

**Think
Precinct™**

or block, or
town, or ward,
or apartment
building, or district,
or neighborhood,
or township, or

The Grassroots Organizing Guide for a Progressive America

Developed by the DFC Grassroots Organizing Committee
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DEMOCRACY FOR COLORADO

<http://democracyforcolorado.com/>

The Grassroots Organizing Guide for a Progressive America Because the side with the most votes wins

The 9-Step Think Precinct™ Plan in this Guide helped Colorado activists elect a Democratic majority to the state legislature and a Democratic US Senator in 2004, and pass a critical bi-partisan state budget measure in 2005.

Since then, Democrats from other states and national progressive groups have asked to use Think Precinct™. So we have adapted and expanded the Guide to help Democrats and progressive groups win elections across the country. The basic 9-Step Plan, found on page 1, is applicable to any election at any level in any year.

The title asks you to Think Precinct™, but you may want to think block, or think ward, think apartment building, think district, think neighborhood, think town, or think any local geographic area. Then put the 9-Step Plan into action and get your grassroots organized.

Many elections are won or lost by a small margin of votes. *Be a Precinct leader.* Your actions taken right where you live could make the progressive difference!

“Never doubt that a small group of committed citizens can change the world. Indeed, it’s the only thing that ever has.”

-Margaret Mead

Instructions on how to use this Think Precinct™ Guide to win elections

- Read the Quick Start Guide 9-Step Plan on page 1
- Browse the rest of the Guide to get familiar with all the tools to help you implement the Plan
- Contact your local Democratic Party leaders and let them know you want to get active and that you have a Plan
 - Coordinate and cooperate where there is organizing already going on, or be the role model where nothing much is happening
- Take one Plan step at a time, filling in the worksheets as you go and building your team
 - If you don’t have enough time or volunteers, start small – doing something is better than doing nothing

Democracy for Colorado

Think Precinct™ is a project of Democracy for Colorado, a grassroots organization founded in 2004, to build progressive political strength from the ground up.

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Think Precinct™ questions: gro@democracyforcolorado.com

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Quick Start Guide

Your entire plan is on this page – the rest of the book is information, instructions, worksheets and fliers that support the plan



Get Ready – Now pages 2-9

- Contact your local Democratic Party leaders: cooperate, coordinate, be a role model
- Get facts about: elected officials, your precinct, the voters
- Collect materials: precinct and other maps, candidate/issue literature, forms
- Find out about the election: date, IDs, deadlines and procedures



Get People – ASAP pages 10-16

- Recruit your Precinct Core Team - a few people who will help plan and lead
 - Precinct progressives you know
 - People with political signs in their yards, windows, cars
 - Names from your precinct voter list and from the local Democratic leaders
- Meet with your Precinct Core Team - share your Step 1 info and plan a Gathering



Get More People – Within 2 weeks pages 17-19

- Hold a Precinct Gathering - recruit more volunteers for your Precinct Volunteer Team



Get Organized – Soon after the gathering pages 20-33

- Meet with your Precinct Core Team
 - Make a Precinct Action Plan for canvassing, voter list updating, GOTV and more
 - Plan a Fun Fundraiser precinct-wide for August or September
- Put together your Canvasser Kits and train your Voter ID Canvassers



Get Out There – Right away pages 34-35

- Start Voter ID Canvassing
- Start your Data Entry Team updating the voter list
- Precinct Signs Project Kick-Off



Get Out There Some More – through September 30 page 36

- Continue Voter ID Canvassing
- Hold your Fun Fundraiser
- Continue Precinct Signs Project
- Adopt a precinct nearby if you have the volunteer power



Get Set – October pages 37-40

- Finish Voter ID Canvassing by early October
- Finalize your Committed Voter List by mid October
- Finalize your Election Day GOTV Plan at least 10 days before the election



Go – Election day page 41

- Put into action your Election Day GOTV Plan
- Then, celebrate the effort of all the teams and take a break for the holidays!



Build a Progressive Community between elections pages 42-48

- An engaged progressive community makes winning elections easier and more fun

“All politics is local.”
- Thomas P. “Tip” O’Neill

Get Ready

You need information before you start recruiting your team



First, be sure to read the Quick Start Guide 9-Step Plan on page 1

- And browse the rest of this Guide to get familiar with all the tools to help you implement the Plan
 - Make copies of all the worksheets for use this year and for future elections
- Remember, where you see “precinct” in this Guide you can mentally replace it with block, town, ward, apartment building, district, neighborhood, township, or any manageable local geographic area in which you have chosen to organize

Then check off the following tasks:

Fill in the following worksheets:

- 1-A Elected and Appointed Officials (local and state)
 - Start somewhere (like the phone book, the internet, the Governor’s office, a local elected official . . .) and keep asking questions about other contact information they may know
 - These people are likely to be the source for much of the rest of the information you need
- 1-B My Precinct (or block, town, apartment building, neighborhood, or . .)
- 1-C The Bigger Voter Picture
- 1-D Candidates and Issues
- 1-E Election Calendar

*“Chance favors
the prepared
mind.”*
- Louis Pasteur

Obtain the following information from the Secretary of State and/or your County Clerk

- Get your precinct voter list
 - Likely sources: Secretary of State, County Clerk, local Democratic Party, organizations such as Democracy for Colorado (CO only), etc.
 - Think about how you want the list to look
 - ★ You may have a choice as to whether or not the list includes all registered voters: Democrats, Republicans, Independents, etc.
 - ★ You may have choices as to how the list is sorted: alphabetically, by address for walking, by phone number for calling, and/or by party affiliation, etc.
- Voter Registration and Absentee Ballot Request forms and rules
- List of ID that will be required to register and/or vote
- What the rules are about provisional ballots
- How the election will be run (at the polls or using mail ballots)
- Collect relevant maps
 - Such as: your precinct, State House and Senate Districts, US Congressional District (yours and perhaps a map of your state showing all of these districts, for context)
- Obtain campaign literature from candidates and issue campaigns

Contact your local Democratic Party leaders

- Let them know you want to get active and that you have a Plan
 - Coordinate and cooperate where there is organizing already going on, or be the role model where nothing much is happening

Consider what you are passionate about

- Read The Progressive World View (pages 8-9) and define why you have decided to become involved in America’s political process

Now, go to Step 2 and Get People



Worksheet 1-A
Elected and appointed officials



Secretary of State contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

Governor contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

County Clerk contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

State Senator contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

State Democratic Party contact information:

State Democratic Party Chair's Name:

 Phone number: _____
 Address: _____
 Office hours: _____
 Web site: _____
 E-mail: _____

State Representative contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

"The ultimate rulers of our democracy are not president, senators and congressmen and government officials, but the voters of this country."

- Franklin D. Roosevelt

Local Democratic Party contact information:

Local Democratic Party Chair's name:

 Phone number: _____
 E-mail: _____

US Senators contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

Vice/Co-Chair's name:

 Phone number: _____
 E-mail: _____

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

Office:

Phone number: _____
 Address: _____
 Office hours: _____
 Web site: _____
 E-mail: _____

US Representative contact information:

Name: _____
 Party affiliation: _____
 Phone number: _____
 Address: _____
 Web site: _____
 E-mail: _____

Worksheet 1-B

My precinct or block, or neighborhood, or town, or ward, or . . .



My precinct numbers (fill in as appropriate):

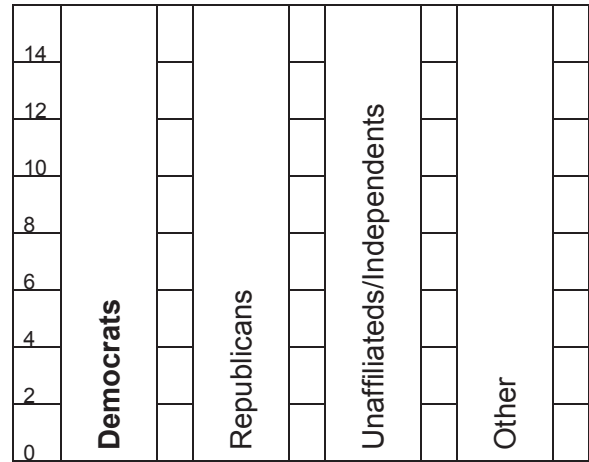
From Secretary of State and/or County Clerk
 Whole Precinct number: _____
 US Congressional District number: _____
 State Senate District number: _____
 State House District number: _____
 County number: _____
 Special Precinct number: _____

My precinct polling place:

From Secretary of State and/or County Clerk

My precinct voter statistics graphic:

Create your own chart to show the comparison by marking in increments of 100's or 1000's and coloring in the bars



My precinct voter statistics: active/total

From County Clerk
 # of registered voters: _____ / _____
 # of registered Democrats: _____ / _____
 # of registered Republicans: _____ / _____
 # of registered Unaffil/Indie: _____ / _____
 # of registered others: _____ / _____

*"Only the
educated
are free."
- Epictetus*

Active voters: have voted regularly recently
Inactive voters: registered and eligible to vote, but not included in many statistics and miss out on some special mailings (such as Mail Ballots). Contact County Clerk and check/change status

My precinct description:

Using your precinct map, walk or drive around the precinct and take notes on apartment buildings, senior centers, churches, schools, for sale signs, general description, etc.

Active groups in my precinct:

Social, political, religious, environmental, etc.
 Group: _____
 Contact: _____
 Group: _____
 Contact: _____
 Group: _____
 Contact: _____
 Group: _____
 Contact: _____

My precinct 2004 voting history: From County Clerk

Enter the number of votes each candidate received from your precinct and circle the winner

Race	Democrat	Republican	Total Votes	% Won by	Turnout % of Voters	
					Active	Registered
President	Kerry	Bush				
Number of votes						
Senator						
Number of votes						
US Congress						
Number of votes						

MAKE
EXTRA
COPIES

Worksheet 1-C

The bigger voter picture

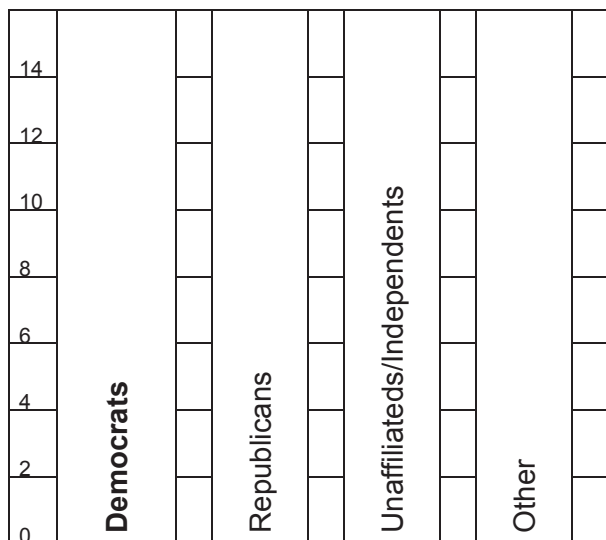
County voter statistics: active/total

From County Clerk

of registered voters: _____ / _____
 # of registered Democrats: _____ / _____
 # of registered Republicans: _____ / _____
 # of registered Unaffil/Indie: _____ / _____
 # of registered others: _____ / _____

County voter statistics graphic:

Create your own chart to show the comparison by marking in increments of 100's, 1,000's, 10,000's or 100,000's and coloring in the bars



County 2004 voting history:

From Secretary of State or County Clerk. enter the number of votes each candidate received from your county, circle the winner and calculate percentages

Race	Democrat	Republican	Total Votes	% Won by	Turnout % of Voters	
					Active	Registered
President	Kerry	Bush				
Number of votes						
Senator						
Number of votes						
US Congress						
Number of votes						

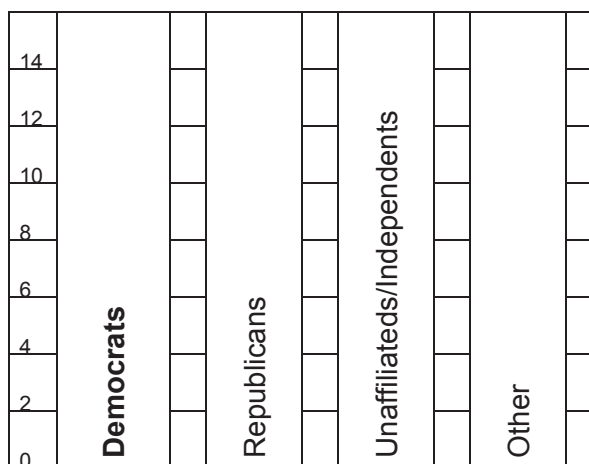
State voter statistics: active/total

From Secretary of State

of registered voters: _____ / _____
 # of registered Democrats: _____ / _____
 # of registered Republicans: _____ / _____
 # of registered Unaffil/Indie: _____ / _____
 # of registered others: _____ / _____

State voter statistics graphic:

The increments in this chart are in 200,000's and use the total of registered voters in each party



"The vote is the most powerful instrument ever devised by man for breaking down injustice and destroying the terrible walls which imprison men because they are different from other men."

- Lyndon B. Johnson

State 2004 voting history:

From Secretary of State

Democrat	Republican	% won by
Kerry	Bush	%
votes	votes	
Senate	Senate	%
votes	votes	

Worksheet 1-D

Candidates and Issues



*“We can change
the system. But we
have to believe
democracy is
worth fighting for.”
- Bill Moyers*

Office: _____
Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Office: _____
Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Office: _____
Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Office: _____
Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Office: _____
Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Candidate: _____
Party affiliation: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Issue: _____
Contact: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____

Issue: _____
Contact: _____
Phone number: _____
Address: _____
Web site: _____
E-mail: _____



Worksheet 1-E
Calendar of election deadlines 20__

Date	Event	Notes (hours, location, etc)
Jan. 1		
Nov.	Election Day	



“Those against politics are in favor of the politics inflicted upon them.”
- Bertolt Brecht

Some other dates and deadlines to include:

- First day to request Absentee Ballot
- Caucus, County Assembly, State Convention
- Dates concerning Mail Ballot Elections: dates to expect ballot in mail, deadline to be mailed to County Clerk, etc. (this is different from Absentee Ballots – ask your County Clerk)
- Last day to register to vote or change voter address in Primary Election
- Primary Election
- Last day to register to vote or change voter address in Election
- Early voting begins
- Last day County Clerk may receive your request for Absentee Ballot (if mailed or picked up)
- Early voting ends

The Progressive World View

Use this to help reframe the debate and express your values



George Lakoff, author of *Don't Think of an Elephant: Know Your Values and Frame the Debate* and *Moral Politics: How Liberals and Conservatives Think*, has lead the discussion about how Conservatives have learned to use language to their benefit, and to Democrats' detriment.

His books and his recent DVD, *How Democrats and Progressives Can Win*, are helping us start to learn how to express the Progressive world view in compelling and straightforward words. The DVD may be ordered at <http://www.winwithlanguage.com> or by phone at 415-457-0992.

Dr. Lakoff has described a way of understanding the difference between this Progressive world view and the Conservative world view. This understanding makes it much easier for us to choose language that will clearly communicate Democratic values which are really American values.

One Way of Understanding Conservatives and Progressives:

- The metaphor for Nation as Family developed from *Don't Think of an Elephant*

"The job of a citizen is to keep his mouth open."
- Gunther Grass

	Conservatives	Progressives
World View	<p>Strict Father Family/Authoritarian</p> <ul style="list-style-type: none"> ● The world is a dangerous place – there is evil ● The world is a difficult place - there is competition (winners and losers) ● There is absolute right and wrong 	<p>Nurturing Family</p> <ul style="list-style-type: none"> ● The world is full of opportunity for all <ul style="list-style-type: none"> ■ Win-Win is the goal ● Acting together, the world can be made better ● Together, we can create that which is good for all humankind <ul style="list-style-type: none"> ■ No one makes it on their own
Family's Job	<p>The Strict Father should:</p> <ul style="list-style-type: none"> ● Protect the family from danger ● Support the family ● Teach the children right from wrong <ul style="list-style-type: none"> ■ Children are born bad because they want to do what feels good ■ They must be punished so they will become obedient and moral, have internal discipline, and therefore be successful and prosperous 	<p>The parents' job is to nurture their children (who are born good) and to raise their children to be nurturers of others:</p> <ul style="list-style-type: none"> ● Nurturance means Empathy and Responsibility ● Responsibility includes taking care of yourself and the child ● It is your moral responsibility to be happy and fulfilled and to help your child (and others) to be also ● Develop strong, morally-responsible, members of the human community

The Progressive World View

The same words can have very different meanings



	Conservatives	Progressives
Applied to Politics and the Nation	<p>Self-Interest should be pursued above all else:</p> <ul style="list-style-type: none"> ● Good people have internal discipline and are moral ● The same discipline needed to be moral allows you to prosper ● The link between morality and prosperity is self-interest ● Well-being = Wealth ● If everyone pursues their own self-interest, then naturally the self-interest of all will be maximized (Adam Smith) ● People who do not pursue their own self-interest are called do-gooders who screw up the system by trying to help someone else and get in the way of those pursuing their own self-interest <p>The government (strict father) should not meddle with mature people:</p> <ul style="list-style-type: none"> ● When children mature they either have discipline or they don't ● Good children prosper and are self-reliant; bad children do not function morally, do not do right, and are dependent ● It is immoral to give people things they have not earned, because then they will not develop discipline and will become both dependent and immoral <p>Government is good when it helps the nation be wealthy and strong</p> <ul style="list-style-type: none"> ● Military, homeland security, Depts. of Justice and Commerce ● Subsidies for industry and corporations; tax cuts – rewards for good people who have prospered because of discipline/morality <p>The deficit is good because it starves the government of money for social programs</p> <ul style="list-style-type: none"> ■ People who need help are immoral <p>Foreign Policy - Never give up sovereignty –US knows the right thing to do and should not ask anyone else. Developing nations are children.</p>	<p>Progressive Values are nurturant values:</p> <ul style="list-style-type: none"> ● A healthy society is made up of responsible, nurturing people ● Freedom to be fulfilled ● Opportunity and prosperity – Commonwealth for the common good ● Community-building, service to the community, cooperation ● Trust, honesty, open communications –ethical business ● Strength and Protection of each other – because you care <p>Every Progressive political program is based on one or more of these values: But there are several types of focuses:</p> <ul style="list-style-type: none"> ● Socioeconomic: everything is a matter of money and class – solutions are economic and social class focused ● Identity politics: it is time for their oppressed group to get its share now ● Environmentalists: think in terms of sustainability of the earth, sacredness of the earth, protection of native peoples ● Civil liberties: maintain freedoms against threats to freedoms ● Spiritual: nurturant form of religion or spirituality, connected to other people and the world, service to others and community. Spans full range of religions. ● Antiauthoritarians: there are all sorts of illegitimate forms of authority and we have to fight them (big corps, etc.) <p>Problem:</p> <ul style="list-style-type: none"> ● Many Progressives do not see the unity in all the types, and therefore think that theirs is the only way to be. ● Democrats do not understand how the Republicans have united, and do not have a clear way of expressing their values. <ul style="list-style-type: none"> ■ Progressive programs and approaches, therefore, are losing.

“A liberal is a man or a woman or a child who looks forward to a better day, a more tranquil night, and a bright, infinite future.”

- Leonard Bernstein

Get People

Organizing with a team is more effective and more fun



Your team consists of:

- A Precinct Core Team of a few people who will work with you to create your Precinct Action Plan and take leadership roles
- A Precinct Volunteer Team including everyone else who is willing to do various tasks to implement your Precinct Action Plan

First, recruit people for your Precinct Core Team

- Fill out Worksheet 2-A Precinct Core Team with
 - Progressives you know
 - People who still have political signs and stickers on their homes and cars
 - Names of volunteers from your local Democratic Party leader
 - People from your voter list who vote regularly
- Your Precinct Core Team can include people outside of the precinct if you need them to help get things started
- Contact each of these people and
 - Invite them to a meeting to talk about the precinct and winning the election
 - Suggest they bring a friend from the precinct to the meeting

“Democracy is based upon the conviction that there are extraordinary possibilities in ordinary people.”

- Harry Emerson Fosdick

Consider preparing an Information Board (page 12)

- This is an educational conversation piece for your Precinct Core Team meeting and at Precinct Gatherings

Then, meet with your Precinct Core Team

- Review the 9-Step Plan with them
- Share your Step 1 information
 - Show them the precinct map and voter list
 - Help them understand the context in which precinct work is done
 - ★ Various district maps
 - ★ Current elected and appointed officials
 - ★ This election’s candidates, issues and calendar
 - ★ Use your Information Board if you prepared one
- Discuss The Progressive World View (pages 8-9) and share with each other what you are passionate about and why you have decided to become involved in America’s political process
- Plan a Precinct Gathering to be held within two weeks
 - Read How To Hold a Precinct Gathering (page 13)
 - Fill out Worksheet 2-B Plan Your Precinct Gathering (page 14)
 - ★ Look at sample fliers (pages 15-16)
 - This is where you will start getting recruits for your larger Precinct Volunteer Team

Now, go to Step 3 and Get More People

Worksheet 2-A

Precinct core team



Progressives I know in my precinct:

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Names from local Democratic Party leader:

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

People in precinct with political signs/ stickers:

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Frequent voters from precinct voter list:

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____

Name: _____
Phone number: _____
Address: _____
E-mail: _____



*"I had no idea that
history was being
made. I was just
tired of giving up."
- Rosa Parks*

Educate Your Volunteers

Create an information board for precinct gatherings and events

**STEP
2**

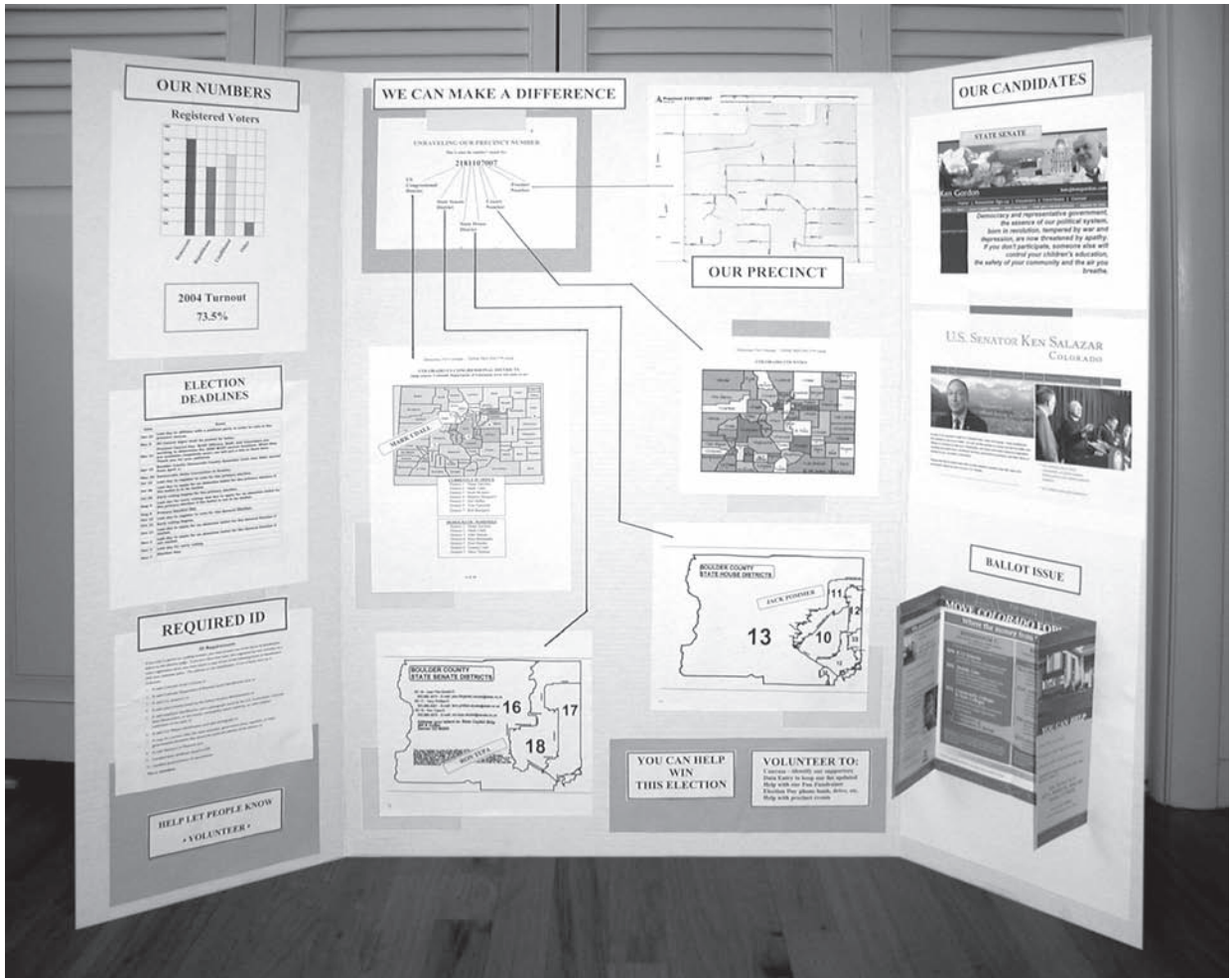
An information board is an educational conversation piece whenever you meet with your volunteers and progressive neighbors.

Suggestions for an information board:

- Your precinct map
- Statistics about your precinct such as:
 - Number of registered voters/Dems/Republicans/Independents/Unaffiliateds
 - The voter turnout percentage for the precinct and county in the last election
- Maps showing your state legislative districts, US Congressional District, other local districts
- Candidate and/or issue fliers
- The current election calendar
- Location of precinct polling place
- Other details about how the election will be run in your county

“Education is a better safeguard of liberty than a standing army.”
- Edward Everett

Here is a sample information board:



How to Hold a Precinct Gathering

Share your information, announce plans and recruit more volunteers

You'll energize like-minded neighbors, educate them on issues, candidates, state races and local elections, recruit more volunteers for voter identification and getting out the vote — and have fun.



Plan the Gathering with your Precinct Core Team (read this first and then fill out Worksheet 2-B at a meeting)

- If you don't have a Core Team yet, ask a couple of friends to work with you - people from outside the precinct can help get things started, if need be
- In picking the theme, decide first if it is a family event including games or focused on adults and politics only
- When choosing a location, decide if you need outdoor space and consider:
 - A house or apartment/condo – with or without yard space
 - A club house/community room in an apartment or condo complex
 - A church fellowship hall
 - A park – with or without a covered shelter
- The list of resources needed will depend on your theme
 - Name tags are at the top of the list
 - Don't forget money to pay for fliers
 - Look for ways to minimize the cost -washable tableware, free literature
- Food is a good ice-breaker – ask people to bring a snack or dessert to share

“The ignorance of one voter in a democracy impairs the security of all.”
-John F. Kennedy

Prepare educational information you want to share that will motivate volunteers

- An information board can spark conversation (see sample on page 12)
- Obtain a DVD (see list on page 46)
- Make copies of handouts, get candidate fliers, etc.

At the Gathering

- Have fun!
- Ask for contributions to defray precinct expenses like copying and postage – put out a basket, include an item in your agenda
- Display your Information Board (page 12) and have a table with candidate/issue fliers, absentee ballot request forms, voter registration forms, the election calendar
- Announce and discuss the various Task Teams that will be formed to help win the election
 - Voter ID canvassing to identify supporters (pages 28-33)
 - Data Entry to keep the voter list updated (page 34)
 - Election Day phoners, drivers, knockers, poll checkers, babysitters (pages 37, 39-40)
 - Other – what else do you need help with?
- Discuss ideas for a precinct Fun Fundraiser for August or September (pages 24-27)
- Talk about voter registration and absentee ballot rules
- Review the Election Calendar and answer questions
- Ask people to *sign-in* on the precinct sheet (Worksheet 3-A) and *sign-up* for various Task Teams (Worksheet 3-B)
 - Tell them you'll talk with them later, they can do a lot or a little, their time commitment is up to them

Schedule an organizing meeting to be held soon with your Core Team and others

Worksheet 2-B

Plan your precinct gathering



Brainstorm then pick your theme:

Keep the list for later use

- Help Pass Issue _____
- Help Elect _____
- Hear _____ (Rep X, Candidate Y) Talk About _____
- Help Us Turn/Keep _____ (county, state) Blue
- This Election Is Important For Our _____
- Have Fun with Your Democratic Neighbors

“A good discussion increases the dimensions of everyone who takes part.”
- Randolph Bourne

Date and time for gathering:

Location for gathering:

Consider weather, space needed, parking, and planned activities

Resources needed:

Name tags, tables, chairs, audio/video, \$ for copying, tableware, campaign literature, etc.

Agenda for gathering:

Sign-in, welcome, introduce each other, speaker, discuss precinct plans, Q&A, request contributions, socialize — include time frames

Flier:

Theme or Title: _____

Location: _____

Date and time: _____

What to bring (food, sports equipment, etc.): _____

Contact (name/phone): _____

Other details: _____

Plan for flier distribution:

To whom: _____

How (door-to-door, mail, other): _____

Who will deliver: _____

Delivery deadline: _____

Volunteer task assignments:

Contact speaker: _____

Phone number: _____

E-mail: _____

Flier design/copying: _____

Phone number: _____

E-mail: _____

Flier distribution manager: _____

Phone number: _____

E-mail: _____

Resources manager: _____

Phone number: _____

E-mail: _____

Event-day director: _____

Phone number: _____

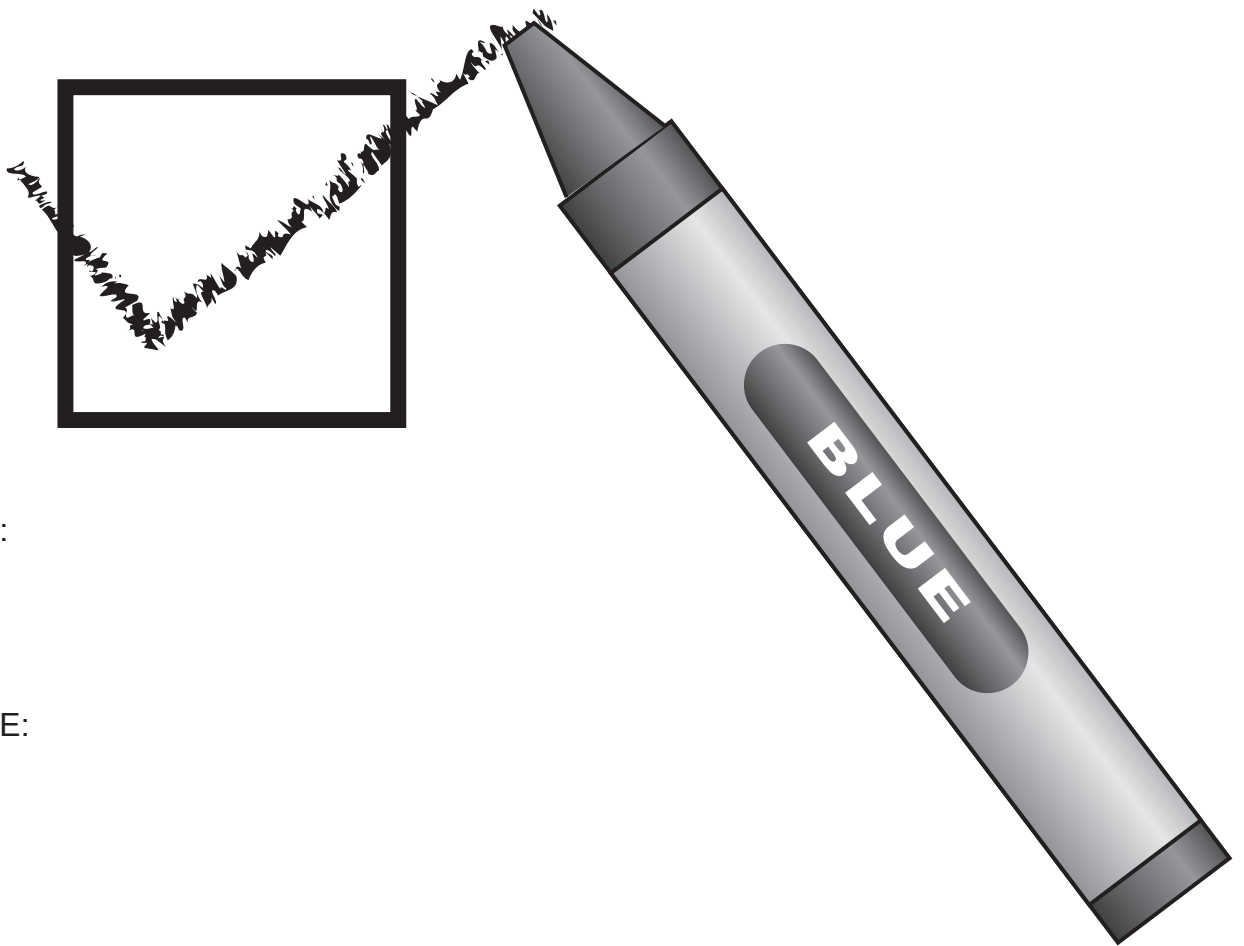
E-mail: _____

Next planning meeting (if needed):

Time/Place: _____

Agenda: _____

BLUE VOTER PARTY



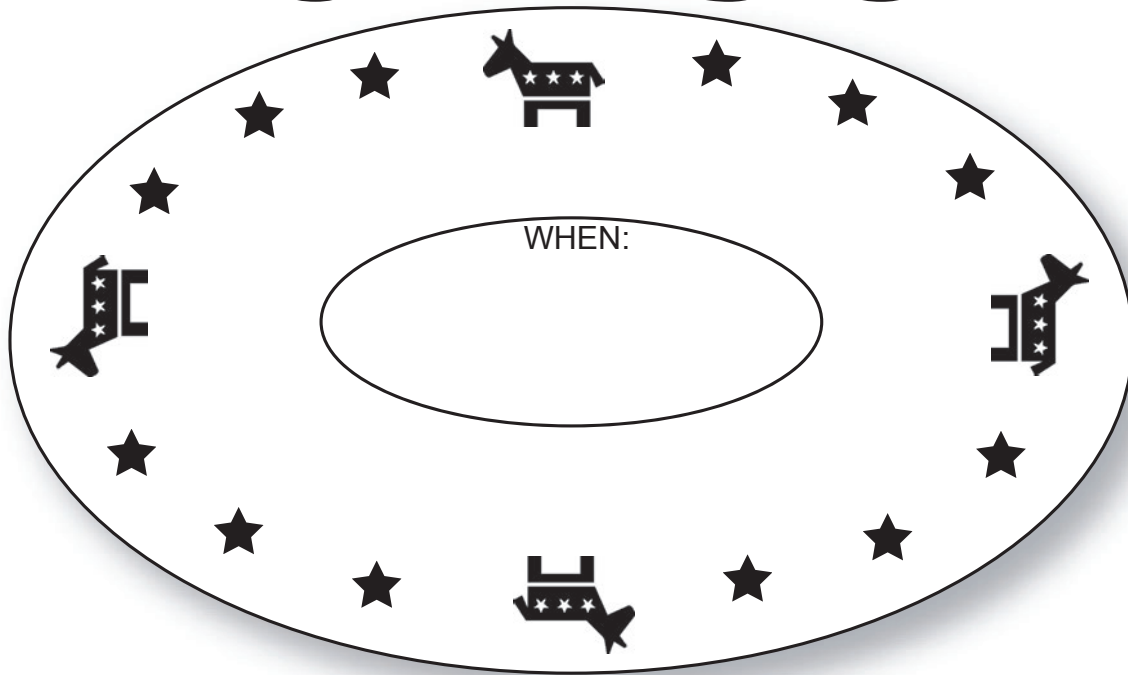
WHEN:

WHERE:

RSVP:

WHAT TO BRING AND OTHER DETAILS:

BLUE PLATE SPECIAL POTLUCK



WHERE:

RSVP:

WHAT TO BRING AND OTHER DETAILS:

Get More People

A bigger team gets bigger results

Hold your Precinct Gathering ASAP

- Follow the How To (page 13) and your Worksheet 2-B Gathering Plan (page 14)
- Facilitate a sense of common goals and community
 - Use name tags (maybe include addresses on them)
 - Remember, the reason to share information at the gathering is for people to understand where they fit in and that their actions can make a difference
- Tips for keeping on your agenda
 - Ask a member of your Precinct Core Team to be a time keeper
 - If an issue is raised that is not on the agenda
 - ★ Steer the group back to the agenda
 - ★ If there is popular interest in pursuing the issue, ask for a vote to see if people want to spend 5-10 minutes for discussion now, and/or
 - ★ If this is a relevant item for the precinct and needs more discussion, ask for volunteers for a team to work on it
- Overcome feelings of hopelessness and/or burn out
 - Point out successes local and statewide
 - Elections are often won or lost by a small margin, each vote is important
 - Suggest that taking action with like-minded neighbors is an antidote



“There can be no daily democracy without daily citizenship.”
- Ralph Nader

Be sure people sign in (use Worksheet 3-A, page 18)

- Encourage them to include their e-mail address and assure them you will *not* share that information with anyone (use the BCC line when sending group e-mails)
- Tell them you will periodically update them on what is happening in the precinct

Be sure to get people on a Task Team (use copies of Worksheet 3-B, page 19)

- Tell them they can be involved a lot or a little and you will check with them later
- Describe each task briefly and assure them their time commitment is up to them
 - Voter ID Canvassing:
 - ★ Door-to-door contact with neighbors to identify supporters
 - ★ They can pick the area (block, street, section . . .) they want to cover
 - ★ You will be providing them with materials and training
 - Data Entry: update voter list electronically, digitally or manually (page 34)
 - Election Day: to make sure all your identified supporters vote
 - ★ Phone bank (can be a group activity)
 - ★ Drivers
 - ★ Door knockers
 - ★ Poll checkers
 - Precinct Signs Project (pages 34-35)
 - Fun Fundraiser: invite them to be involved in the planning (pages 24-27)
 - Other tasks you identify

Ask people to make a contribution to help defray precinct expenses

- Put out a basket with a sign asking for contributions for copying and postage
- Include a verbal request in your agenda

Now, go to Step 4 and Get Organized

Get Organized

Action planning and training boost your success



Call everyone who signed up for Task Teams, within a few days after the Gathering

- Discuss the task and the support they will need/have from you, Core Team, other Task Team members
 - ★ Determine their level of involvement (leadership, time)
- Invite likely candidates, particularly those interested in leading a Task Team, to join the Precinct Core Team or at least come to the Precinct Action Plan meeting
- If needed, redirect a volunteer to a different Task Team better suited to their skills

Then, meet with your Core Team right away to make your Precinct Action Plan

- Review the Task Team sign-up sheets and what you learned from your calls
- Determine your priority target population(s) for canvassing:
 - This is where the information you put on Worksheets 1-B and 1-C is informative
 - ★ **Democrats** – to make sure they know about the election and vote
 - ★ **Greens** – to find out where they stand and get the supporters to the polls
 - ★ **Independents/Unaffiliateds** – to find out where they stand and get the supporters to the polls
 - ★ **Unregistered eligible voters** – to register supporters, but know the rules before you start
 - ★ **Republicans** – to find out what is important to them – they may be open to a discussion
- Develop your Precinct Action Plan using Worksheet 4-A (page 21)
 - **Priorities:**
 - ★ Canvassing: training date, and 1st and 2nd round timing
 - ★ Data Entry Team meeting, schedule/final deadline
 - ★ Election Day Team organization (by meeting, telephone, etc.)
 - ★ Additional Precinct Gathering if needed or desired
 - ★ Voter registration plans (get rules from Secretary of State)
 - ★ Core Team meetings
 - ★ Election Day Plan
 - **Supporting Actions:**
 - ★ Precinct Signs Project (page 34)
 - ★ A Fun Fundraiser (pages 24-27)

“It is not the fact of liberty but the way in which liberty is exercised that ultimately determines whether liberty itself survives.”
- Dorothy Thompson

Canvasser training

- Prepare a Canvasser Kit for each voter ID canvasser (pages 28-33)
- Meet with your canvassers individually or in a group
 - Review the Precinct Action Plan
 - Discuss the purpose of canvassing: to identify your supporters
 - Review the Progressive World View (pages 8-9) and discuss what they are passionate about and why they are active in America’s political process
 - ★ Talking with neighbors is easier if you know why you are doing it
 - Go through the Canvasser Kit (pages 28-33)
 - Review rules for registering voters
 - Decide together their area and when they will be reporting back to you

Keep in contact with your local Democratic Party leaders

Now, go to Step 5 and Get Out There

Planning Calendars

Make copies of this page and insert appropriate dates



“Democracy cannot be forced upon a society, neither is it a gift that can be held forever. It has to be struggled hard for and defended everyday anew.”
- Heinz Galinski

Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Long Range Planning

Use this to find the days and dates for your planning calendars

May 2006

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June 2006

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

July 2006

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August 2006

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 2006

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 2006

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November 2006

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2006

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23	24	25	26	27	28	29
30	31					

January 2007

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28	29	30	31			

February 2007

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24	25	26	27	28		

March 2007

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24	25	26	27	28	29	30
31						

April 2007

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22	23	24	25	26	27	28
29	30					

May 2007

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20	21	22	23	24	25	26
27	28	29	30	31		

June 2007

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17	18	19	20	21	22	23
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July 2007

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15	16	17	18	19	20	21
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29	30	31				

August 2007

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 2007

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

October 2007

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2007

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2007

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 2008

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 2008

S	M	T	W	T	F	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

March 2008

S	M	T	W	T	F	S
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

April 2008

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May 2008

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2008

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July 2008

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19				

How to Put on a Fun Fundraiser

Energize your new volunteers by working together for a common cause



You will raise money for precinct expenses, the local Democratic Party, a candidate/issue campaign, and spread the word about the candidates and issues.

Hold a Planning Meeting (read this first and then fill out Worksheet 4-B at your meeting)

- The team is made up of volunteers recruited at the Precinct Gathering or otherwise
- Sometimes a small fundraiser such as a bake sale in a visible location with signs, political or otherwise, can be the first activity you do and can lead to people volunteering for other precinct activities
 - Be sure to have a sign-in sheet at *all* precinct events (page 18)
- Decide the details of the fundraiser event
 - Type of fundraiser (garage sale, bake sale, ice cream social, car wash, auction, be creative!)
 - Date and location (consider space needed, weather, other competing events, etc.)
 - Who the target is for being involved (Democrats, like-minded others)
 - If the broader community will be encouraged to come to the event (this will affect publicity)
 - Resources that will be needed (chairs, tables, posters, buckets, items to sell, \$ to copy fliers, etc.)
- Discuss the flier(s)
 - One flier may be asking people to help put on the fundraiser
 - ★ It can double as an invitation to attend
 - You may want a second flier for the broader community
- Discuss ways and costs of publicizing the event
- Decide how the proceeds will be spent
 - For precinct expenses such as printing/copying, postage, etc.
 - Contributed to the local Democratic Party
 - Contributed to a candidate and/or issue campaign
- Divide up responsibility for the various tasks
 - Be sure to consider how many people will be needed to help with each task

“The margin is narrow, but the responsibility is clear.”
- John F. Kennedy

Contact the Candidate or Campaign chosen to benefit from the fundraiser

- Ask the candidate or campaign representative to attend the fundraiser
- **Important:** Ask for instructions on how to *legally* collect and donate money to them
 - You want to make sure the money can go where you say it will

Meet again soon

- Check on the progress of various task leaders
- Problem solve

Hold your Fundraiser

- Have prominent precinct sign-in sheets – grow your community (page 18)
- Keep good track of the money collected
- Have fun and thank everyone who helped

Distribute the net proceeds and report to your team

- If possible, personally deliver contributions to candidates, campaigns, local Democratic Party Chair
- Make a written report to your volunteer team accounting for all proceeds

MAKE
EXTRA
COPIES

Worksheet 4-B

Plan for Fundraiser

Brainstorm then pick your fundraiser:

Keep the list for later use

- Garage sale
- Bake sale
- Ice cream social
- Car wash
- Dog wash
- Silent auction and pot luck

Date for fundraiser:

Aim for August or September

1st choice _____

2nd choice _____

Possible locations for fundraiser:

Consider weather, space needed, parking, and planned activities

1. _____
2. _____
3. _____

How proceeds will be spent:

Precinct expenses and/or donation to: local Dems, candidate(s), issue campaign(s)

How event will be publicized:

Resources needed (appropriate to event):

\$ for copying, donated items for sales, tables, chairs, buckets, clothes racks, sun canopy...

Flier(s):

Create one flier if potential donors and attendees are the same people; two fliers if they aren't

Theme or Title: _____

Location: _____

Date and time: _____

Asking people to donate items/time and/or

Inviting people to attend

What proceeds will be used for: _____

Contact (name/phone:): _____

Other details: _____

Volunteer task assignments:

Decide date/location: _____

Phone number: _____

E-mail: _____

Treasurer: _____

(contact candidate/campaign, handle \$)

Phone number: _____

E-mail: _____

Flier design/copying: _____

Phone number: _____

E-mail: _____

Publicity: _____

Phone number: _____

E-mail: _____

Resources manager _____

Phone number: _____

E-mail: _____

Event-day manager: _____

Phone number: _____

E-mail: _____

Next planning meeting:

Time/Place: _____

Agenda: _____



“What you do is of little significance, but it is very important that you do it.”
- Mahatma Gandhi



PROGRESSIVE VALUES **CAR WASH**

WHEN:

WHERE:

RSVP:

WHAT TO BRING AND OTHER DETAILS:

CLEAN SWEEP

DEMOCRATIC FUND RAISER & GARAGE SALE

WHEN:

WHERE:

RSVP:

WHAT TO BRING AND OTHER DETAILS:

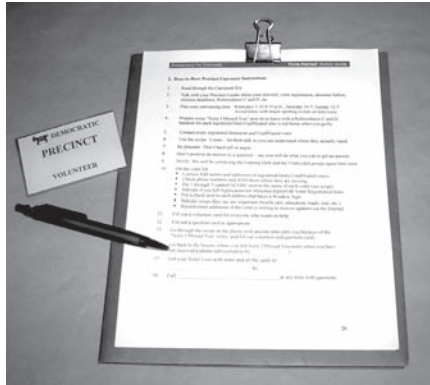
Canvasser Kits

Assemble a kit for each of your voter ID canvassers

**STEP
4**

A sample kit:

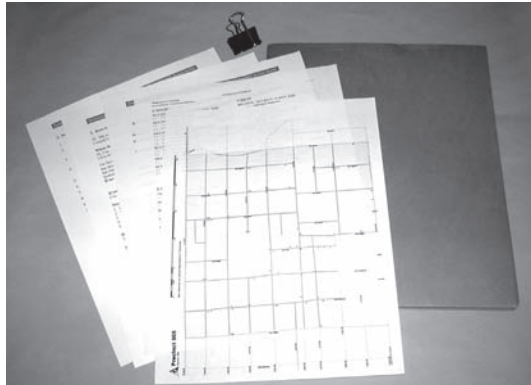
- Two-pocket folder
- Volunteer badge
- Pen
- Instructions



“The most serious threat to democracy is the notion that it has already been achieved.”
- Unknown

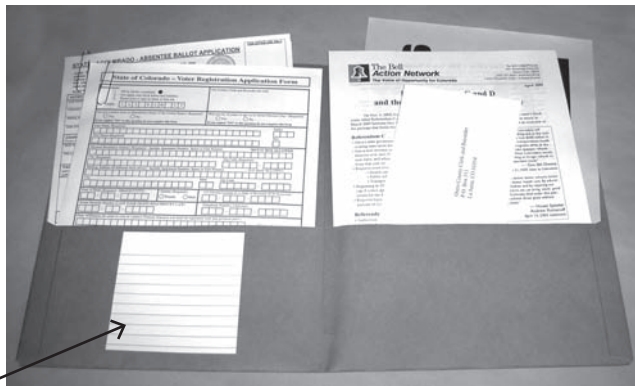
Clipped to front:

- Precinct map
- Voter walking list
- Script
- Election schedule
- How the election will be run



Inside pockets:

- Absentee Ballot Request forms
- Voter Registration forms
- List of ID required for voting
- Voter feedback list



- Precinct signs
- Handouts about candidates, issues and precinct events
- Envelopes pre-addressed with County Clerk's address

- Post-its for “Sorry I Missed You” notes to leave with fliers when no one is home.
For example: _____(Voter's name)_____, Sorry I missed you. I live in the neighborhood and am a Democratic precinct volunteer. I'd like to invite you to some fun neighborhood activities and share some information with you for the upcoming election. Please call me. Thanks, _____(your name and phone number)_____

Instructions for Door-to-Door Canvassers

Update your voter list, identify supporters, and distribute information



1. Read through the whole Canvasser Kit (pages 28-33)
2. Talk with your Precinct Leader about your precinct, voter registration, absentee ballots, election calendar, polling place, candidates and issues
3. Plan your canvassing time:
 - Weekdays 5:30-8:30 p.m., Saturday 10-5, Sunday 12-8
 - Avoid times with major sporting events on television
 - Consider going in pairs
 - Keep to your schedule even in bad weather, if possible
4. Prepare some “Sorry I Missed You” post-its to leave with invitations to precinct events, or fliers for candidates or issues, for each registered Democrat (and _____) who is not home
5. Be prepared: your badge (page 33), comfortable shoes, a hat, sunscreen, water
6. Contact every registered Democrat (and _____)
7. Work off the script (pages 30-31) and listen - let them talk so you can understand where they stand
8. Be pleasant. Don't hard sell or argue. Don't promise an answer to a question – if you want, say you may get back to them
9. On the voter list:
 - Correct/Add names and addresses of registered Dems (and _____) voters
 - Check phone numbers and add them where they are missing
 - Put 1 through 5 support score next to the name of each voter (see script on pages 30-31)
 - Indicate if you left Absentee Ballot Request or Voter Registration form(s)
 - Put a check next to each address that takes a Precinct Signs Project sign
 - Record e-mail addresses if the voter is willing to receive updates via the internet
10. Fill out the Voter Feedback List (page 32) as appropriate — recruit more volunteers
11. Go through the script on the phone with anyone who calls you because of the “Sorry I Missed You” notes, make notes on the voter list and Voter Feedback List (page 32)
12. Go back to the houses where you left Sorry I Missed You notes when you have not received a phone call (complete by date indicated in 14. below)
13. Call (precinct leader's name) _____ (phone number) _____ at any time with questions
14. Get your Voter Lists with notes, and all voter feedback lists, to _____ by _____
15. Talk with your Precinct Leader about a schedule for 2nd round canvassing of the Leaning Dems and Undecideds you identified in your 1st round

“Democracy is not something you believe in or a place to hang your hat, but it's something you do. You participate. If you stop doing it, democracy crumbles.”
- Abbie Hoffman

Door-to-Door Canvassing Script

You don't have to recite this word-for-word -- just get all the points in



Hi. My name is _____
I would like to speak to _____.

When the person comes to the door:

- Hi, I'm _____.
- I live in the neighborhood and I'm a Democratic precinct volunteer.
- I am checking with people to see what they are thinking about the upcoming election in November, and would like to know what you think about:
 _____, candidate for _____
 _____, candidate for _____
 _____ (issue)
 _____ (issue)

*"The best
defense against
usurpatory
government
is an assertive
citizenry."
- William F. Buckley*

Take the above one at a time, and record their opinion for each one using 1-5 score:

Note: for an issue, if the preferred outcome is that the measure fails, a person who is against the measure would get a "1" score because he/she is in favor of your position

1. In favor
2. Leaning in favor
3. Undecided
4. Leaning against
5. Against

If 4 or 5 answer:

- Thank you for your time

If 2 or 3 answer, go to next page →

If 1, "in favor" answer:

- I agree (he/she/it) will be good for our (city/county/district/state) (or), I agree that measure would be bad for our
- We want to make sure every voter in favor of (him/her/it) votes (or), We want to make sure every voter against that measure votes
- (Explain early voting and absentee ballots, provide ballot request & envelope)
- If you vote on Election Day, _____ (day), _____ (date)
 - Our polling place is _____
 - These are the IDs that will be accepted at the polls (show/give list)
 - Will you need a ride to the polling place? (fill in Voter Feedback List)
 - (If a person says they can't vote on Election Day, give them an Absentee Ballot Application and envelope)
- Would you like to help us get people in our neighborhood out to vote for (him/her/it) (or), against it? (fill in Voter Feedback List)
- Confirm/correct/get their telephone number
- Would you like to be on our e-mail list to be updated on precinct events? (fill in Voter Feedback List)
- Here is some literature about (him/her/it) for you to share with your friends
- Would you be willing to put a sign in your window supporting our candidate/issue? (if yes, give sign or instruct on how to download one, and fill in Voter Feedback List)
- Thanks for your time

Door-to-Door Canvassing Script Continued

Adapt to fit the issues/candidates you're seeking supporters for in this election



If 2 or 3 answer, leaning in favor OR undecided

- What is keeping you from supporting this candidate/issue (or, from opposing this issue)
 - *(Listen)*
 - *(Discuss how you feel about the candidate/issue)*
- This is an important election for (city/county/district/state); I hope you will consider voting for (him/her/it) (or, against it)
- Would you like some information (*give flier if Yes*)
- Thank you for your time

You will be contacting this person again later to see if they have made up their mind in your favor, and if so will be added to the supporter list

It will be helpful to you later if you make a note on the Voter Feedback List now about their concerns

Additional Instructions

- Ask to speak to *each* registered Democratic (and _____) voter on your list, and others 18 and older not on your list
- If someone has *recently moved* into the precinct and is a *supporter*, ask if they have registered their new address with the County Clerk and, if not, give them the County Clerk's phone number so they can call to find out what to do (and a voter registration form and self-addressed envelope to mail in the new information if you think this is what they will need)
 - The County Clerk's phone number is: _____
- You have *voter registration forms* in your Canvasser Kit. Offer these with a self-addressed envelope to the County Clerk, if you sense they are a non-registered *supporter*. Ask your Precinct Leader about the rules for registering voters while you are out canvassing

"Responsibility is the price every man must pay for freedom."
- Edith Hamilton

Strategy to counter "overcanvassing" complaints

If there are other groups canvassing in your area:

- Remember it is the job primarily of the precinct activists themselves to get out their vote, and you cannot depend on others to do this for you
- Tell your committed supporters who raise a concern
 - It is people at the grassroots in their own neighborhoods who can make the changes that we need in our government
 - If someone votes early their name may be crossed off the master list at the County Clerk's office and they may avoid further contacts about voting this year
- If there is widespread concern, write a short note to your committed voters
 - The election is important; people at the grassroots are ultimately responsible for the changes we want; we will be contacting you again to make sure you vote because we know you care
 - The note can be printed out – but write the voter's name, sign each one, include your phone number, and deliver them to each committed voter

Canvassing Badges
Adapt to fit the area you're working in

MAKE
EXTRA
COPIES

STEP
4



DEMOCRAT
PRECINCT #

VOLUNTEER



DEMOCRAT
DISTRICT

VOLUNTEER




DEMOCRAT
NEIGHBORHOOD

VOLUNTEER



DEMOCRAT
APARTMENT

VOLUNTEER



DEMOCRAT
BLOCK

VOLUNTEER



DEMOCRAT

VOLUNTEER

Get Out There

Here's where the recruiting and planning start to pay off



Start Voter ID Canvassing

- Stay in touch with your canvassers
- Trouble-shoot problems, like a canvasser who is bogged down
 - Brainstorm solutions with the canvasser
 - Identify another volunteer who might team with this person
- Stay on schedule so there will be time to do the 2nd round of canvassing back to the Leaning Dems and Undecided voters to identify more supporters

Data Entry Team meeting

- Review the Precinct Action Plan
- Decide how the voter list will be updated:
 - Electronically online using a secure local/state Democratic site
 - Digitally with Excel
 - Manually (use Worksheet 7-A, page 38)
- Decide the procedure and schedule for getting new voter information to them and updated lists back to you
- Remind the team to keep backing up their electronic or digital work

“Elections belong to the people. It is their decision. If they decide to turn their back on the fire and burn their behinds, then they will just have to sit on their blisters.”

- Abraham Lincoln

Precinct Signs Project

- To get a political sign in the window of every supporter in the precinct
 - The act of putting up a sign can move that voter closer to actually voting
 - The sign may spark conversation with their friends and family who visit
- The signs can be distributed by the Precinct Signs Project Team (or during canvassing)
 - The more contacts a receptive voter has from your team, the more likely that voter will actually cast their vote for your candidate/issue
 - If you have the volunteer power, take advantage of a contact about a sign in addition to the canvassing contact
- Source of signs
 - Candidate or issue signs obtained from a campaign or the local Democratic Party
 - A sign you make or download, and copy (see sample on next page)
- Instructions for Precinct Signs Project Team
 - Review the Precinct Action Plan
 - Divide the precinct between the team members
 - Use the voter list and go to every house with a registered Democrat
 - Keep track of who you talked to and who takes a sign, and give this list to the Precinct Leader
 - If people have questions, answer what you know and pass the question on to the Precinct Leader so they can be contacted again – but don't promise an answer

Put into action any Voter Registration plans you decided on

- Be sure to find out the rules for voter registration from your Secretary of State
- Make sure the team knows and follows these rules

Now, go to Step 6 and Get Out There Some More

**Enough is
Enough!
VOTE
DEMOCRATIC!**



Get Out There Some More **Keep the momentum growing**



Continue Voter ID Canvassing

- Stay in touch with your canvassers
- Trouble-shoot any problems
- Stay on schedule

Monitor your Data Entry Team

- Keep in touch with this team
- Spot check the updated voter list
- Make sure the data is being backed up

Hold your Fun Fundraiser (August or September)

- If you haven't already, meet with the Fundraiser Team to plan the event
 - See: How To (page 24) and use Worksheet 4-B Fundraiser Plan (page 25)
- Put the Fundraiser Plan (Worksheet 4-B) into action
- Raise money for precinct expenses, local Dems, a candidate and/or issue
- Raise awareness of the election, candidates and issues
- Another opportunity to build/strengthen your Precinct Volunteer Team

*"In order to
succeed, your
desire for
success should
be greater than
your fear of
failure."
- Bill Cosby*

Continue the Precinct Signs Project

Keep in touch with your Precinct Core Team and meet as needed

If you have more volunteer power than you need - Adopt a Precinct

- Contact your local Democratic Party leaders and ask if there is another precinct that isn't organized
- Ask those who want to do more to form a team and work in the Adopted Precinct
 - Keep your local leaders informed
 - Encourage the Precinct Adoption Team to look for people in the Adopted Precinct who can work with them and take over leadership in the future

Now, go to Step 7 and Get Set

Get Set

You are on the home stretch now

Finish Voter ID Canvassing

- Shoot for finishing the 2nd round of contacts by mid-October
- Decide if you want a phone team to make calls the 3rd week of October to:
 - Democrats who were not contacted by a canvasser (use the Canvasser Script, pages 30-31)
 - Voters identified as Leaning Dem or Undecided and who did not receive a follow up contact by a canvasser



Finalize your Committed Voter List

- These are all the people identified by your canvassers as supporters and who said they would vote for your candidates/issues
- Methods of creating this list
 - If your Data Entry Team has used an Excel spreadsheet, this can be easily sorted by phone number/ address to result in a final list of your supporters
 - If this list is being prepared by the team manually, use Worksheet 7-A
 - If the team is using a secure Democratic site on the web, there should be instructions on how to create the final list you need
- Complete this work at least 10 days before the Election

“If liberty and equality are chiefly to be found in democracy, they will be best attained when all persons alike share in the government to the utmost.”

- Aristotle

Finalize your Election Day GOTV Plan

- Contact your local Democratic leaders to find out what is already planned and let them know you are still working – be sure to find out if there will be poll checkers
 - Poll checkers keep track of who has voted at the polls and feeds that information back to the precinct Election Day Team so they will know who they still need to encourage to vote as Election Day progresses
 - If there will be official poll checkers, find out how you can periodically get an updated list for your precinct on Election Day
 - If not, find out if you can have your own precinct volunteers at the poll, checking who votes and feeding you updated lists
- Early Oct., check in with each person who signed up to help on Election Day
 - They are your Election Day Team (fill in Worksheet 7-B, page 36)
 - Invite them to come to an Election Day planning meeting
- Mid Oct., hold an Election Day planning meeting
 - Include the Precinct Core Team and others
 - Review your Committed Voter List
 - Develop an Election Day GOTV Plan (use Worksheet 7-C, page 38)
- At least 10 days before the election
 - Review your GOTV Plan with your Election Day Team in a group or individually
 - Be sure each team member is clear about their role and time commitment

Now, go to Step 8 and Go

Worksheet 7-A

Committed Voter List: people you want to make sure vote

To be used if the updated list is created manually



“One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors.”
- Plato

Page: _____		Note: _____ (area, street, canvasser...)		
Name	Phone/Cell	Address	Notes	Already Voted
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				

Worksheet 7-B

Election Day GOTV Team



Name	Phone/Cell	Time availability	Notes
Phoners Can they provide phone bank location?			
Drivers			
Knockers			
Poll Checkers			
Baby Sitters			



"Nothing will work unless you do."
- Maya Angelou

Worksheet 7-C
Election Day GOTV Plan

**STEP
7**

*“Bad officials
are elected by
good citizens who
do not vote.”*
- George Jean
Nathan

Shift Times	Name	Location/Area	Notes/Task Leader	
Phoners			Can phoner provide phone bank location?	
11 a.m. - 1 p.m.				
1 - 3 p.m.				
3 - 5 p.m.				
5 - 7 p.m.				
Drivers				
7 - 11 a.m.				
11 a.m. - 3 p.m.				
3 - 7 p.m.				
Knockers				
4 - 7 p.m.				
Poll Checkers				
7 - 9 a.m.				
9 - 11 a.m.				
11 a.m. - 1 p.m.				
1 - 3 p.m.				
3 - 5 p.m.				
5 - 7 p.m.				
Baby Sitters				
On call 7 a.m. - 7 p.m.				

Go!

Get those supporters to the polls

Put into action your Election Day GOTV Plan

- Mobilize your Election Day Team to get your committed voters to the polls
- You are a motivator and problem solver today
- Encourage your team to keep working regardless of what news they may hear

Contact every person on your Committed Voter List who hasn't voted yet

- By phone at least twice (the last time, after 4:30) until they have voted
- At their door by a knocker (between 4:00 and 6:30) if phoning doesn't get results

Make it easy for the person to vote: offer a ride, a baby sitter

Election Day Phone and Knocker Script

Hi, I'm _____ working to make sure all the Democratic supporters in our precinct vote. Have you voted yet?

If Yes Thanks!

If No Will you be able to get to the polling place at _____ by _____ p.m.?

If Yes That's great. Every vote is extremely important!
(Remind the voter of the ID's that will be acceptable)

If No Every vote is extremely important – many elections are won or lost by a small margin of votes. Is there something I can do to help you get to the polls, like transportation or baby sitting?

(Continue the discussion based on the reason the voter says they cannot vote)



*"We in America do not have government by the majority. We have government by the majority who participate."
- Thomas Jefferson*

Remember, those last few votes your team gets could make the difference!

Stay in touch with your local Democratic Party leaders

- There may be new information that will affect your precinct actions
- Give them encouragement for this last push

Thank everyone who participated

Celebrate

- The effort of all the Teams and each team member
- The progressive community of which you are a part

Finally, take a well-deserved break for the holidays

Then, go to Step 9 and Build

Build a Progressive Community Between Elections **Invite Progressives you know to an introductory event**



The best time to start creating a motivated grassroots organization is now. Not the six weeks before an election when people are distracted from the issues by the barrage of negative TV commercials.

When you develop your volunteer community year round, you will have a knowledgeable, cohesive team that is already engaged in the political process by the next election. Your organization will already have established leaders who are prepared to incorporate late-arriving volunteers and put them immediately to work doing meaningful and productive tasks.

Since there is no last minute panic, you can build your community of volunteers slowly and create a deeper sense of commitment and involvement as you go.

1 Host an introductory event

Begin by organizing one or several entertaining and interesting events that can lead to discussions of progressive values:

- A Potluck (see sample flier on page 16)
- A DVD Night (see sample flier on page 47)
- A House Party affiliated with a progressive organization like MoveOn or Common Cause
- A Link-Up through Democracy For America (go to www.democracyforamerica.com)
- A Political Statement Costume Party

2 Reach out to personal social networks

Invite the people you know who share your political and social values, from:

- Church
- Work
- Community boards
- Service organizations
- Your children's school and sports

Ask them to invite their friends and acquaintances who also share those values. Continue asking each new tier of friends to invite friends, taking into account the size of your venue. If you are meeting in a home, you may want to limit your number.

3 Gather information at the event

When people arrive, ask them to sign in and share their phone number, address and e-mail. Beside that information, provide a multiple choice list of local, statewide and national issues that they are most concerned about (see Worksheet 3-A on page 18). Then proceed with the festivities.

4 Get to know each other

At some point, go around and have people introduce themselves, talk about their feelings about the direction of our country, and share whether they have ever volunteered for anything.

You may want to take notes about personal details like number of children and careers as well as the likelihood your guest might be interested in volunteering. If you have a large amount of people, you may want to designate several facilitators and break your party into manageable groups of 10 to 15.

"At the heart of all that civilization has meant and developed is 'community' – the mutually cooperative and voluntary venture of man to assume a semblance of responsibility for his brother."
- Martin Luther King, Jr.

Build a Progressive Community Between Elections Schedule regular events and keep building your community

5 Follow up

Within a few days after the event, call or e-mail everyone who attended and thank them. Then ask if they would like to participate in similar regularly-scheduled events. The goal at this point is to target prospects — not to recruit volunteers. You are just asking them to commit to attending interesting events where they can participate in lively conversations. Ask what their preferences are from the list below. Make a minimum goal of 12 participants. With absenteeism and attrition you can still have a lively group.



6 Build a database of prospects

This is your first opportunity to engage people in volunteering. You can ask for volunteers who will enter the data into an Excel spreadsheet.

7 Schedule monthly or bi-weekly events

The events should be slightly structured. Announce a subject before the get-together and encourage knowledge gathering so people can participate in the discussion.

- A Progressive Book Group (see book list on page 46)
- Walk and Talk
- Jogging Groups
- Issue Forums
- Movie Nights (see movie list on page 46)(see sample flier on page 47)
- Study Groups
- Coffee House Gatherings (see sample flier on page 48)
- Meet at bars (“Drink Liberally” or “Drink ‘til You’re Blue”)
- Wine or Beer Tastings
- Progressive Play Dates
- Afternoon Teas
- Regular Potlucks (see sample flier on page 16)
- Trivia Competitions

You will be creating community involvement, developing personal connections and helping people become better informed. Repeat steps 3, 4, 5 and 6 for newcomers at each event.

“The most important political office is that of the private citizen.”
- Louis D. Brandeis

9 Fast track committed volunteers

Very quickly, the best candidates for deeper involvement will be apparent. Approach them and ask them to be part of your organization’s leadership. With more volunteers, you can assign people according to their block, apartment building, district or town. Or by issues, skills and/or availability. You’ll find more suggestions at <http://www.growdems.org> and in this guide.

10 Keep the momentum growing

Many of our friends and neighbors feel alienated and disconnected from each other. They are hungry for the opportunity to connect with others who share their sensibilities. They’re just waiting for someone to ask. By using a targeted “friend-to-friend” approach, a few volunteers can reach a vast number of like-minded individuals who are interested in working together and achieving something meaningful.

Build a Progressive Community Between Elections **Solidify and build your community**



11 Start a friend-to-friend campaign

This is another vital opportunity to engage more volunteers to widen your circle and create a larger pool of prospects.

- Continue to ask new participants to reach out to their social networks
- Acquire a list of registered Democratic, Green, and Independent voters in your community from local Democratic Party leader or your County Clerk
- Ask volunteers to select 15 to 20 people they know (even slightly) from the list who might be interested in connecting with a progressive community
- Using a script like the accompanying sample script, volunteers make warm calls and invite their selected acquaintances to participate in the regularly scheduled events
 - Because the volunteer already knows the person, they don't have to make onerous cold calls.
- Maintain a database of who was called and the results of the call

“Those who profess to favor freedom, and yet deprecate agitation, are men who want crops without plowing up the ground.”
- Frederick Douglass

12 Broaden volunteer involvement

Reach out to the rest of the community and find out what issues they care about

- Create a script similar to the accompanying sample script
- Have volunteers call their neighbors and poll them on attitudes about political and social issues
- Convene a meeting and discuss the results of your neighbor-to-neighbor poll
- Invite suggestions for addressing those issues
- Form issue committees

13 Keep all your prospects informed

Even if someone has only attended one event or attends frequently but has not yet volunteered, they are still viable prospects for the election season. So keep in touch – but don't overdo it. Continue to invite them to events and notify them of local political activities. Be sure to keep e-mail addresses private. Do not share them and use the “BCC” line for their address to make sure it doesn't show up in a group e-mail.

- Through a Yahoo e-mail Group
- Via a phone network/tree for people without e-mail access
- Distributing a Newsletter
- Newspaper announcements
- Bulletin board notices

14 Form your organization based on local needs and resources

Build on your shared sense of community and political involvement. Have your members suggest ways that your group can make a difference.

15 Mobilize your forces

Now that you have the committed team, you can manage and train them to create a truly effective grassroots force. Consult the rest of this guide or go to <http://www.growdems.org> for more information.

Sample Script for Friend-to-Friend Campaign

Reach out to others who might like to be part of your progressive community



Voice Mail: Hello, _____(person's name)_____, this is _____(your name)_____. We've met before at _____(event)_____. I've gotten together with some friends and neighbors to form a local community group and we're calling people we know to get an idea of political attitudes in our area. I'll call you back in a couple of days (*make a note to call on your calling sheet*). Or, you can call me at _____(your phone number)_____. Thanks.

Hello, is _____(person's name)_____ there?

No answer: This is _____(your name)_____, I've met _____(person's name)_____ a few times before at _____(event)_____. When's a good time to reach him/her? (*make a note on your calling sheet*) OK, thanks, I'll call back.

Yes answer: Hi, _____(person's name)_____, this is _____(your name)_____, we've met a few times before at _____(event)_____.

I've gotten together with some friends and neighbors to form a local community group and we're calling people we know to get an idea of political attitudes in our area. Do you mind if I ask you a couple quick questions?

No answer: OK, thanks for your time.

Yes answer: Thank you, this won't take long. Do you consider yourself (A) progressive or liberal, (B) somewhat progressive or liberal, (C) in the middle, (D) somewhat conservative, (E) very conservative, or (F) don't know/not sure? (*Make a note on your call sheet of which designation they chose*).

C, D, E, or F: OK, thanks so much. You've been a big help. Bye.

A or B: I belong to a group of progressive-thinking people from around here. We have been meeting together regularly for _____(name event)_____. We always have lively conversations about community issues and politics. It's a great group of people and I thought you might be interested in coming to our next event. You might even know some other people who already come.

No answer: OK, well thanks for helping with our survey. And if you would like to come to another one of our events, we hold them every _____(day and time)_____ and I'd love to have you join us. Would you be interested in coming some other time? Could I get your address and e-mail in case we send out reminder notices?

No answer: Well if you ever change your mind you can call me for information at _____(your phone #)_____.

Yes answer: (*Take down e-mail and confirm address*). Well if you ever want to come to a meeting, you can call me for information at _____(your phone #)_____.

Yes or Maybe answer: That's great! Our next meeting is on _____(day and date)_____ at _____(location)_____. We're going to be _____(describe event)_____. Could I get your address and e-mail in case we send out reminder notices?

No answer: Can I confirm you address? Is it still _____? Thanks. I'm looking forward to seeing you at the _____(event)_____ on _____(day and date)_____ at _____(location)_____. You can call me for information at _____(your phone #)_____.

Yes answer: (*Take down e-mail and confirm address*). Thanks. I'm looking forward to seeing you at the _____(event)_____ on _____(day and date)_____ at _____(location)_____. You can call me for information at _____(your phone #)_____.

*"The ultimate authority... resides in the people alone."
- James Madison*

Materials for Community Building Events

Keep people informed and motivated



Movies/DVDs

How Democrats and Progressives Can Win: Solutions from George Lakoff
Outfoxed: Rupert Murdoch's War on Journalism by Robert Greenwald
Uncovered: The War on Iraq by Robert Greenwald
Wal-Mart: The High Cost of Low Price by Robert Greenwald
The Big Buy: How Tom DeLay Stole Congress by Robert Greenwald
Unconstitutional: The War on Our Civil Liberties by Nonny d la Peña
Bush's Brain by Chuck McDonald
Corporation by Mark Achbar
The Hunting of the President starring Morgan Freeman
The Fog of War by Errol Morris
WMD: Weapons of Mass Deception by Danny Schechter
Fahrenheit 9/11 by Roger Moore
Enron: The Smartest Guys in the Room by Alex Gibney
Bush Family Fortunes by Steven Grandison and Greg Palast
The Trials of Henry Kissinger by Eugene Jarecki
Why We Fight by Eugene Jarecki

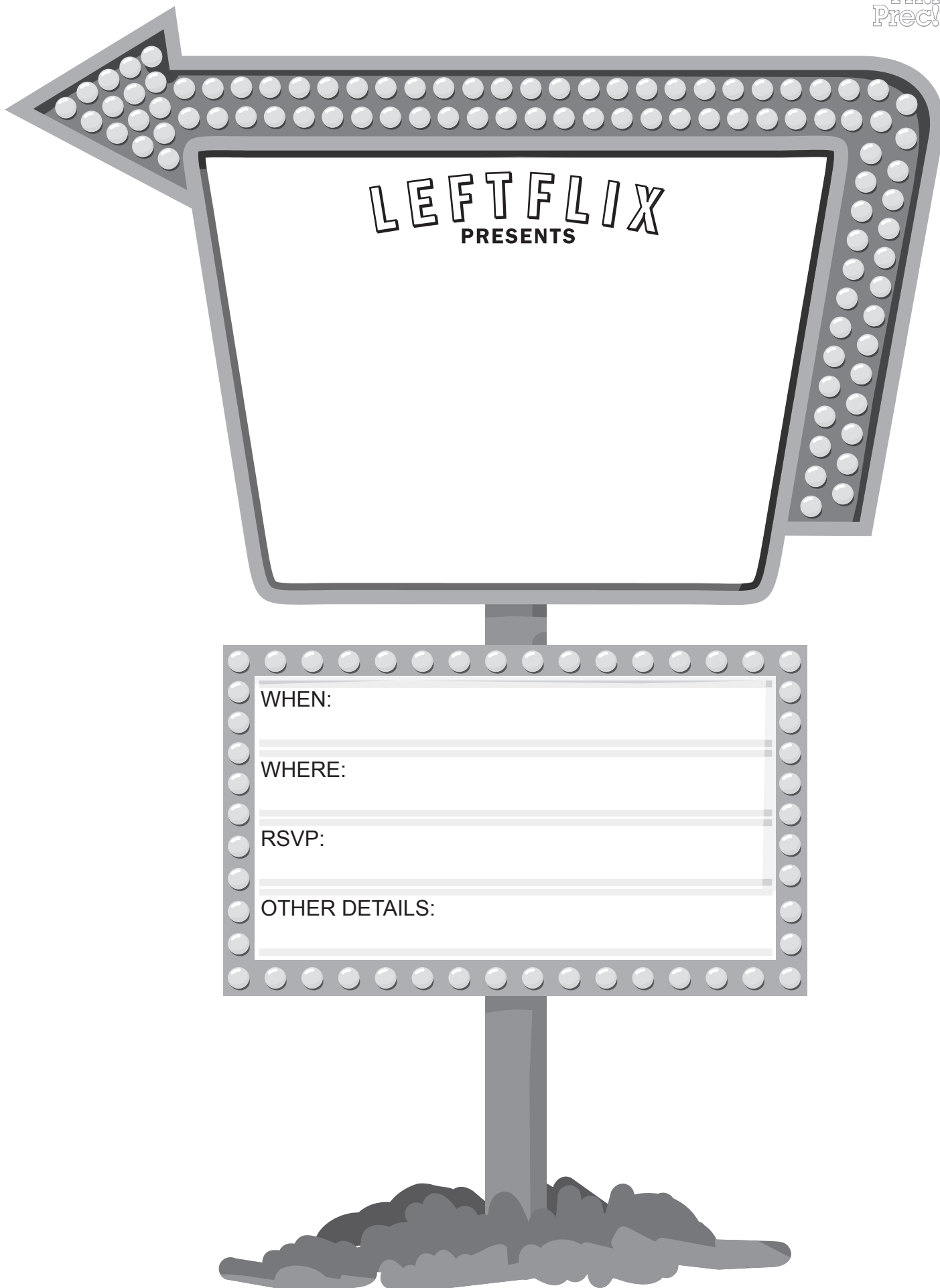
"Politics ought to be the part-time profession of every citizen."
- Dwight D. Eisenhower

Consult net-based film clubs:

- Progressive subject matter at ironweedfilms.com
- Independent films at filmmovement.com

Book List

Don't Think of the Elephant by George Lakoff
What's the Matter with Kansas? by Thomas Frank
God's Politics: How the Right Gets it Wrong and the Left Doesn't Get It by Jim Wallis
Exception to the Rulers by Amy Goodman
The Truth (with Jokes) by Al Franken
A Man Without a Country by Kurt Vonnegut
Our Endangered American Values by Jimmy Carter
The Raw Deal: How the Bush Republicans Plan to Destroy Social Security and the New Deal
by Joe Conason
How the Republicans Stole Christmas: Why the Religious Right is Wrong about Faith and Politics and What We Can Do to Make it Right by Bill Press
Al on America by Reverend Al Sharpton
The Republican War on Science by Chris Mooney
Failed States: The Abuse of Power and the Assault on Democracy by Noam Chomsky



Democracy Cafe



Coffee and Conversation

WHEN:

WHERE:

RSVP:

OTHER DETAILS:

