Precinct Chair Training Manual

From the Durham Democratic Party Training Team

https://tinyurl.com/yxanv9b5
# Table of Contents

**Chapter 1: The Basics**
- Links You’ll Love 3
- The Political Cycle 4
- The Precinct Chair 5
- The Precinct Annual Meeting (PAM) 6
- What’s My Next Move? 7

**Chapter 2. Organizing & Data Essentials**
- What is Organizing? 9
- Goals of Organizing 9
- Getting & Maintaining Your Data 9
- Registering Voters 9
- The Precinct Executive Committee (PEC) 10
- Getting Your Map 11
- Subdividing Your Precinct Into Turfs 11
- Setting SMART Goals 11
- Precinct Turf Captain Training Guide 12
- Recruiting Volunteers 13

**Chapter 3: Personal Voter Contact & GOTV**
- Phone-Banking vs. Calling People 14
- GOTV vs. GOTEV (Early Voting is always preferable to Election Day voting!) 14
- GOTV Canvassing vs. Phone-Banking 15
- Lit(eration: Print Materials) 15
- Recruiting 15

**Chapter 4: Digital Organizing**
- Email Tools 17
- Social Media 17
  - Twitter 17
  - Facebook 18
Chapter 1: The Basics

Thank you for serving as a leader in the Durham County Democratic Party (DCDP)! This manual is designed to help Precinct (Pct.) Chairs organize their pcts. This is a training manual, not a rule book. The NC Democratic Party (NCDP) Plan of Organization (PoO) is the source of all of the Party rules & regulations. We hope you find this manual useful and welcome your suggestions!

Links You’ll Love

I. Calendars
   A. DCDP Calendar of Events (tiny.cc/e0izny)
   B. Upcoming Elections (tiny.cc/vsczny)

II. Tools
   A. Find the Precinct where someone lives (tiny.cc/rnoyny)
   B. Precinct Dev’t Levels (tiny.cc/due7ny) & Questionnaire (tiny.cc/1e0yny)
   C. Advanced Skills-Building Activities to Connect w/ Voters (tiny.cc/31j7ny)

III. Forms
   A. DCDP Issues Canvass Survey (tiny.cc/qsa0ny)
   B. DCDP Proxy Form (tiny.cc/3tczny)
   C. DCDP Facility Rental Form (tiny.cc/lw51ny)

IV. Resources
   A. NCDP Plan of Organization (tiny.cc/pxizny)
   B. Abbreviations Guide (tiny.cc/4qczny)
   C. Maps of Precincts (tiny.cc/3ibesy)
   D. NCDP Positions on the Issues (ncdp.org/issues)
   E. Script For Issues Canvass/Recruiting (tiny.cc/6wxmoy)
   F. Script For GOTV (tiny.cc/rvxmoy)
   G. The DCDP Training Schedule (tiny.cc/55ocoy)
   H. Precinct Details (tiny.cc/ekt1oy)
   I. Sample Resolutions (tiny.cc/c8r0ny)
   J. Sample Walk/Call List (tiny.cc/onr1oy)
   K. Sample Sign-In Sheet (tiny.cc/onr1oy)
   L. You Can Vote (youcanvote.org)

V. Connect with the DCDP
   A. Durham Dems Webpage (durhamdemocrats.org)
   B. Durham Dems on Facebook (tiny.cc/8k0yny)
   C. Durham Dems on Twitter: @BullCityDems
   D. DCDP CEC Members (tiny.cc/ouczny)
   E. Durham Co. Elected Officials (tiny.cc/dtczny)
For Seasoned Precinct Chairs
Use this guide to reflect on what you do now & consider where you could focus moving forward. Also, think about the great things you’ve done that could support other Precinct Chairs.

For New Precinct Chairs
Use this guide as a resource to support you in your development. To make sure you don’t get overwhelmed as you read this handbook, remember these key points:

1. **Take one step at a time.** You won’t get everything accomplished overnight. Each year you can put different practices in place to build a more effective Precinct organization.
2. **You can’t do this alone.** Great work will come from teamwork & a common vision.
3. **Keep your eyes on the prize.** The hard work you do now will put better leaders in office! You are so important!

The Political Cycle
Build Infrastructure --> Personal Voter Contact --> Prepare for Elections --> REPEAT!

I. **Throughout the Year**
   A. Recruit your team and organize your Turfs.
   B. Welcome newcomers
   C. Facilitate training sessions for your team leaders.
   D. Communicate regularly with other voters in your Precinct.
   E. Find folks likely to vote for a Democrat even if they’re not registered as one
   F. On a monthly basis, grow the number of people in your Precinct who:
      1. Are registered as a Democrat
      2. Have a working email address and/or phone number on file
      3. Have phonebanked/canvassed w/ your Precinct before

II. **Build Infrastructure** (your Precinct’s volunteer network)
   A. **December:** Plan the Pct. Annual Mtg. (PAM). Facility rental form is due by 12/15.
   B. **January:** Make goals for the next election. Assign PEC Roles.
   C. **February:** Have your PAM and discuss recruiting/canvassing in the near future

III. **Personal Voter Contact**
   A. **March/April:** Analyze voting data for your Pct. from a recent election to make monthly SMART goals. Hold an **issues canvass** and aim to canvassing EVERY Dem in your pct. while recording an email address & phone to keep & give to Data Team.
      1. **May/June:** Host a forum about issues that concern your community and/or participate in a community service project or booth at a festival.
      2. **July:** Co-host a social for all Dems in your Pct.
B. Prepare for Elections

1. **August:** Massive lit drop w/ your pct team & most recent voter data. Contact candidate’s campaigns to learn how your volunteers can connect with them.

2. **September:** Continue Lit drop. Finalize who gets which houses (Turf Captains).

3. **October:** GOTEV canvassing & plan for Election Day (ED).

4. **November (pre-ED):** GOTEV & GOTV activities through ED. After the election, get all of the voting data from your pct., share it with the PEC, & then take a break!

The Precinct Chair

**What’s a Precinct?**
Durham Co. has 57 Precincts, the lines of which are drawn by the Co. Board of Elections (BoE). When you register to vote, the BoE assigns you a Pct. based on your home address. Everyone in the same Pct. votes in the same place on Election Day. [Find pcts. by address](tiny.cc/rnoyny).

**What’s a Precinct Chair?**
An integral part of the leadership structure at all levels, Pct. Chairs are also the local face of the Democratic Party. Every Pct. Chair & Vice Chair (VC) automatically serves on the County Exec. Committee (CEC), and is expected to attend regular CEC meetings. Ultimately, Pct. Chairs are responsible for getting their Democrats (Ds) and Persuadable Independents (PIs) to the polls.

Use this [Questionnaire](tiny.cc/1eoyny) to help you measure your Pct.’s Dev’t Level, and then check out this chart showing [Precinct Dev’t Levels](tiny.cc/due7ny).

**What’s a Precinct Chair Supposed to Do?**

1. Organize a **Precinct Annual Meeting (PAM)**, typically in February
2. **Attend CEC meetings**, typically the third Tuesday of the month at 6:30pm
3. Educate Voters & Get Out the Vote (GOTV) to support Democratic candidates.
4. Assist the DCDP with recruiting election judges
5. Build, train, and manage a Precinct Executive Committee (PEC)
6. Maintain a system for communicating with voters
7. Encourage others in your Precinct to participate in DCDP activities with you

**Proxies**
When a CEC member can’t attend a CEC mtg., they can send another dem from their Pct. in their place (Co. chapter presidents of state auxiliaries can choose an auxiliary member). The
top portion of the official proxy form (tiny.cc/7uoyny) must be completed by a member of the CEC who can’t make it to the mtg., then the proxy fills out the rest & brings it. All proxy forms (tiny.cc/7uoyny) must be turned in before the mtg. is called to order. Even if you hold a proxy, each person is only allowed to vote once. Proxies can also be used for SEC meetings.

General Goal-Setting Metrics/Deliverables (Evaluating your Accomplishments)

Monitor and increase the number of people monthly in your Precinct who:

1. Are registered Democrats
2. Have provided you with a current email address AND phone number
3. Have ever volunteered with your Precinct
4. Have volunteered with your Precinct more than once

The Precinct Annual Meeting (PAM)

Preparation
Pct. chairs should get PAM packets from the DCDP, usually at the January CEC mtg. All Durham Co. Pcts. meet on the same day, usually in February. Training for your PAM will come from the DCDP Nov - Jan. Sample PAM training session agenda (tiny.cc/wlrwqy).

Resolutions

- Writing resolutions is optional but they’re introduced at most PAMs. Resolutions can be used to changes to Party procedures, policy priorities (the platform), or a statement of the will of the body. They can be about sidewalks, foreign policy, or anything in between!
- Time is set aside for resolutions on the PAM agenda, which are introduced, debated (if there’s debate), revised (if recommended), and voted on. Resolutions that pass at Pct. mtgs. are voted on at the DCDP Convention.
- Resolutions that pass at Co. Conventions go on to the District Convention for a vote. Only those that pass at District go to the SEC or State Convention. If they pass they go to the NCDP Platform & Resolutions Team who consolidates & shares them w/ lawmakers.
- Also in your packet is a recommendation of how it should be formatted. While not required, resolutions may be edited later to conform to it. You’ll also find a web address where all of the resolutions that passed at Precinct meetings are listed. Prior to the Co. Convention, please share this website with the folks who attended your PAM.
- You must attach to your Annual Report a paper copy of all the resolutions that passed and email them to the DCDP Sec’y (so they don’t need to be re-typed).
- Sample Resolutions (tiny.cc/c8ryny).
Before the PAM
You’ll find a list of your Pct. dems in your packet. Please make a copy of this (you’ll mark one up with corrections and return both copies). Use it to contact people to invite them to the PAM. Your VC and other Pct. Leaders should help you! Have the following ready by the day before:

● name tags
● packet materials
● extra copies of donation forms
● extra copies of attendance sheets
● extra copies of the Contact Info Request Form for Printing (tiny.cc/qsazny).
● extra copies of any resolutions submitted by email
● A map of your Precinct
● Web access to verify Party status. Dems ONLY! Look up status here (tiny.cc/rnoyny).

During the PAM
1. Take attendance; get cell phone & email from everyone. Verify all are registered Dems.
2. Follow the agenda in the packet.
3. In odd-numbered years, elect Pct. Officers for 2yr terms. In even years, emphasize GOTV.
5. Explain what the Sustaining Fund is and collect $$$ for it. Include donation forms.
6. Consider & vote on resolutions. You must have a digital copy of all approved Resolutions.
7. End the PAM before the custodial staff leaves or the DCDP will have to pay for their time.

After the PAM
There is always a rush on completing these tasks in order to prepare for the County Convention.
1. Get an electronic copy of the minutes from the Precinct Secretary.
2. Get a tally of funds raised, matched with properly completed donation forms.
3. Transcribe attendance list, phone numbers, email addresses, results of Pct. elections & convention delegates to a computer file and share this info with the DCDP Data Team.
4. Put hard copies of the resolutions, Pct. Election results, amount of $$$ collected, and convention delegates in the envelope provided & deliver it to the DCDP Chair.
5. Email the minutes and resolutions to the DCDP Chair and DCDP Secretary.

What’s My Next Move?
Precinct Chairs like you are crucial for winning elections and wear a lot of different hats! Here are some things you can do right now (separated by hat).
As A Leader

- Continue to get more familiar w/ your Pct. by driving around, learning the boundaries & characteristics while scouting meeting locations like restaurants, schools, or libraries.
- Continue to get to know more people in your Precinct
- With folks in your community, continue to be informed, upbeat, civil, patient, consistent, persistent, authentic, & open to new things (stay in a growth mindset, tiny.cc/oncloy)
- Send a regular message to other Precinct members. This could be an email or hard copy.
- Find at least one committed person in your Precinct willing to be a point of contact
- Ask team members to peruse the list for potential helpers and fill in contact info
- Ask committed team members to familiarize themselves w/ Precinct boundaries
- Seek Turf Captains who’ll take ~50 homes to regularly give lit, especially for GOTV
- Write personal thank you notes to volunteers
- Make a plan to find Turf Captains for every home in your Precinct
- Make a GOTV plan in conjunction with the DCDP based on your Precinct’s resources
- Make an Election Day plan to drop lit at 50%+ of Dem households

As A Salesperson

- Canvass about half of your dems about an issue that probably affect them. As you’re doing this, consider who might want to join your team.
- Keep track of your customers (volunteers) and send event attendee lists to Data Team.
- Assemble a team to do an Issues/Event Canvass in order to build your email/phone list.
- Raise money by giving personally as well as encouraging others to

As A Recruiter

- Continue to look for and recruit reliable volunteers
- Think of creative ways to reach out to voters and potential voters
- Get more people involved by calling folks in your Precinct to invite them to a meeting or social event. It’s very important to actually call people to invite them.
- Ensure that every member of your team has canvassing training and experience.
- All team members get canvassing training and experience.
- Have informal chats in person/on the phone w/ each actively engaged volunteer, 3x/yr
- Get your volunteers to use their networks to recruit more volunteers

As An Event Planner/Promoter

- Plan social events like coffees, backyard/house parties, ice cream socials, etc., for new/future volunteers so they can get to know with whom they’ll be working. Consider
inviting candidates to attend; canvass to get Dems to the event. Send notes or emails to invite neighbors to events. LIABILITY DISCLAIMER (tiny.cc/0il7ny).

Chapter 2. Organizing & Data Essentials

What is Organizing?

- Recruiting: getting more people trained as volunteers
- Empowering: giving leadership roles to volunteers you’ve recruited
- Repeat: develop the volunteers you’ve recruited into recruiters!

Goals of Organizing

As Precinct Chair, the Democratic Party and its candidates are counting on you to:

1. Hold quarterly or monthly Pct. mtgs. & give your people some action to complete before the next one
2. Maintain accurate name, phone, & email info for all volunteers & meeting attendees so you can keep them informed about upcoming meetings & events.
3. Maintain a rapport with a growing number of community members
4. Recruit volunteers by having highly impactful GOTV conversations throughout the year
5. Build and utilize a standing army of volunteers to work campaigns every GOTV season
6. Turn your new recruits into Turf Captains who, by getting to know their neighbors, can find dems more likely to volunteer and who would volunteer (but need to be asked).

Getting & Maintaining Your Data

To maximize the amount of email & phone info you have for your Dems & PIs, consider appointing a Data Director to liaise w/ our Data Team. They can get a list of who’s in your Pct. and maintain a spreadsheet of your voters’ contact info, indicating leader, volunteer, political group, skills, & preferences. We must not wait until election season to clean and update our data. This must be an ongoing task. Managing this info is CRITICAL to building an effective Pct. organization that can handle leadership & volunteer transitions. To help you collect this info from volunteers, we made a printable form (tiny.cc/qsazny) and sign-up sheet (tiny.cc/onr1oy).

Registering Voters

To get all of your Pct. leaders trained to register voters, please contact You Can Vote (youcanvote.org), a local non-profit that provides training & registration events year-round.
They have already created plenty of materials, but you can find our VR pointers at this link (tiny.cc/3q9yny).

**The Precinct Executive Committee (PEC)**

Form a Precinct Executive Committee (PEC). You, your VC, and the Sec’y are Officers, and you’ll need more folks to brainstorm with, share the work, & take some pressure off you. We’ve included some PEC roles you might consider including on your team! **Remember:**
- Be positive, enthusiastic, respectful, and knowledgeable about candidates/issues
- Be honest, especially when you don’t know the answer.
- Remain clear about expectations.
- Be appreciative of any task a Precinct member is willing to take on!

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<thead>
<tr>
<th>Required Positions</th>
<th>Job Description</th>
<th>Skills Required</th>
<th>Time</th>
</tr>
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<tbody>
<tr>
<td><strong>Precinct Chair</strong></td>
<td>Presides at Pct. mtgs., sets Pct. goals, attends CEC mtgs, suggests people to the Co. Chair to be Pct. Election officials.</td>
<td>People skills, articulate, upbeat, patient, supportive</td>
<td></td>
</tr>
<tr>
<td><strong>Precinct Vice Chair</strong></td>
<td>Presides at Pct. mtgs. If the Chair can’t. Serves as Pct. Communications Chief, sends announcements re: political activities/accomplishments</td>
<td>People skills, articulate, upbeat, patient, supportive</td>
<td></td>
</tr>
<tr>
<td><strong>Precinct Secretary</strong></td>
<td>Maintains records, issues mtg. notices. Helps Co. Treasurer w/ fundraising. Prepares &amp; files reports. Presides at Pct. Mtgs. in absence of Chair &amp; VC.</td>
<td>Good typist, digital communications, people skills, upbeat, supportive</td>
<td></td>
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<table>
<thead>
<tr>
<th>Optional Suggestions</th>
<th>Job Description</th>
<th>Skills Required</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td><strong>Turf Captain</strong></td>
<td>Recruits/organizes volunteer groups &amp; voters amongst their neighborhoods. IDs, contacts, &amp; mobilizes dems all over the territory. Our <a href="#">Turf Captain Training Guide</a> ends this chapter.</td>
<td>Outgoing, helpful, people skills, knows neighborhoods, committed to dem victories</td>
<td>Busy Time: 3-5hrs/wk</td>
</tr>
<tr>
<td><strong>Turf Capt. Coord.</strong></td>
<td>Helps Pct. Chair identify, recruit, &amp; train TCs. Regularly checks in w/ TCs to identify obstacles &amp; how to support.</td>
<td>Organized, outgoing, people &amp; communication skills.</td>
<td>Busy Time: 3-5hrs/wk</td>
</tr>
<tr>
<td><strong>Data &amp; Research</strong></td>
<td>Data Team liaison, supplies call lists, identifies PI's (folks who aren’t reg. Dems, but may vote for Dems), &amp; the folks who are eligible but not registered. Must ensure that collected data gets to Data Team quickly!</td>
<td>Skilled w/ spreadsheets, details, deadlines, thorough, sleuthy, logical.</td>
<td>2-5hrs/wk</td>
</tr>
<tr>
<td><strong>Social Chair</strong></td>
<td>Plans periodic Precinct &amp; inter-Precinct socials. Works w/ DCDP Social Team.</td>
<td>Positive party animal, people &amp; communication skills</td>
<td>2-5hrs/wk</td>
</tr>
<tr>
<td><strong>Online Presence</strong></td>
<td>If the VC feels someone else may be more savvy with social media and/or websites, this person could take that on.</td>
<td>WordPress, Google Apps, social media, comm. skills</td>
<td>&gt;2hrs/wk</td>
</tr>
</tbody>
</table>
Getting Your Map

A wall map is essential for planning. The DDW have made downloading your map easy at this site (tiny.cc/1eoyny). The DCDP Training Team will give free, large, color Precinct maps to Chairs who attend a leveled “Getting to Know Your Precinct” training session! Once you get your map, consider having it laminated and/or matted for portability and marker erasability.

Subdividing Your Precinct Into Turfs

- Using your map, walk each street in your Pct., making a list noting each house number. This can be used w/ your list from the DCDP Data Team to identify PIs
- Find the address of every residence where a voter or potential voter might be.
- Turfs w/ lots less than ½ an acre need a Captain for ~50 houses or ~100 voters.
- Turfs w/ apt. complexes or dorms need a Captain for ~100 apts. or ~150 voters.

Setting SMART Goals

To avoid vague or grandiose goals, consider the SMART model: Specific, Measurable, Achievable, Results-Focused, & Time-Bound (American Mgmt. Forum, 11/1981). The following is intended to help decide if or how a goal could be rephrased. Start with a clear goal and then answer the related questions. Keep revising until your team comes to a consensus.

1. **Specific**
   a. Is it clearly defined? Is it simple while specifying what, why, & how?
   b. What will the goal accomplish? How and why will it be accomplished?
2. **Measurable**
   a. How will you measure whether the goal has been reached (at least 2 indicators)?
3. **Achievable**
   a. Is the goal possible? Who else has tried it? Do we have the necessary knowledge, skills, & resources? Will this goal challenge us w/o defeating us?
4. **Results-Focused**
   a. What is the purpose or benefit of accomplishing the goal? What is the result? Measure outcomes, not activities.
5. **Time-Bound**
   a. Does the completion date create a practical sense of urgency?
Precinct Turf Captain Training Guide

For Turf Captains (BC) to maximize **Getting Out The Vote** (GOTV) during Early Voting (EV) & on Election Day (ED), they must know who their Dems (Ds) & Persuadable Independents (PIs) are:

1. Get a detailed map from your Precinct Chair and write house numbers on each lot.
2. Get the most recent list of voters from your Turf who have not voted from your Pct. Chair, walk with it & your map to see if every home is listed. Note which ones aren’t.
3. Find out who can vote in each home on your map and correct any errors on your list as you walk/drive around your Turf. The notes you take are **EXTREMELY IMPORTANT**. Be sure to return these notes ASAP to your Precinct Chair or Data Director.
   a. If you can’t verify the info any other way, you can knock on doors (canvassing). Your Pct. Chair can train you or connect you with the DCDP Training Team.
4. You’ll find DEM or UNA (unaffiliated) on your list. We want to learn which UNAs are PIs.
   a. Once you’ve found a D or PI, verify their name and try to get email & phone info.
   b. If you find a D or PI who’s not registered, make a note of it.

Gather Helpers to Get Out the Vote (GOTV)

1. Ask Ds/PIs how they can help during GOTV & give them your contact info & Pct. Chair’s.
2. Take note of if they can leave leaflets on doors, call people w/ voting reminders, host a social, or greet at polls. Consider asking seniors if they’d like an absentee ballot.
3. Give all your notes to the Pct. Chair or Data Director the same day.
4. The day before the election, you and your volunteers should contact every D and PI on your Turf who haven’t voted yet to find out what you can do to get them to the polls.

Help Your Ds & PIs Get to Know Each Other

1. Invite neighbors over! If you don’t like throwing parties, find someone who does!
   ○ Pizza & movies (list of movies w/ Progressive themes you can enjoy together)
   ○ Book clubs
   ○ Precinct-wide parties, picnics, etc.
   ○ Participate and lead neighborhood observances of National Night Out
   ○ Participate in neighborhood activities & homeowner association (HOA) activities
2. Invite candidates who are running for office to your social events! They’re always ready to meet the voters and they’ll help draw a crowd. If you do invite candidates, consider promoting the event via social media.
Recruiting Volunteers

- **Mindset:** What could be more important than investing your time and expertise into getting (or retaining) leaders who’ll best represent the needs of their people? Believe this and it will come through when you ask folks to volunteer. They’re not doing you a favor. Joining your team to do this work is what anyone should want to do!
- **Assume a “Yes”** and if someone isn’t willing to commit their time right away, tell them about a phone bank or canvass in a few weeks and ask if it’s okay to call them then.
- **Outside groups:** What outside groups are you a part of and what outside groups can you visit to sign people up to join the party and volunteer?
- **One-on-ones (1:1s):** meet individually with prospective party volunteers to talk about what they care about, how they want to get involved, and how you can help each other
- **Greeters** at the polling place can make contact with Precinct members and recruit
- **Phone calls:** one of the efficient ways to make sure we are engaging past and future volunteers is by calling them!
- Call or visit your neighbors in person
- Find out from the Data Team who has volunteered before from your Precinct
- Find out from the Data Team who votes regularly in the Primaries
- Early on, have each Team Member look through the names of your voters and add contact info where needed and identify who might be interested in volunteering
- **Fellowships/Internships:** many high school & college students want to help. Just give them a leadership role and they will rise to meet your expectations!

Retaining Volunteers

- People come for the cause and stay for the people: Keep the work fun, social, & inclusive
- **Leadership development:** training & empowering volunteer leaders not only increases organizing capacity, but also increases volunteer buy-in, satisfaction and sense of ownership
- **Volunteer Appreciation:** Let your volunteers know you appreciate them. Say thank you and do small things that show you appreciate them!
- **Reshifting:** get your volunteers signed up for future shifts before they leave, and make sure you both record it on your calendars!
- **Confirmation calls:** always give people a reminder, make sure they’re planning to come to your event and convince them again to come if they had forgotten or were planning not to. This actually approximately doubles chance they will come to your event!
Chapter 3: Personal Voter Contact & GOTV

Phone-Banking vs. Calling People

**Calling people** is an important, personal way to invite someone to an event, follow up with folks regarding lit you left, an email you sent, or a conversation you had at their door. **Phone-Banking** is when a group of people work together to contact folks, using the same script. With respect to GOTV, canvassing is more effective, but a phone-bank is good for last-minute event notifications. Another tool for last-minute notifications is a text message service called Remind ([remind.com](http://remind.com)).

- Sample Script For GOTV ([tiny.cc/rvxmoy](http://tiny.cc/rvxmoy))
- Sample Script For Recruiting ([tiny.cc/6wxmoy](http://tiny.cc/6wxmoy))

Getting Out The Vote (GOTV)!

1) **With your PEC, make a plan to**
   a) 2 months before Early Voting (EV), contact all voters to establish/record voting plans
   b) Ensure all your Ds and identified PIs are registered to vote
   c) With your data, contact folks who haven’t voted in the first few days
   d) The day before EV ends, use updated data to reach non-voters

2) **To Do Before Elections**
   a) Get forms, guidelines, & deadline info from the DCDP.
   b) Coordinate folks to distribute lit at your polling place, canvass, or phone-bank
   c) Your PEC should treat the first day of Early Voting (EV) like it’s Election Day (ED).

3) **To Do on Election Day**
   a) Reminder phone calls ONLY to Ds & PIs who haven’t voted yet
   b) Facilitate filling shifts at your polling site for Greeters throughout ED, 2-3hr shifts
   c) Facilitate rides for those who previously said they might need one
   d) Facilitate child care for those who previously said they might need it
   e) Facilitate volunteer comforts (umbrellas, blankets, paper fans, snacks, etc)

GOTV vs. GOTEV (Early Voting is always preferable to Election Day voting!)

1. Unforeseen circumstances may impede voting/counting on ED.
2. Consider forming call teams, one for a few days after EV starts and one for the day before EV ends. **The Data Team can provide daily lists of who’s already voted.**
3. Those who haven’t voted in the first few days should get at least one call, plus one the day before EV ends. Ask them if they’ve already made a plan to vote with someone else.
GOTV Canvassing vs. Phone-Banking

Even more effective than neighbor-to-neighbor contact is when it’s done in person! To maximize reach, GOTV voter contacts should be kept short & to the point. Here’s a generic Pct. GOTV plan:

- Develop a voter ed campaign w/ your PEC to ask voters, before EV starts, to make a plan to vote, and record that plan (just location, date, & AM or PM).
- Launch your campaign two weeks before EV. Contact anyone who’s ever volunteered.
- Ensure data is collected for EVERY person, following the steps below, every time.
- Folks who say they want to volunteer may join your PEC later!
- See if anyone needs a ride to vote. Get their info to the DCDP Chair. (not that common)
- See “GOTV Canvassing vs. Phone-Banking” chart on the next page.
- Whether canvassing, calling, recruiting, GOTVing, or throwing a social event, ALWAYS:
  - Verify the name at each address
  - For an address w/ multiple folks, try to get phone/email for everyone on your list
  - See if they’ll consider attending a social event in the future
  - See if they’ll consider helping w/ leafleting, phone-banking, or canvassing
  - It is very important to return the data you collect QUICKLY to the Data Team!

Lit(eration: Print Materials)

Delivering inexpensive literature, often called “lit” (flyers, brochures, leaflets, pamphlets, door hangers, etc.), is a great way to disseminate info. It’s ILLEGAL to put anything on or in a mailbox, so we use the front door. The DCDP should have all the lit you’ll need. For GOTV, start 2 months before the first day of EV and continue through ED. Consider wooing Pls w/ handwritten notes about why you like a candidate & include EV dates, times, & places. Your goal should be to get lit to every registered D and Pl in your Precinct.

- **Push Cards**- cards that can be pushed into the door or through the mail slot
- **Door Hangers**- clear plastic bags for hanging bags of lit on voters’ doors

Recruiting

1. Contact voters to learn what changes they’d like to see in their communities. Have a list of potential issues in case they can’t think of anything. Find something that should make a difference in your people’s lives AND be simple to solve. Sidewalks, potholes, trails?
2. Schedule a Precinct Meeting, invite some of the folks you spoke with, share what you’ve learned with everyone, and ask if they’d consider involving an official.
3. If they agree and the official fixes the problem, your PEC can claim some of the credit, earning you the right to ask others in your Precinct for support during GOTV.
## GOTV Canvassing vs. Phone-Banking

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Canvassing</th>
<th>Phone-Banking</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>☐ Plan to vote?</td>
<td>☐ Plan to vote?</td>
</tr>
<tr>
<td></td>
<td>☐ Set time/place</td>
<td>☐ Set time/place</td>
</tr>
<tr>
<td></td>
<td>☐ Need a ride?</td>
<td>☐ Need a ride?</td>
</tr>
<tr>
<td></td>
<td>☐ Distribute lit</td>
<td></td>
</tr>
<tr>
<td><strong>Payoff</strong></td>
<td>14 doors to 1 vote</td>
<td>20-50 calls to 1 vote</td>
</tr>
<tr>
<td><strong>Est. Time</strong></td>
<td>8 doors/hr</td>
<td>12 calls/hr</td>
</tr>
<tr>
<td><strong>Est. Votes</strong></td>
<td>1.14/2hrs</td>
<td>(0.48 - 1.2)/2hrs</td>
</tr>
</tbody>
</table>

## GOTV Canvassing Dos & Don’t

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keep visits brief &amp; to the point</td>
<td>Get into long conversations w/ voters</td>
</tr>
<tr>
<td>Share lit about issues</td>
<td>Discuss issues (time waster, turn-off)</td>
</tr>
<tr>
<td>Be positive about Dems</td>
<td>Focus on how bad the opponent is</td>
</tr>
<tr>
<td>Encourage getting involved</td>
<td>Push voters if not interested</td>
</tr>
<tr>
<td>Step back from the door</td>
<td>Stand too close to the voter’s door</td>
</tr>
<tr>
<td>Canvass with a partner</td>
<td>Be at the door w/ another canvasser</td>
</tr>
<tr>
<td>Be friendly &amp; approachable</td>
<td>Enter the person’s house</td>
</tr>
</tbody>
</table>

## Canvassing Shoulder Bag Packing List

<table>
<thead>
<tr>
<th>Clipboard</th>
<th>Best times to Canvass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pens</td>
<td>Mon - Fri: 9am - dark</td>
</tr>
<tr>
<td>Script</td>
<td>Sat: 10am - dark</td>
</tr>
<tr>
<td>List from Data Team</td>
<td>Sun: Noon - dark</td>
</tr>
<tr>
<td>Voter Registration forms</td>
<td></td>
</tr>
<tr>
<td><strong>GOTV</strong></td>
<td>Recruiting</td>
</tr>
<tr>
<td>Absentee ballot forms</td>
<td>Survey</td>
</tr>
<tr>
<td>EV site info</td>
<td>Issue papers</td>
</tr>
</tbody>
</table>


Chapter 4: Digital Organizing

Email Tools

Pct. Chairs should maintain an email list and notify folks of upcoming events. If the contact info your volunteers collect is entered into a spreadsheet, keep all the email addresses in one column, highlight the column, copy, & paste them in the “To” field. Most accounts are limited to sending 500 emails a day. MailChimp lets you send up to 1,500 for free, but their emails are sometimes filtered as junk by the recipient. For best results, use a Google Group. You can send as many invitations to the group as you like. There’s no limit to the size of the group or how often you can post, but you can’t directly add more than 100 addresses a day. As an Admin of the group, you can designate other admins to help as needed.

Social Media

- Peak social media activity is usually Sun-Thu, 4-6pm & 8-10pm.
- Include details like your Precinct’s mission, goals, backstory, etc.
- Because you’re representing our Party, inappropriate posts may get media attention.
- Posts should reflect your Precinct’s personality.

<table>
<thead>
<tr>
<th>Not Great Copy</th>
<th>Good Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polls are open today. You can vote early in X Co. at A, B, C, D, locations during E, F, G, H times. Make sure you vote for Hillary Clinton, Deborah Ross, Roy Cooper. ID is not required. Find your early voting place here ncdp.org/pollingplace</td>
<td>Vote today in X Co.! Tell your friends &amp; family to visit ncdp.org/pollingplace for the best early voting spots!</td>
</tr>
</tbody>
</table>

Twitter

What to Tweet

- Links to relevant articles with a quote or your paraphrasing w/ an opinion
- Upcoming event details and volunteer opportunities
- Engage w/ media, officials, & volunteers about issues that matter to you
- Pictures & images are great, especially at 1024 x 512 pixels
- Unlike with Facebook, there’s no downside to posting more than 3 times a day.
- Use hashtags like #ncpol or #ncga so folks who don’t follow you will see your tweet
• Retweet (RT) other Durham Dems & elected officials

Tips
• Post length was increased from 140 to 280 characters in 11/2017.
• To grow your followers, ask DCDP officers, CEC members, & Pct. folks to follow you
• To get the NCDP to RT you, tag them by including @NCDemParty in your post
• Stay informed by following elected officials, other DCDP/NCDP accounts, your volunteers, thought leaders, news organizations, & relevant trends/hashtags

Facebook
What to Post
• Event pages for upcoming events, meetings, phone-banks, canvass initiatives
• Pics from past events, mtgs, voter contact. Consider creating an Instagram account (instagram.com) to link w/ FB. Pro Tip: Make Instagram & Twitter IDs identical.
• Local Democrats doing good things like legislative achievements, events, etc.
• Upcoming deadlines
• Relevant political news, including pieces that educate voters abt Republican candidates
• The misdeeds of local Republican officials: Hold them accountable!

What to Post
• Invite all your Facebook friends and ask your PEC to invite all of theirs.
• Aim for less than 100 words but keep cutting each post to as few words as possible.
• Put the most important info at the beginning of each post
• Post once or twice a day at peak times, after 4-6pm & 8-10pm Sun-Thu
• Ask questions in your post, the kinds of questions people probably want to answer
• Engage with people who comment, but don’t feed the trolls!
• Create an online RSVP list w/ Google Forms (tiny.cc/mfdeqy) & link to it from your FB page and/or an event page you’ve created via your FB page.
• On the Google Form, email, cell phone, street address, & zip should all be requested

***

Additional Materials
1. Issues Canvass/Recruiting Survey (http://tiny.cc/f6p61y)
2. Precinct Development Levels (http://tiny.cc/k1p61y)