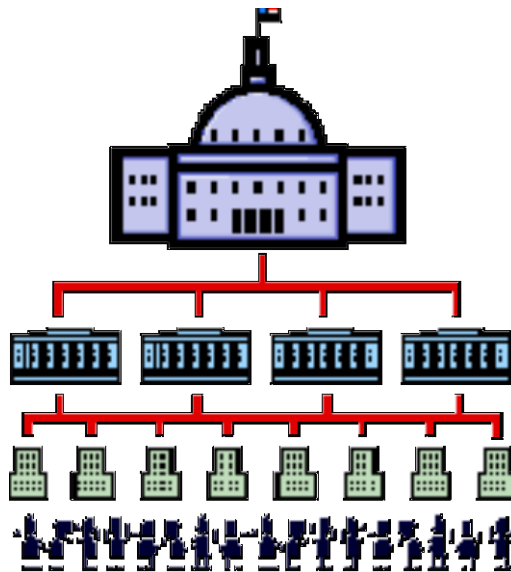


North Carolina Democratic Party



Precinct Training Workbook

Organization of the Democratic Party



Precincts:
The Grassroots of the
Democratic Party!

Your Support Team

- **Doug Wilson, Political Director, North Carolina Democratic Party**
 - Party and Political Affairs and Expert on the State Plan of Organization
 - 919-815-1974
- **Casey Mann, State Director, North Carolina Democratic Party**
 - Campaign & Grassroots Training
 - 919-830-8122
- **Randy Voller, North Carolina Democratic Party Chair**
 - Elected chairperson of the NC Democratic Party
 - 919-821-2777

Other Resources

NC Democratic Party: www.ncdp.org

NC Board of Elections: www.sboe.state.nc.us

VAN

Precinct Organization Reference Manual Table of Contents

Introduction: **About this manual**

I. ALL ABOUT PRECINCT

Precinct FAQs, about Voter rolls, maps, statistics, types of precincts,
Resources for information

II. ORGANIZING YOUR PRECINCT

What: Explanations about Precinct Organization

Why: How we all benefit

Who: Precinct Officers and Activists

When: Working within the election cycle

Where: Maps and Geo-strategies

How: Plan, then Do

Task Management Guide Meetings

III. LEADERSHIP TIPS

Working with People * Staying Informed

Coordinating with nearby precincts

IV. OFFICER TRAINING

Overview of Manual Resources * Precinct Assessment

Developing an Action Plan * Leadership issues

IV. APPENDIX

Maps to Key Democratic locations

Links and resources * Index

Goals of the Democratic Party

Long-term Goal: Refocus our State on Democratic values. Implement Democratic policies at the local, state and national level.

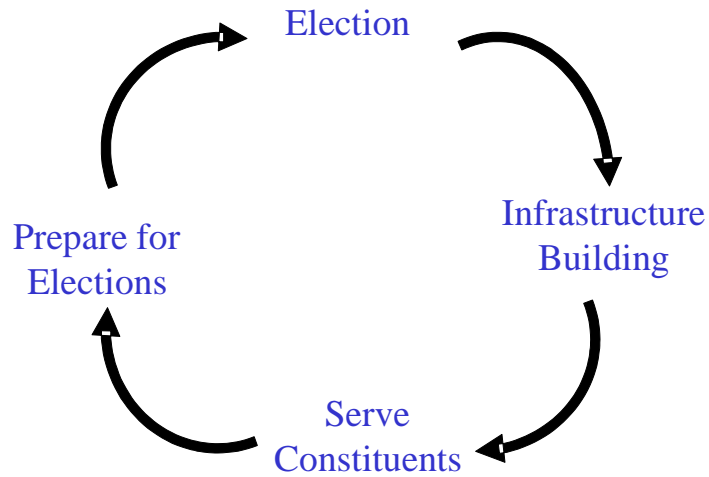
Short-term Goal (now until Nov. '14): Empower the local counties through training and resources so that County Parties can be the foundation upon which Democratic candidates can win elections.

Strategies:

1. Build a lasting precinct infrastructure that will be active and involved throughout the election cycle and through the years.
2. Target potential “new votes” from groups such as inactive Dems, etc. Go for the “low-hanging fruit.”

The Political Cycle

The Political Cycle



Tactics of Each Stage of the Political Cycle

Build Infrastructure

- Recruit team
- Organize blocks
- Train team leaders
- Know voters

Serve Constituents

- Issue Canvass
- House Parties
- Newsletters
- Host a forum
- Welcoming New-Comers
- Find sympathetic UNA & Reps

Prepare for Election

- Lit Drops
 - Sample Ballots
 - Door Hangers
- GOTV Canvass
- Coordinate with Candidates
- Early voting GOTV
- Plan and organize day-of activities

Day of Election

- Poll Greeters
- Place signs
- Hold signs
- Rides

Stage 1: Infrastructure Building

Strategies/Objectives:

- Make your precinct organization feel like a “club” that people might want to “join”
- Recruit a team of committed, reliable, and enthusiastic volunteers
- Set goals for number of votes needed for future elections

Target Audience:

- Democrats who are interested in getting involved

Recruiting Tactics:

- Have current volunteers review a list of the Dems in the precinct and identify people who might want to get involved.
- Get people who you know interested in being involved

Canvass Tactics:

- Conduct an issues canvass. Invite people who respond enthusiastically to join your team

Other Tactics:

- Organize blocks
- Train the team
- Learn voting stats – the number of people who voted Dem in prior elections.
- Set goals for Dem votes for upcoming election.

Stage 1: Infrastructure Building

Recruiting Your Team

Volunteer Task	Job Description	Skills Required	Time Commitment
Block Captain	Crucial link in organized precincts. Responsible for recruiting volunteers and organizing GOTV work in his/her neighborhood. Works closely with precinct officers and attends precinct meetings.	<ul style="list-style-type: none"> - Well organized - Good people skills - Willing to go door-to-door, make phone calls - Knowledgeable about his/her neighborhood - Committed to organizing democrats - Willing/able to attend precinct meetings? 	The block captain will be active throughout the year, but he/she will be most active from the time of the primary to the time of the election, when most of the precinct action and organizing takes place. Bulk of time is 3 to 5 hours/week for 2 weeks prior to the election.
Sign Placement and Maintenance	Put out signs before the election in precinct and at polls. Check signs regularly to be sure they're in place	<ul style="list-style-type: none"> - Knowledgeable about neighborhood - Know and obey rules about sign placement 	Work takes place during the weeks prior to the election and on election day.
Canvassers	Go door-to-door to democrats in the precinct to distribute literature; talk to democrats about issues they care about; recruit new volunteers	<ul style="list-style-type: none"> - Willing to knock on doors and talk to people - Good people skills - Ability to walk - Knowledgeable about the precinct, candidates and issues 	Main commitment is three, two/ hour shifts in the two weeks leading up to the election. Canvassers may also help to publicize precinct events during the year.
Phone Callers	Call democrats to remind them to vote. Also may make phone calls about precinct events or to recruit precinct organizers/activists	<ul style="list-style-type: none"> - Comfortable making phone calls to people they don't know - Good people skills - Knowledgeable about issues and precinct - Complete job on time 	Several hours to a day in the two weeks leading up to the election. Callers may also have the chance to help at other times by calling to advertise precinct events, etc.

Stage 1: Infrastructure Building

Recruiting Your Team

Volunteer Task	Job Description	Skills Required	Time Commitment
Drivers	Provide transportation to the polls for people who request it	<ul style="list-style-type: none"> - Must have vehicle and a drivers' license - Available on election day - Must know geography of precinct or have map 	Day of the election; at least several hours; possibly all day
Poll Greeters	Greet voters at the polls; thank people for voting and hand out literature	<ul style="list-style-type: none"> - Comfortable talking to voters - Able to stand/sit for long periods of time, possibly in bad weather 	Day of the election; several hours to one day
Phone Number Research	Research democratic voters whose phone number is not listed on the voter role.	-Able to research phone numbers via internet or phone book.	Several hours depending on quality of the voter list in the precinct.

Stage 1: Infrastructure Building

Tactics for Finding Your Team

- Look up Democrats who vote regularly in the primaries.
 - The State Party conducted a poll asking this group if they are interested in volunteering or giving money. One-third responded that they would be either extremely interested or interested!
- Contact local elected officials and ask for a list of active volunteers who might be interested
- Call or Canvass Neighbors in Your Precinct (Using Dem and voter Databases)
- Use the “Tree” method, by having the first task of each new team member be looking through the names of registered Dems in the precinct to see who they know
- Other ideas?:
 -
 -
 -
 -
 -
 -

Stage 1: Infrastructure Building

Guidelines for Working with Your Team

- Be positive
- Be enthusiastic
- Be honest -- even if you don't know
- Be clear about time commitments and other commitments in advance
- Use powerful language: Team Member vs. Volunteer
- **Be appreciative!**

Stage 1: Infrastructure Building

Gathering Stats and Goal Setting

<u>2004 Turnout Stats</u>	<u>Dems</u>	<u>Reps</u>	<u>Una</u>
Eligible registered voters	738	1197	860 = 2800
Number who actually voted	583	922	628 = 2136
% who actually voted	79%	77%	73% = 76%
	<u>Kerry</u>	<u>Bush</u>	<u>Badnarak</u>
# of votes for Kerry/Bush/Badnarak	645 (41%)	936 (59%)	7 = 1581

Only 1581 (74% of the 2136 who turned out) voted for a presidential candidate

Statewide, Kerry lost by 435,317 votes. With appr. 2,500 precincts, he lost by 174 votes/precinct.

Ideally, this kind of evaluation should be conducted on all races. Examples follow:

Federal Office:

Senator: Erskine Bowles, (R. Burr) '04

Senator: Erskine Bowles, (E. Dole) '02

Representative:

State Office:

Governor: Mike Easley, (P. Ballentine) '04

State Senator:

State Representative:

etc.

Local Office:

School Board:

City Council:

City Council, At-Large:

etc

Sample Issues List for a Door-to-Door Canvass

What topics are of most concern to you?

Local:

- School redistricting
- Overabundance of strip shopping centers
- Should 540-west become a toll-road so it will reach us sooner?
- Verifiable voting machines

National:

- Verifiable voting
- War in Iraq
- Illegal spying on US citizens
- Poverty
- National Debt
- Recent corruption scandals

Democratic Party of the Davis Drive Precinct

Purpose: We are an association of Democrats and Democratic voters who are committed to advocating for Democratic values in all levels of government.

Goals:

- Work at the grassroots level to elect national politicians who are honest, competent, and supportive of Democratic issues.
- Build our influence about local issues that are most important to us. By working as a unified group we are more effective in advocating for issues than we are as individuals.
- Create a social environment for like-minded people.
- Educate others about important issues both local and national.

Why get involved when no election is coming up?

- We are active year-round regardless of the stage of the political cycle so we can influence important issues as they arise.
- There is power in numbers. By organizing our neighborhood into a block of voters proactively, we can best influence elections.

What can I do to get involved?

- Simply join our group and participate in activities
- Make Phone calls to neighbors
- Canvass/Visit Democratic neighbors to involve them in issues most important to them
- Host a house party or organize special events
- Create communications such as newsletters, action alerts, petitions
- Write/E-mail letter to editor
- Be block captain for Democrats on your block, street, or area (20 to 40 people)
- Meet with local and national political leaders to advocate
- Other/Let us know what you're interested in doing: _____

Name: _____

Address: _____

Phone: _____ **E-mail:** _____

Stage 1: Infrastructure Building

Sample Canvass to Recruit

Step I: Ask for the Democratic voter(s) by name.

My name is ___. I'm a neighbor and a volunteer with the Democrats of the Davis Drive precinct. We're all about working as neighbors to build our influence about issues that are most important to us.

Our group's first step is get out and get to know everybody. I'd like to spend a couple of minutes learning what's important to you. Did I catch you at a bad time?

- If IT IS A GOOD TIME, then, **Step 2**
 - The person may ask how this information will be used. If so, explain,
- If it is a BAD TIME: Say, "What would be a good time for me to come by?"
- If I vote Republican/I'm not interested/etc. Say, "In that case, I won't take up any of your time."

Step 2: If you were talking to our elected leaders, what would you tell them is going right and wrong? If the person can't think of anything, talk about obvious issues such as a pot hole in the neighborhood or share what other neighbors are concerned about. If necessary, provide them with a short list of current issues (local and national) to stimulate a discussion.

Step 3: One way to affect this (issue e.g. pot holes) is to organize our community. Would you like to see a group of Democrats in this precinct speak out on any of these issues?

- If the person seems interested ask, "Have you ever thought about getting involved? (If YES, Give the person the list of ways to help and have them select the activities they'd like to be involved in. Be sure the person includes his/her name and contact information.)"

Step 4: "Do you know of any other neighbors we might want to contact?"

- If YES: "Would you be willing to talk with them?"
 - If YES, give them a survey, and ask them to call you with results or if the person is in the immediate vicinity, offer to walk over with them.
 - If NO, go visit the neighbor yourself.

Step 5: Thank you for your time. We will be in contact periodically to let you know what's going on in our group.

Stage 2: Serve Constituents

Strategies/Objectives:

- Outreach to Dems in the precinct to increase their interest in and commitment to the party and in voting regularly
- Get non-voting Dems interested in voting
- Create a Dem community in your precinct
- Cultivate a relationship with underserved communities

Target Audiences:

- Every Dem in the precinct
- People who are interested in being part of a Dem community
- Infrequent Dem voters
- UNAs who vote Dems

Canvass Tactics:

- Issue canvass
- Recruitment canvass

Other Tactics:

- Serve underserved neighborhoods and others
- Surveys
- House parties
- Host a forum
- Newcomer welcoming

Stage 2: Serve Constituents

Tactic: Two Potential Door-to-Door Canvass Approaches to Use During Serve Constituents

- **Potential Goals for a Serve Constituents Door-to-Door Canvass**
 - educate voters
 - give a favorable impression of the Democratic Party
 - influence thinking of voters
 - get voters involved
- **Examples of Door-to-Door Canvass Approaches You Might Take:**
 - **Educate people about a hot topic and encourage them to take action.** E.g.: Your county is considering paperless voting machines and you want the maximum number of people possible to attend the county forum about the issue.
 - **Learn issues that are most important to people in your precinct.** Additional goal is to introduce your precinct, its purpose and recruit members. (See canvass example in Build Infrastructure)

Stage 2: Serve Constituents

Tactic: Door-to-Door Canvass to Educate and Encourage Action

I. Introduction with name and purpose of your organization

I am _____. I am a neighbor of yours and a volunteer with the Davis Drive precinct of the Democratic party. Our group's mission is to help citizens in our precinct influence the political process when they are concerned about an issue.

II. Our group's purpose in contacting you right now is ____.

The issue we're working on today is computerized voting machines that leave no paper trail.

III. Have you heard about this issue?

Have you heard about this issue? Did you know that our county is considering these machines?

IV. Determine if person is interested in the issue. Do you think that ____? (yes is default)

Do you want to make sure that your vote counts?

V. Ask for a couple of minutes to go over the issue and give actions they can take if interested

Would you mind if I spend a couple of minutes giving you some background information and let you know actions you can take if you decide you're interested?

VI. Describe issue briefly.

Right now our county is considering purchasing paperless voting machines. What we need is a simple paper-based system such as the one we already use. Can you think of any reason we wouldn't want a paper-based voting system that can be audited?

VII. Ask first for the #1 action you want them to take. If no, give person a list of other actions

There are several things you can do to help us protect the integrity of our voting system. The number one thing we're asking people to do is to attend a county forum this Thursday night at 8:00 pm. Would you be able to join us for that?

If no, "Ok. I have a background information sheet with a list of actions you can take to protect our vote. For example, you might write a letter to the editor, talk with your neighbors, etc. (Hand them the sheet.)

VIII. Thank the person for his/her time

Thank you, Sam, for your time, and thank you for helping protect the integrity of our voting system.

Stage 2: Serve Constituents

Tactic: Really Serving Our Neighbors!

Here is a system that may help increase voter turnout and increase Democratic votes:

Step 1: Canvass your precinct to learn what the people need. For example, there may be a dangerous pothole that the city hasn't fixed. If there are a list of issues, start with one that will both be relatively easy to correct AND will make a real difference in the lives of the people. (Use the canvass script in build infrastructure. Be sure to focus on local issues.)

Step 2: Discuss the problems you uncovered with local Democrats. If necessary work with members of your precinct to push to get the problem fixed. Involve the people in the neighborhood in contacting the representative about the problem. By solving the precinct's problems, the politician will be able to increase his/her base.

Step 3: Encourage the citizens to either join your group or create their own. Stay in touch with citizens and help them solve additional local problems themselves (where possible) through their Democratic representatives. Encourage Democratic candidates to stay in touch too. Personal visit(s) with the group are ideal.

Step 4: The party has now *earned* the right to ask for these people's vote during Prepare for Election! We have also *earned* the right to ask them to help with the campaign in their neighborhoods, work, church, etc -- what great testimonials they will have!

Stage 2: Serve Constituents

Other Tactics

- **Canvassing Year-Round**
 - Example: Watauga County canvasses year round and saw real results in the November 2005 elections.
- **House Parties**
 - Example: The State Party organized house parties state-wide. Party-goers participated in a conference call with Howard Dean and other Democratic leaders.
- **Forums with Elected Democrats, Prospective Candidates, etc.**
 - Example: Henderson County has few elected Dems. However, expert-volunteers conducted forums to serve the public in the name of the Party:
 - Understanding the proposed changes to Social Security
 - Understanding the new Medicare Prescription Drug Plan
- **Social Service Projects**
 - Example: Polk County has a group called “The Democratic Community Action League.” They have served the community through existing social service agencies. They have received press coverage for their group’s work. Projects have included:
 - Weatherized homes of people in need
 - Tutoring program (held in the Polk County Democratic Headquarters)
 - Stream clean-up
- **New-Comer Welcoming Committee**
 - A monthly or quarterly list is available from the US Post Office
- **Monthly Democratic Meetings**
 - Western Wake Democrats meet monthly, and as a result have greatly increased a volunteer base for GOTV efforts in that part of Wake County

Stage 3: Prepare for Elections

Strategies/Objectives:

- Get as many Dem votes as possible
- Assist local candidates
- Encourage early voting

Target Audiences:

- Dem voters who have not voted in the past
- All Dems in the precinct
- UNAs (only if you have the resources)

Canvass Tactics:

- Election/Issues Canvass
- GOTV canvass

Other Tactics:

- Literature (Lit) Drops
- Sample Ballots
- Door hangers
- Place signs everywhere possible
- Plan and organize day-of activities

Stage 3: Prepare for Elections

Door-to-Door versus Phone Calls

Door-to-Door

*“The secret weapon
of successful campaigns!”*

Phone Calls

*“The late timing of calls
is what matters.”*

GOALS:

- *Get Out Voters!*
- Distribute literature
- Educate about early voting
- Offer a ride to the polls

Votes Gained: 1 per 14
contacts

Estimated Contacts:
12/hour

GOALS:

- Remind voters to vote
- Educate about early voting (if applicable)
- Offer a ride to the polls

Votes Gained: 1 per 20-50
calls

Estimated Contacts:
8 calls/hour
8 msg/hour

Stage 3: Prepare for Elections

Guidelines for GOTV Canvassing

DO:

- Keep your contacts brief and to the point.
- Provide literature about the issues that are important to that person.
- Be positive about the qualities of the Democratic candidates.
- Encourage the voter to vote and get involved.
- Step back away from the door to help make the voter feel more comfortable.
- Canvass with a partner
- Be friendly and approachable

DON'T

- Get into a long, involved conversation with the voter
- Discuss issues. There is a risk of misspeaking or turning off the voter. In addition, remember *your goal is to reach as many voters as possible*.
- Make statements such as “Anyone but Bush.”
- Push the voter if he/she is not interested.
- Stand too close to the voter’s door.
- Have more than one canvasser at the person’s door (unless you’re training)
- Enter the person’s house.

Stage 3: Prepare for Elections

Two Potential Objectives of a Pre-Election Door-to-Door Canvass

Generally when Preparing for an Election, your goal is to keep your canvass short and to the point so you can reach as many potential voters as possible. Remember that statistically speaking, we can expect to gain 1 vote for every 14 Dems we visit. However, if you start early, you may want to visit some of the people in your precinct with two objectives: to GOTV and potentially recruit the person to join in the effort.

Following are the two purposes of canvassing during the Prepare for Election phase:

- **Recruiting team members**
 - If you want/need to recruit more team members and you have started well before the election, you may want to take more time with some of the voters in your precinct and look for voters who want to get involved. **THIS IS FOR LAST MINUTE RECRUITING AND SHOULD BE TARGETED BASED ON GOOD INFORMATION.** For example, people that were friendly and interested when you visited for other canvasses, or if they have a Dem yard sign that you didn't give them.
- **Get Out the Vote (GOTV)**
 - This is the typical canvass strategy to be used prior to an election. The goal is to keep the encounter brief to maximize the number of potential voters that you reach.

Stage 3: Prepare for Elections

Canvassing Packing List

Pack your shoulder bag with:

- Issue papers
- Early voting/absentee ballots
- Voter registration forms
- The location of local polling places
- Bumper stickers
- Envelope with change for \$20s
- Local party brochures
- Business cards for your precinct

Clip board:

- Survey
- List of Issues
- Bumper Stickers (make them visible, possibly even have one on the back of the clip board)

Name: _____

Address: _____

Phone: _____ **Employer** _____

E-mail: _____ **Occupation** _____

Main Areas and issues of concern:

- Jobs/Economic Security Health Care/Healthy Citizens
- Public Education Safe Neighborhoods Clean Environment
- Other: _____

I would like to volunteer for the following kinds of activities:

- Delivering literature door to door Make Phone calls to neighbors
- Office work Voter Registration Write postcards
- Distribute Yard Signs Write/E-mail letter to editor Block Leader

On Election Day or Early Vote

- Provide transportation to polls Hospitality Committee Poll Greeting
- Other _____

What topics are of most concern to you?

- Jobs/Economic Security
- Health Care/Healthy Citizens
- Public Education
- National Security
- Clean Environment
- Poverty

Stage 3: Prepare for Elections

Recruiting Potential Team Members to Help Prepare for An Election

Step 1: Ask for the Democratic voter(s) by name. Introduce your self as a neighbor and volunteer for the Democrats. Ask if they have a minute to talk.

- If YES, then, **Step 2**
- If NO: Ask, “Would it be alright if I left you some information to look over and then if you decide you would like to get involved, you can contact me at this number? [point to number]
- If NO, I’m voting Republican. Say, “In that case, I won’t take up any of your time.”

Step 2: If you could talk with the candidates, what would you tell them you’d like to see?

- If YES **LISTEN**. If the person shows interest in Dem issues, then **Step 3**
- If NO, “I haven’t decided who I will vote for.”
 - Get the person talking. “Many of the people I’ve talked with in this neighborhood have expressed a concern about __ (e.g. over-development in our town.) Do you think that __ (e.g. Do you think that ___ (e.g. we should be prudent about how much development we allow.” If necessary, show them list of issues to get them talking.
 - “Can I give you a sheet from the Democratic Party about the issues that are important to you?”
 - If the person seems to be talking themselves into voting Democrat, give them early voting information or information on getting involved.
 - Go to Step 4.

Step 3: “Have you thought about getting involved?”

- If YES, hand them the survey on the clipboard. “I have a list of possible actions you could take to help.”
- Once survey is complete, “Thank you! Together, we can make a difference!”

Step 4: “Do you know of any other neighbors we might want to contact?”

- If YES: “Would you be willing to talk with them?”
 - If YES, give them a survey, and ask them to call you with results or if right in the immediate vicinity, offer to go over with them.
 - If NO, go visit the neighbor yourself.

IF APPLICABLE Step 5: “Do you know about early voting?” [Give them a early voting form]

Step 6: Offer a bumper sticker, thank them for their time.

*Be sure to canvass people strategically in a recruitment canvass. Study the VAN or BOE database to find Dems who are likely to be supportive before making contact. Keep in mind that pre-election recruiting is only for North Carolina Democratic Party, 220 Hillsborough Street, Raleigh, NC 27608, 919-829-1277 maximum number of voters.

Stage 3: Prepare for Elections

Door-to-Door Canvassing for Votes

The GOTV Canvass -- Keep it quick!

GOTV Door-to-Door Canvassing Steps:

1. **Introduce yourself** as a neighbor and democratic volunteer
2. **Inquire** if the person will vote democratic (if no, thank them and leave)
3. **Remind** of Election Day and educate about early voting. Offer literature.
4. **Gain commitment** to vote
5. **Thank** him/her and offer a ride to the polls. If the person requests a ride to the polls, be sure to take his/her name and phone number.

SAMPLE SCRIPT: CANVASSING

You: Hi, I'm [Jane Doe], and I'm a volunteer with the Democratic party. I'm out today going door-to-door with other Democrats from our neighborhood, and we're talking with voters. Do you plan to vote democratic this year?

Do you have any questions about the election or about voting? Are you aware of the early voting this year? The nearest precinct for us is _____.
[Answer questions or commit to find out the answer and get back to them.]

You: Are you committed to voting this year?

Thanks so much for talking to me today. Will you or anyone in your house need a ride to the polls? Have a great day!

Stage 3: Prepare for Elections

The Phone Call Canvass

GOTV Phone Call Steps:

1. **Introduce yourself** as a neighbor and Democratic volunteer
2. **Inquire** if the person will vote democratic (if no, thank them and hang-up)
3. **Remind** of Election Day and educate about early voting.
4. **Gain commitment** to vote
5. **Thank** him/her and offer a ride to the polls

SAMPLE SCRIPT: PHONE CALLS

You: Hello. I'm [Jane Doe], and I'm a neighbor and volunteer with the Democratic party. Do you plan to vote for the democrats this year?

Great! I'm calling you to remind you to vote and to let you know that early voting is available this year. Are you familiar with this program?

Are you committed to vote this year? Great! Will you or anyone else in your household need a ride to the polls? Thank you!

Stage 3: Prepare for Elections

Other Tactics

- Literature (Lit) Drops
- Sample Ballots
- Door hangers
- Place signs everywhere possible
- Plan and organize day-of activities

Stage 4: Day of Election

Strategies/Objectives: -Get every Dem voter to the polls
-Influence last-minute decision makers
-Greet voters at the polls

Target Audiences: -Voters who need rides/reminders
-Voters at the polls

Canvass Tactics: -Reminder phone calls/flushing

Other Tactics: -Place signs
-Hold signs
-Pass out materials at the polling place
-Provide rides
-Provide child care

Stage 4: Day of Election

Other Tactics

- **Reminder phone calls/flushing**

- Throughout the day poll workers write the names of people who voted on a carbon sheet. Carbon copies can be obtained from polling place. You must register with the County Board of Elections prior to election day to obtain these documents.

- Collect these carbon copies at 10:00, 2:00, and 4:00. Compare those who have voted to your master precinct list. Call or visit those people who have not voted.

- **Place signs**

- **Hold signs**

- **Pass out materials at the polling place**

- **Provide rides**

- **Provide child care**

- **Create a hospitality table (must offer to all voters -- Dems and others)**

- Food -- coffee/donuts in AM and snacks/drinks in the afternoon

- Entertainment -- newspapers, crossword puzzles, etc.

- Comforts -- umbrellas for rain, blankets for cold, paper fans for heat

Choosing Your Precinct's Strategy

Levels of Precinct Organization

There are 7 categories that together make up the ideal precinct organization.

- **Number of Team Members & Officers**
- **Infrastructure Established e.g. Block captains**
- **Training Provided**
- **Regularity of Meetings**
- **Frequency of Canvassing**
- **Stats and Data Collected and Analyzed**
- **Goal Setting Done based on Stats/Data**

Choosing Your Precinct's Strategy

Levels of Precinct Organization

There are six stages of precinct organization. Where is your precinct?

- Level 0: No committed team members, no one willing to be chair, no block captains, no meetings, no canvassing, no GOTV. In practical terms, this is something that the typical user of the Manual does not have to deal with because simply by having one person committed to making a difference in their precinct, they are already on Stage 1. However, the county party should be very aware of which precincts are at Stage 0 and should be working towards the five suggested actions to take to move to the next level.

Five Things that can be done to reach the next level:

- Find at least one committed person in the precinct willing to be a point of contact
- Schedule a house party at least once a month to drum up interest. Keep the meetings informative, but fun.
- Have everyone willing go through the precinct list of Dems to see if there is anyone known who can be called upon to help.
- Introduce any committed team members to the materials and resources available.
- Have any committed team members walk/drive the precinct to become familiar with the boundaries.

Choosing Your Precinct's Strategy

Level 1

- Level 1: 1-5 committed team members, one person willing to be chair, no block captains, no regular meetings, no regular canvassing, no or little GOTV.

Five Things that can be done to reach the next level

- Schedule regular meetings; find a place that is cheap or free, preferably adjacent to refreshments or have someone bring them.
- Canvass for team members, either targeted based on reviewing lists or just hitting all Dem households
- Find a Dem community event to canvass and get the word out; use as an exercise in organization for your team members.
- Have the team familiarize themselves with the precinct and the support materials and resources available. Schedule training for any that have not had it.
- Plan a basic GOTV strategy in conjunction with the county party based upon your precincts resources and what it can handle. Push the limits and inspire the team members to reach your goals, but be aware that you may not reach all of them.

Choosing Your Precinct's Strategy

Level 2

- Level 2: 6-10 committed team members, including precinct officers, some canvassing (possibly just GOTV), no block captains, and some meetings.

Five Things that can be done to reach the next level:

- Have a newsletter or regular e-mailing from the precinct leaders to team members and interested people in the precinct.
- Canvass for team members and meetings through issue canvassing; strive to reach at least 60% of the Dems in the precinct.
- Look for block captains to commit to keeping 50 or so Dem households informed and to hit the same households regularly, especially for GOTV.
- All team members get canvassing training and experience.
- Improved GOTV—100% coverage at the polling place on Election Day, lit drop to at least 40% of the Dem households, at least 40% canvassing with sample ballots/doorhangers.

Choosing Your Precinct's Strategy

Level 3

- Level 3: 10-15 committed team members with training (including precinct officers and some block captains), regular meetings, some canvassing and good GOTV efforts. All areas not necessarily covered by block captains.

Five Things that can be done to reach the next level:

- Set plan for 100% block captain coverage, and find them
- Canvass for team members/meetings/issues at 100% Dem households
- 100% Regular attendance by representatives at relevant club and CEC meetings
- Plan a big multi-precinct social event and invite candidates to attend; canvass to get Dems to the event.
- GOTV has 75% lit drop to Dems and 75% canvass for sample ballots and doorhangers, polling place has 100% coverage on Election Day.

Choosing Your Precinct's Strategy At All Levels

At All Levels: The following activities are good for all precincts.

- All new and existing team members should review the voter rolls in the precinct and see who they know who might be potential team members.
- Review support materials and maintain contact with 1st Vice Chair (or appointed person).
- Review and disseminate the appropriate communications from the County, State and National parties.

Choosing Your Precinct's Strategy

Next Steps for Your Precinct

What level is your precinct at?

Why do you think so?

What are three things you will do in your precinct to reach the next level, and what is your deadline?

Sample Annual Plan

Build Infrastructure:

- November - Precinct debrief session about the election. Review the precinct's data/stats from the election and make goals for the upcoming year's election. Review job descriptions.
- December -- Break
- January -- Plan your annual meeting. Make it interesting, fun, social.
- February -- Annual Precinct Meeting. Make recruiting a topic.
- March -- Targeted canvass to recruit volunteers

Serve Constituents

- April/May -- Hold an issues or educational canvass with the goal of canvassing EVERY Dem in the precinct and recording their info in the precinct's database..
- June -- Participate in a community service project or participate in a booth at a festival
- July -- Hold a cookout/social for all Dems in the precinct

Prepare for Elections

- August -- Find all Dems that have moved into the neighborhood in the past year. Canvass each of them. Register those who have not moved their registration.
- September -- Solidify precinct's physical organization e.g. which area is considered Sam's block and which is Liz's block. Recruit new volunteers for the election. Conduct a Lit Drop
- October -- GOTV Canvass of "low hanging fruit", plan for day of election

Day of Election

- November -- Day of election activities and election debrief activities (see Build Infrastructure)

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It's All Up To You!

From here forward, the sky is the limit!

**Thank You For Your Participation
and for all that you do for the
Democratic Party!**