOR THE ELECTION

What: Ensure volunteers are plugged into areas we need them to observe.

Who: Trained volunteers partaking in the election process.

Why: This ensures it is easy to vote and hard to cheat.

ELECTION INTEGRITY FOR COUNTY PARTIES

- Find out what the processes are for appointing Poll Workers and Poll Watchers. **In the many jurisdictions, recruitment of Poll Workers and Poll Watchers are a function of County Political Parties.**
 - Build relationships with your County Elections Officials and local elections staff – ask questions and build an understanding of the election processes and procedures in your County.
 - It is important to determine what the organization structure will look like. A County Party Chairman has a lot of authority in matters related to Election Integrity. You can appoint an Election Integrity subcommittee, or you could appoint an Election Integrity Officer to lead the local party's Election Integrity efforts.
 - Work with Your State Party to develop a Poll Watcher Training and partner with them to recruit poll watchers for the November Election.
 - Pay attention to credentialing deadlines – in some places you are able to appoint Poll Watchers until the night before the election, but in other places you must appoint them by a certain date.
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POLL WORKER VS POLL WATCHER

Poll Workers are election officials who are trained by local election authority and administer the election at their polling place on Election Day. A **Poll Watcher**, or poll observer, is a party representative who observes election procedures, including voting, processing, and counting of ballots.

Poll Workers

- In some states, poll workers can be recruited and appointed by the County Party. In other states, the political parties have nothing to do with Poll Worker Recruitment.
- Find out what your State law allows. If a County Republican Party is allowed to recruit Poll Workers, work to fill those positions with good solid Republicans!

Poll Watchers

- Poll Watchers are able to communicate with the Party during voting hours. It is important to train Poll Watchers on what issues to look for and to report.
 - Train Poll Watchers on best practices and remember that the Poll Watchers represent the Republican Party. Encourage the Poll Watchers to be respectful.
 - Establish a phone line for Poll Watchers to report issues and irregularities that may arise at the polls and recruit volunteers to answer those calls.
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Thank You!

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