The Grassroots Organizing Guide for a Progressive America

Developed by the DFC Grassroots Organizing Committee
gro@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, a Democratic US Senator in 2004, pass a critical bipartisan state budget measure in 2005 and elect a Democratic Governor in 2006.

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!

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
- NOTE: There are some minor differences between this 2008 Edition and the 2006 Edition of the Guide
  - Go to www.thinkprecinct.com/2008-update-information/ to find out what has changed

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® web site: http://www.thinkprecinct.com
Sign up for email updates: http://groups.google.com/group/democracyforcolorado
DFC web site: http://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

STEP 1
Get Ready – Now or up to 6 months before the election ....................... 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: candidates, issues, dates, IDs, deadlines and procedures

STEP 2
Get Core People – ASAP ............................................................... pages 10-16
- Recruit your Precinct Core Team - a few people who will help plan and lead
- Create an Information Board
- Meet with your Precinct Core Team - share your Step 1 info and plan a Gathering

STEP 3
Get More People – Within 2 weeks .............................................. pages 17-19
- Hold a Precinct Gathering - recruit more volunteers for your Precinct Volunteer Team

STEP 4
Get Organized – Soon after the Gathering................................. pages 20-33
- Meet with your Precinct Core Team
  - Make a Precinct Action Plan
  - Plan a Fun Fundraiser precinct-wide for August or September
- Put together your Canvasser Kits and train your Voter ID Canvassers

STEP 5
Get Out There – Right away ...................................................... pages 34-35
- Start Voter ID Canvassing and informing supporters
- Start your Data Entry Team updating the voter list
- Make a plan to encourage voting early and by Mail-in Ballot

STEP 6
Get Out There Some More – through September 30 ............... page 36
- Continue voter ID canvassing
- Hold your Fun Fundraiser
- Adopt a precinct nearby if you have the volunteer power

STEP 7
Get Set – October ................................................................. pages 37-40
- Finish voter ID canvassing by early October
- Finalize your Supporting Voter List by mid October
- Launch early voting and Mail-in Ballot plan in mid October
- Finalize your Election Day Plan at least 10 days before the election

STEP 8
Go – Election day .............................................................. page 41
- Put into action your Election Day Plan
- Then, celebrate the effort of all the teams and take a break for the holidays!

STEP 9
Build a Progressive Community between elections................ pages 42-48
- An engaged progressive community makes winning elections easier and more fun

“T’m not that concerned about professional politicians, because I always believe that we can only change the world by grassroots movements.” - Yoko Ono
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
  - You can print copies of worksheets from your computer by downloading a free PDF file from www.thinkprecinct.com/downloads/

Then check off the following tasks:

Contact Democratic Party leaders:
- Find out if they are organized
  - Many state and county Democratic Parties provide Precinct Leaders and organizers with access to a voter database called Vote Builder
  - In 2008, the DNC introduced the Neighborhood Leader Program — which also might provide support (learn more on page 42)
- 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

Fill in the following worksheets:
- A few phone calls/web searches should get you what you need
  - 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
  - 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

Obtain the following information from the Secretary of State and/or your County Clerk:
- Get your precinct voter list
  - Other sources: local/state Democratic voter data bases such as Vote Builder, lists from the DNC Neighborhood Leader Program, and organizations such as Democracy for Colorado (CO only), etc.
  - Think about how you want it sorted: all parties, by individual party, by address, by phone number, etc
- Voter Registration and Mail-in Ballot Application 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 and/or using Mail-in Ballots)
- Collect relevant maps
  - Such as: your precinct (available in Colorado from DFC), State House and Senate Districts, US Congressional Districts (show context with your district and the rest of your state)
- Obtain campaign literature from candidates and issue campaigns

Consider what you are passionate about
- Read The Progressive World View (pages 8-9) and define why you have decided to become involved

Now, go to Step 2 and Get Core People
### Worksheet 1-A
#### Elected and appointed officials

<table>
<thead>
<tr>
<th>Office</th>
<th>Contact Information</th>
</tr>
</thead>
</table>
| **Secretary of State**                    | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **Governor**                              | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **County Clerk**                          | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **State Democratic Party**                | State Democratic Party Chair’s Name: ____________________________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Office hours: ____________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **State Senator**                         | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **State Representative**                  | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **US Senators**                           | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |
| **US Representative**                     | Name: ________________________________  
|                                           | Party affiliation: __________________________  
|                                           | Phone number: __________________________  
|                                           | Address: _______________________________  
|                                           | Web site: _______________________________  
|                                           | E-mail: ________________________________  |

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

Grassroots leaders are permitted to make extra copies of worksheets.
**Worksheet 1-B**

*My precinct or block, or neighborhood, or town, or ward, or…*

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**My precinct numbers** (fill in as appropriate):
- From Secretary of State, County Clerk and/or DNC Vote Builder data base
- 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, County Clerk, and/or DNC, County and State Party web sites

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**My precinct voter statistics:**
- From County Clerk or DNC Vote Builder data base
- **active** / **total**

<table>
<thead>
<tr>
<th># of registered voters:</th>
<th>/</th>
</tr>
</thead>
<tbody>
<tr>
<td># of registered Democrats:</td>
<td>/</td>
</tr>
<tr>
<td># of registered Republicans:</td>
<td>/</td>
</tr>
<tr>
<td># of registered Unaffil/Indie:</td>
<td>/</td>
</tr>
<tr>
<td># of registered others:</td>
<td>/</td>
</tr>
</tbody>
</table>

**Active voters:** have voted regularly recently

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

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**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

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**My precinct 2004 voting history:**
- From County Clerk

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

<table>
<thead>
<tr>
<th>Race</th>
<th>Democrat</th>
<th>Republican</th>
<th>Total Votes</th>
<th>% Won by</th>
<th>Turnout % of Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kerry</td>
<td>Bush</td>
<td></td>
<td></td>
<td>Active</td>
</tr>
<tr>
<td>President</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of votes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Senator</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of votes</td>
<td></td>
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<tr>
<td>US Congress</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Number of votes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Worksheet 1-C
The bigger voter picture

**County voter statistics:**
From County Clerk

- # of registered voters: ____________ / ______
- # of registered Democrats: ______ / ______
- # of registered Republicans: ______ / ______
- # of registered Unaff/Indie: ______ / ______
- # of registered others: ____________ / ______

**Active voters:** have voted regularly recently

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

**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

<table>
<thead>
<tr>
<th>Race</th>
<th>Democrat</th>
<th>Republican</th>
<th>Total Votes</th>
<th>% Won by</th>
<th>Turnout % of Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Kerry</td>
<td>Bush</td>
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<tr>
<td>President</td>
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<td></td>
</tr>
<tr>
<td>Number of votes</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Senator</td>
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<tr>
<td>Number of votes</td>
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<tr>
<td>US Congress</td>
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<td></td>
</tr>
<tr>
<td>Number of votes</td>
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</tr>
</tbody>
</table>

"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
Worksheet 1-D
Candidates and Issues

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__

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Notes (hours, location, etc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 1</td>
<td>First day to request Mail-in Ballots</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>Last day to register to vote or change voter address in General Election</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Early voting begins</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Early voting ends</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deadline for Clerk to receive Mail-in Ballots</td>
<td></td>
</tr>
</tbody>
</table>

### Nov.

**Election Day**

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**Some other dates and deadlines to include:**

- Caucus, County Assembly, State Convention
- Dates concerning Mail-in Ballots including deadline for requesting, when to expect ballot in mail, deadline to be mailed to County Clerk, etc.
- Last day to register to vote or change voter address in Primary Election
- Primary Election

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"Those against politics are in favor of the politics inflicted upon them."
- Bertolt Brecht
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. You can learn more about how Progressives can frame their messages to better communicate their values at www.rockridgeinstitute.org.

His many 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, by emailing magnoliafm@aol.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*

<table>
<thead>
<tr>
<th>Conservatives</th>
<th>Progressives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strict Father Family/Authoritarian</strong></td>
<td><strong>Nurturing Family</strong></td>
</tr>
<tr>
<td>- The world is a dangerous place – there is evil</td>
<td>- The world is full of opportunity for all</td>
</tr>
<tr>
<td>- The world is a difficult place - there is competition (winners and losers)</td>
<td>- Win-Win is the goal</td>
</tr>
<tr>
<td>- There is absolute right and wrong</td>
<td>- Acting together, the world can be made better</td>
</tr>
<tr>
<td></td>
<td>- Together, we can create that which is good for all humankind</td>
</tr>
<tr>
<td></td>
<td>- No one makes it on their own</td>
</tr>
</tbody>
</table>

- The Strict Father should:  
  - Protect the family from danger  
  - Support the family  
  - Teach the children right from wrong  
    - 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

- The parents’ job is to nurture their children (who are born good) and to raise their children to be nurturers of others:  
  - 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 also be happy and fulfilled  
  - Develop strong, morally-responsible members of the human community
### The Progressive World View

The same words can have very different meanings

<table>
<thead>
<tr>
<th>Conservatives</th>
<th>Progressives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self-Interest should be pursued above all else:</strong></td>
<td><strong>Progressive Values are nurturant values:</strong></td>
</tr>
<tr>
<td>- Good people have internal discipline and are moral</td>
<td>- A healthy society is made up of responsible, nurturing people</td>
</tr>
<tr>
<td>- The same discipline needed to be moral allows you to prosper</td>
<td>- Freedom to be fulfilled</td>
</tr>
<tr>
<td>- The link between morality and prosperity is self-interest</td>
<td>- Opportunity and prosperity – Commonwealth for the common good</td>
</tr>
<tr>
<td>- Well-being = Wealth</td>
<td>- Community-building, service to the community, cooperation</td>
</tr>
<tr>
<td>- If everyone pursues their own self-interest, then naturally the self-interest of all will be maximized (Adam Smith)</td>
<td>- Trust, honesty, open communications – ethical business</td>
</tr>
<tr>
<td>- 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</td>
<td>- Strength and Protection of each other – because you care</td>
</tr>
<tr>
<td><strong>The government (strict father) should not meddle with mature people:</strong></td>
<td><strong>Every Progressive political program is based on one or more of these values:</strong></td>
</tr>
<tr>
<td>- When children mature they either have discipline or they don’t</td>
<td>But there are several types of focuses:</td>
</tr>
<tr>
<td>- Good children prosper and are self-reliant; bad children do not function morally, do not do right, and are dependent</td>
<td>- Socioeconomic: everything is a matter of money and class – solutions are economic and social class focused</td>
</tr>
<tr>
<td>- 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</td>
<td>- Identity politics: it is time for their oppressed group to get its share now</td>
</tr>
<tr>
<td><strong>Government is good when it helps the nation be wealthy and strong:</strong></td>
<td>- Environmentalists: think in terms of sustainability of the earth, sacredness of the earth, protection of native peoples</td>
</tr>
<tr>
<td>- Military, homeland security, Depts. of Justice and Commerce ....</td>
<td>- Civil liberties: maintain freedoms against threats to freedoms</td>
</tr>
<tr>
<td>- Subsidies for industry and corporations; tax cuts – rewards for good people who have prospered because of discipline/morality</td>
<td>- Spiritual: nurturant form of religion or spirituality, connected to other people and the world, service to others and community. Spans full range of religions.</td>
</tr>
<tr>
<td>- The deficit is good because it starves the government of money for social programs</td>
<td>- Antiauthoritarians: there are all sorts of illegitimate forms of authority and we have to fight them (big corps, etc.)</td>
</tr>
<tr>
<td></td>
<td>- Many Progressives do not see the unity in all the types, and therefore think that theirs is the only way to be.</td>
</tr>
<tr>
<td></td>
<td>- Democrats do not understand how the Republicans have united, and do not have a clear way of expressing their values.</td>
</tr>
<tr>
<td></td>
<td>- Progressive programs and approaches, therefore, are losing.</td>
</tr>
</tbody>
</table>

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**“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 Core 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 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
    ★ If you participate in the DNC Neighborhood Leader Program, you will have access to voter data
- 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

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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone number</th>
<th>Address</th>
<th>E-mail</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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#### Names from local Democratic Party leader:

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<th>Name</th>
<th>Phone number</th>
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#### People in precinct with political signs/stickers:

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#### Frequent voters from precinct voter list:

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

- Rosa Parks

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**Educate Your Volunteers**

*Create an Information Board for precinct gatherings and events*

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
- Candidate and/or issue fliers
- The current election calendar
- Graphics and motivational quotes downloaded from www.thinkprecinct.com/additional-resources/
- Ways to vote (early, mail, election day)
- 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
- The DNC has a useful online tool called Party Builder that you can use to plan, promote and organize your gathering
- 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

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! Allow time for socializing
- 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, the election calendar and Mail-in Ballot and voter registration applications
- Announce and discuss the various Task Teams that will be formed to help win the election
  - Voter ID canvassing to identify supporters (pages 22-29)
  - Data Entry to keep the voter list updated (page 34)
  - Get Out the Vote (GOTV) Team
    - Early Voting and Mail-in Ballot Team (page 35)
    - Election Day phoners, drivers, knockers, poll checkers, baby sitters (pages 37-40)
  - Other – what else do you need help with?
- Discuss ideas for a precinct Fun Fundraiser for August or September (pages 30-33)
- Talk about voter registration and Mail-in Ballot rules
- Review the Election Calendar and answer questions
- Ask people to sign-in on Worksheet 3-A and sign-up for various Task Teams on 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

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

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, socialize, welcome, introduce each other, speaker, discuss precinct plans, Q&A, ask volunteers to sign-up, request contributions — include time frames for each item
______________________________________

Flier:
Additional flier designs and ideas are available at www.thinkprecinct.com/additional-resources/
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: ________________________________

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

"A good discussion increases the dimensions of everyone who takes part.”
- Randolph Bourne
WHERE:
RSVP:
WHAT TO BRING AND OTHER DETAILS:
WHEN:
BLUE PLATE SPECIAL POTLUCK
PLATE SPECIAL BLUE
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 anxiety 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

Be sure people sign in (use Worksheet 3-A, page 18)
- Encourage them to include their email address and assure them you will not share that information with anyone (use the BCC line when sending group emails)
- 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)
  - Get Out the Vote (GOTV) Team
    - Early Voting
    - Mail-in Ballots
    - Election Day
  - 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

“There can be no daily democracy without daily citizenship.”
- Ralph Nader
### Worksheet 3-A
Precinct sign-in sheet

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<tr>
<th>Name</th>
<th>Phone/Cell</th>
<th>E-mail</th>
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"You just need to be a flea against injustice. Enough committed fleas biting strategically can make even the biggest dog uncomfortable and transform even the biggest nation."

- Marian Wright Edelman

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### Task Teams sign-up sheet

<table>
<thead>
<tr>
<th>Sign up for</th>
<th>Team</th>
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<tbody>
<tr>
<td>Name</td>
<td>Phone/Cell</td>
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"I understand democracy as something that gives the weak the same chance as the strong."
- Mahatma Gandhi

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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 vote
    - Independents/Unaffiliateds – to find out where they stand and get the supporters to vote
    - 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:
    - Voter ID Canvasser training date, and 1st and 2nd round timing
    - Data Entry Team meeting, schedule/final deadline
    - Additional Precinct Gathering if needed or desired
    - Voter registration plans (get rules from Secretary of State)
    - Get Out the Vote (GOTV) Plan
      - Early voting
      - Mail-in voting
      - Election Day
  - Supporting Actions:
    - Adopt a precinct that isn’t organized yet
    - A Fun Fundraiser (pages 30-33)

Canvasser training
- Prepare a Canvasser Kit for each Voter ID Canvasser (pages 22-27)
- Meet with your canvassers individually or in a group (pages 28-29)

Keep in contact with your local Democratic Party leaders

Now, go to Step 5 and Get Out There
## Worksheet 4-A
### Plan of action for our precinct

<table>
<thead>
<tr>
<th>Date(s)</th>
<th>What</th>
<th>Who (task leader, team members)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Core Team meeting to educate team &amp; plan</td>
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<td></td>
<td>Precinct Gathering</td>
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<td>Hold Precinct Gathering</td>
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<td>Core Team meeting to make Precinct Action Plan</td>
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<td>Train Canvassers</td>
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<td>Instruct Data Entry Team</td>
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<td>Start 1st round canvassing to update voter lists &amp; ID supporters</td>
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<td>Fundraiser planning meeting</td>
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<td>1st GOTV planning meeting for Early Voting and Mail-in Ballots</td>
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<td></td>
<td>Hold Fundraiser</td>
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<td>Start 2nd Round Canvassing – 2nd contact with undecided or leaning Dem voters</td>
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<td>2nd GOTV planning meeting for Election Day</td>
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<td>Supporting voter list completed</td>
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<td>Start early voting and Mail-in Ballot plan</td>
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<td>Implement Election Day plan</td>
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"Freedom is when the people can speak. Democracy is when the government listens."

- Alastair Farrugia
Canvasser Kits
Assemble a kit for each of your Voter ID Canvassers

A sample kit:
- Two-pocket folder
- Volunteer badge
- Pen
- Instructions

Clipped to front:
- Precinct map
- Voter walking list
- Script
- Election schedule
- How the election will be run
- Voter feedback list

Inside pockets:
- Voter Registration and Mail-in Ballot applications
- Pre-addressed envelopes (stamped?) with County Clerk’s address
- Candidate/issue info
- Precinct event invitations
- Contact information
- Election information: early and mail-in voting, ID requirements, polling place, etc.
- 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)________________
Canvassing Badges
People are more receptive to neighborhood volunteers

- Add volunteer's name and/or precinct number
- Insert in plastic pin-on badge sleeve
- Or laminate or glue onto lightweight cardboard
  - Add a string to wear around neck
Voter Feedback List
Keep track of new volunteers and other information from voters

<table>
<thead>
<tr>
<th>Canvasser Name</th>
<th>Date</th>
<th>Name</th>
<th>Phone/Cell</th>
<th>Email</th>
<th>Help? *</th>
<th>Issues/Comments</th>
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“Democracy is a form of government in which it is permitted to wonder aloud what the country could do under first-class management.”
- Senator Soaper

* Volunteer/Help Key:
C  Canvass
P  Phone bank (election day and before)
F  Fundraiser
V  Voter list data entry
L  Literature delivery

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Instructions for Door-to-Door Canvassers
Update your voter list, identify supporters, and distribute information

1. Read through the whole Canvasser Kit (pages 22-27)

2. Talk with your Precinct Leader about your precinct, voter registration, Mail-in Ballots, early voting, election calendar, polling place, candidates and issues

3. Practice/role play canvassing with a friend before you start out
   - Use voter profile and 27 — 9 — 3 messaging techniques (pages 28-29)

4. Plan your canvassing time:
   - Weekdays 5:30-8:30 p.m., Saturday 10-5, Sunday 12-8
   - Stop earlier in the fall as it gets dark earlier
   - Avoid times with major sporting events on television
   - Consider going in pairs
   - Keep to your schedule even in bad weather, if possible

5. Prepare some “Sorry I Missed You” post-its to leave with invitations to precinct events, or literature for candidates or issues, for each registered Democrat (and _______________) who is not home

6. Be prepared: your badge (page 23), comfortable shoes, a hat, sunscreen, water

7. Contact every registered Democrat (and _______________)

8. Work off the script (pages 26-27) and listen - let them talk so you can understand where they stand

9. 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

10. 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 26-27)
    - Indicate if you left Mail-in Ballot Application or Voter Registration Application
    - Record email addresses if the voter is willing to receive updates via the internet

11. Fill out the Voter Feedback List (page 24) as appropriate — recruit more volunteers

12. 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 24)

13. 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)

14. Call (precinct leader’s name) ___________________________(phone number)_________________ at any time with questions

15. Get your voter lists with notes, and all Voter Feedback Lists, to ______________ by __________

16. 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

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Door-to-Door Canvassing Script
You don’t have to recite this word-for-word — just get all the points in

Hi. I would like to speak to ________________________.

When the person comes to the door:
1. Hi, I’m ______________________.
2. I live in the neighborhood and I’m a Democratic precinct volunteer.
3. 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:
   ________________________, the Democratic candidate for ______________________
   (or), ________________________ (issue)

   Note: ask about as many candidates/issues as you feel comfortable with

Record their opinion 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:
1. Thank you for your time

If 2 or 3 answer, go to next page ➔

If 1, “in favor” answer:
1. I agree (he/she/it) will be good for our (city/county/district/state/country) (or), I agree that measure would be bad for our ……
2. 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
3. You can vote early or by mail. Would you like a Mail-in Ballot Application? (Give Application and envelope)
   ■ Early voting dates are ____________________________
   ■ If you vote on Election Day, ______ (day), ______ (date)
   ■ Our polling place is ____________________________
   ■ These are the IDs that will be accepted at the polls (show/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 a Mail-in Ballot application and envelope)
4. 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)
5. Confirm/correct/get their telephone number
6. Would you like to be on our email list to be updated on precinct events? (fill in Voter Feedback List)
7. Here is some literature about (him/her/it) for you to share with your friends
8. Thanks for your time

“The best defense against usurpatory government is an assertive citizenry.”
- William F. Buckley

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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
    ■ If not, give them the County Clerk’s phone number so they can call to find out what to do (and a voter registration application 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
Train Your Canvassers
Prepare your volunteers to talk with their neighbors

Canvassing is fun and effective
- Canvassers bring the campaign close to the voter
- Volunteers (especially neighbors) are the best voice to spread the progressive message
- It is a two-way communication at the door, not a "sell"
- Canvassing tip: work in a little bit of your personal story to explain why you are there
  - I have a nephew in Iraq; I am concerned about my children's education; etc.

Prepare a Canvasser Kit for each Voter ID Canvasser
(pages 22-27)

Train your canvassers in a group if possible
- Share the above information
- Review the Precinct Action Plan
- Discuss the purposes of canvassing:
  - 1st Round: update voter list and identify supporting voters
  - 2nd Round: continue 1st Round, add 2nd contact with voters ID'd as undecided or leaning Dem
- Review the Progressive World View (pages 8-9) and discuss what they are passionate about
- Talking with neighbors is easier if you know why you are doing it
- Go through the Canvasser Kit
- Practice the messaging “27 – 9 – 3” exercise (page 29)
- Role play canvassing coming up with various profiles of voters you may meet at the door such as: 27-year-old woman, registered Dem, votes irregularly; 40 year-old man, Unaff, votes regularly.
  - Use this information (may be on the voter list) and clues from what you see walking to the door (political signs, children's toys) to help you focus your message
- Review rules for registering voters
- Decide together their area and when they will be reporting back to you

Strategy to counter “over-canvassing” complaints
If there are other groups canvassing in your area:
- Tell your supporting voters who raise a concern
  - It is the responsibility of people at the grassroots - we can't depend on others
  - If someone votes early/by mail they may avoid further contacts about voting this year
- If there is widespread concern, write a short note to your supporting voters
  - People at the grassroots are ultimately responsible for the changes we want; we may be contacting you again about the election because we know you care
  - The note can be printed out – but write the voter’s name, sign and deliver them

Keep in contact with your local Democratic Party leaders

"The closer you can get to neighbors talking to neighbors, the better you can reach people with the Democratic message in a way they'll understand."
- Howard Dean

Voter Contact Effectiveness

<table>
<thead>
<tr>
<th>Voter Contact Type</th>
<th>Effectiveness</th>
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<tbody>
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<td>Direct Mail</td>
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<td>Lit Drop</td>
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<td>Phone Call</td>
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<td>Door Knock</td>
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Help your canvassers communicate their values

The “27 – 9 – 3” messaging technique helps people speak simply and persuasively
Volunteers are sometimes reluctant to go canvassing door to door because they’re afraid they won’t know how to reply to certain responses they might get. With a little preparation ahead of time and practice using the “27 – 9 – 3” messaging technique, they can feel more comfortable articulating their beliefs.

27 words – spoken in 9 seconds – makes 3 points
- Try to make a personal connection
  - Find shared values
- Listen to their concerns
  - A good communicator is a good listener
- Reassure them that you are a neighbor and a volunteer

Make three points with 27 words:
1. Validate their opinion
   - If you argue and say “You’re wrong…” you’ve lost
2. Explain how Progressive solutions answer their concerns
   - Use simple language – based on values
   - Be sincere, truthful and genuine
   - Draw a favorable distinction between your candidate/issue and the opposition
3. End with a call to action (such as, “please vote” or “please read this brochure”)

Sample responses and “27 – 9 – 3” messaging solutions
“There’s no difference between the two parties, so why should I vote?”
- It seems that way sometimes because the media doesn’t cover the issues. That’s why I’ve volunteered to talk to my neighbors and share information about the candidates.

“They’re all too negative, I’m going to show them by not voting.”
- The negativity is awful because political consultants think that’s what people remember. Here’s some positive material so you can make an informed decision. Your vote really matters.
- Well, that’s your choice. But when you don’t vote, you give power to others who may not see the issues in the same way that you do.

“All politicians are the same.”
- It seems that way because the media focuses on the crooks. Actually most politicians are dedicated to making the world better. Your vote helps elect those people.
- It can sound like a mumble. If we get beyond TV news, we can see real differences. Can I leave some literature that might get you started?

Practice:
What response do you dread hearing when canvassing? _______________________________________
Write from your heart and use as many words as you need to make three points as a reply: _____________
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________
_______________________________________________________________________________
Then edit it down to 27 words:  ______________________________________________________
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_______________________________________________________________________________
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 do you want to reach? (Democrats, like-minded others)
    - If reaching the broader community 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

Follow the rules for putting on a legal fundraiser
- If you don’t follow the rules, the candidate/campaign/county Dems cannot accept the money
- Call the candidate/campaign/county Dems and ask for instructions before any money is collected

Meet again soon
- Check on the progress of various task leaders
- Problem solve

Hold your Fundraiser
- Follow the rules
- 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
**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)

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<thead>
<tr>
<th>Resources needed (appropriate to event):</th>
<th>Phone number:</th>
<th>E-mail:</th>
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<td>$ for copying, donated items for sales, tables, chairs, buckets, clothes racks, sun canopy...</td>
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**How event will be publicized:**

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**Flier(s):**  
Create one flier if potential donors and attendees are the same people; two fliers if they aren’t

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<th>Location:</th>
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<tr>
<th>Date and time:</th>
<th>Asking people to donate items/time and/or inviting people to attend</th>
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<th>What proceeds will be used for:</th>
<th>Phone number:</th>
<th>E-mail:</th>
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**Volunteer task assignments:**

- Decide date/location: ______________________
- Phone number: __________________________
- E-mail: ________________________________

- Treasurer: ______________________________
- Phone number: __________________________
- E-mail: ________________________________

- Flier design/copying: ______________________
- Phone number: __________________________
- E-mail: ________________________________

- Publicity: ______________________________
- Phone number: __________________________
- E-mail: ________________________________

- Resources manager _______________________
- Phone number: __________________________
- E-mail: ________________________________

**Next planning meeting:**

<table>
<thead>
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<th>Time/Place:</th>
<th>Agenda:</th>
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"When we are organized in the face of a government that does not represent us, we the people have the power."  
- Rev. Lennox Yearwood, Jr.

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CLEAN SWEEP
DEMOCRATIC FUND RAISER & GARAGE SALE

WHAT TO BRING AND OTHER DETAILS:

WHEN:

WHERE:

RSVP:

WHAT TO BRING AND OTHER DETAILS:
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 such as Vote Builder
  - 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

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

Call a Core Team Meeting to finalize early voting and Mail-in Ballot plans
- Use Worksheet 5-A (page 35)
- The benefits:
  - Voter convenience
  - Spread your volunteer work over more time
  - Less work for your Election Day Team and for poll workers
  - Avoid problems that have happened on previous Election Days

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

“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
Worksheet 5-A
Plan to encourage voting early and by Mail-in Ballot

Mail-in Ballot Get Out the Vote (GOTV) Plan
- Offer Mail-in Ballot Application (and envelope addressed to the County Clerk) to every identified supporting voter – explain the convenience of voting from home
- Within a week, follow up with each voter who takes an application to make sure it is filled out completely and mailed in time
  - Hello (voter’s name). This is (your name). I’m a neighborhood precinct volunteer and am just checking to see if you have had a chance to get your application for a Mail-in Ballot to the County Clerk.
  - If yes That’s great.
  - If no What can I do to help?
- If you can, monitor County Clerk records for Clerk’s receipt of application and mailing ballot back to voter
- Follow up with voters to make sure they receive their ballots and mail them back to the Clerk on time.
  - Hello (voter’s name). This is (your name). I’m a neighborhood precinct volunteer and am just checking to see if you have received your Mail-in Ballot from the County Clerk.
  - If yes That’s great. Remember it needs to be back in the Clerk’s office by_______(deadline).
  - If no You can check on it by calling the Clerk at (phone number). Once you receive it, you will need to get it back to the Clerk’s office by_______(deadline).

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<th>Task</th>
<th>Who</th>
<th>Comment</th>
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<td>Offer applications/envelopes</td>
<td>Canvassers</td>
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<td></td>
<td>Follow up on voters mailing applications</td>
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<tr>
<td></td>
<td>Monitor Clerk’s receipt of application and mailing ballot to voter</td>
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<tr>
<td></td>
<td>Follow up on voters returning completed ballot to clerk</td>
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</table>

Early Voting GOTV Plan
- Contact every supporting voter who did not take a Mail-in Ballot Application
  - Hello __________ (voter’s name). This is __________(your name). I’m a neighborhood precinct volunteer and am contacting you to let you know that you can vote early __________ (dates) at __________ (locations) during __________ (times).
- If you have access to the County Clerk’s records that show if voters have early voted, then you can wait until near the end of the early voting period and then just contact those who have not yet voted.

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<tr>
<th>Dates</th>
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"A nation is formed by the willingness of each of us to share in the responsibility for upholding the common good." - Barbara Jordan
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 30) and use Worksheet 4-B Fundraiser Plan (page 31)
  - Make sure everyone knows the rules they will need to follow to legally collect and contribute money (find out from the candidate or campaign that will be receiving the contribution)
- 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

**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 26-27)
  - Voters identified as Leaning Dem or Undecided and who did not receive a follow up contact by a canvasser
  - For highly mobile areas, canvassing may continue into late October

Finalize your Supporting 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 (page 38)
  - 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

Implement your Early Voting and Mail-in Ballot Plan
- See Worksheet 5-A (page 35)

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 39)
  - 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 Supporting Voter List
  - Develop an Election Day GOTV Plan (use Worksheet 7-C, page 40)
- 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
Supporting Voter List: people you want to make sure vote
To be used if the updated list is created manually

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<th>Address</th>
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"One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors."
- Plato

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Worksheet 7-B  
Election Day GOTV Team

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Drivers

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Knockers

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Poll Checkers

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Baby Sitters

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"Nothing will work unless you do."  
- Maya Angelou
# Worksheet 7-C
## Election Day GOTV Plan

**Shift Times** | **Name** | **Location/Area** | **Notes/Task Leader**
--- | --- | --- | ---
**Phoners**
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. |  |  |  

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

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Go!
Get those supporters to the polls

Put into action your Election Day GOTV Plan
- Mobilize your Election Day Team to get your supporting 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 Supporting 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)

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

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

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Build a Progressive Community with support from the Democratic National Committee

As part of the 50-state strategy, the Democratic National Committee (DNC) introduced an exciting organizing approach in 2008 called “Neighborhood Leaders” that uses a friend-to-friend outreach similar to Step Nine, number 10 (page 44) and is very compatible with Think Precinct. If you choose to become a Neighborhood Leader, you will have support from the DNC that includes user-friendly online tools and special trainings.

You will be able to access:
- Neighborhood voter data you can update
- Party planning ideas and organizing tools
- Customizable fliers and invitations
- Early insider information from the DNC
- Incentive rewards for results

Find out if your state or county party is supporting the Neighborhood Leaders program at www.DNC.org and click on “Volunteer” to select your state. After you enter your contact information, a Regional Coordinator will contact you within 48 hours.

Build a Progressive Community on your own

You don’t have to wait until six weeks before an election. The best time to start creating a motivated grassroots organization is now. 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.

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 email. (see Worksheet 3-A on page 18). Then proceed with the festivities.
Build a Progressive Community Between Elections
Schedule regular events and keep building your community

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 the issues that concern them, 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.

5 Follow up
Within a few days after the event, call or email 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 to 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 (“Drinking 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.

8 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.

9 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.
10 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

11 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

12 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 email 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 email.

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

13 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.

14 Mobilize your forces
Now you’re organized. You’ve already done Steps 2 and 3 of the Think Precinct 9-Step plan and have a solid volunteer base ready whenever there is an election.
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: 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: 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?

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 email in case we send out reminder notices?

No answer: If you ever change your mind you can call me at (your phone #).
Yes answer: (Take down email 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 email in case we send out reminder notices?

No answer: Can I confirm you address? Is it still (location)? 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 email 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 #).
Materials for Community Building Events
Keep people informed and motivated

This is only a partial list of great movies and books.
- You can access a list of more suggestions at thinkprecinct.com/additional-resources/
- If you have other movie or book suggestions, send an e-mail to gro@democracyforcolorado.com

Movies/DVDs
- Taxi to the Dark Side, directed by Alex Gibney
- Uncounted: The New Math of American Elections, Directed by David Earnhardt
- Who Killed the Electric Car?, starring Martin Sheen
- An Inconvenient Truth, starring Al Gore
- Sicko, starring Michael Moore
- No End in Sight, directed by Charles Ferguson
- The Devil Came on Horseback, directed by Annie Sundberg and Ricki Stern
- Dixie Chicks: Shut Up & Sing, starring Natalie Maines and Emily Robison
- FLOW: For Love Of Water, directed by Irena Salina
- In the Valley of Elah, starring Tommy Lee Jones
- Rendition, starring Reese Witherspoon, Jake Gyllenhaal, Meryl Streep, Peter Sarsgaard and Alan Arkin
- Lions for Lambs, starring Robert Redford, Meryl Streep and Tom Cruise
- Charlie Wilson’s War, starring Tom Hanks, Julia Roberts and Philip Seymour Hoffman
- Redacted, directed by Brian DePalma

Book List
- Three Trillion Dollar War: The True Cost of the Iraq Conflict, by Joseph E. Stiglitz and Linda J. Bilmes
- Free Lunch: How the Wealthiest Americans Enrich Themselves at Government Expense (and Stick You with the Bill), by David Cay Johnston
- Gotcha Capitalism: How Hidden Fees Rip You Off Every Day—and What You Can Do About It, by Bob Sullivan
- Censoring Science: Inside the Political Attack on Dr. James Hansen and the Truth of Global Warming, by Mark Bowen
- Armed Madhouse: From Baghdad to New Orleans — Sordid Secrets and Strange Tales of a White House Gone Wild, by Greg Palast
- Screwed: The Undeclared War Against the Middle Class — And What We Can Do about It, by Thom Hartmann
- The Shock Doctrine: The Rise of Disaster Capitalism, by Naomi Klein
- The Conscience of a Liberal, by Paul Krugman
- Takeover: The Return of the Imperial Presidency and the Subversion of American Democracy, by Charlie Savage
- Fair Game: My Life as a Spy, My Betrayal by the White House, by Valerie Plame Wilson
- Blackwater: The Rise of the World’s Most Powerful Mercenary Army, by Jeremy Scahill
- Beyond the Green Zone: Dispatches from an Unembedded Journalist in Occupied Iraq, by Dahr Jamail
- Dissent: Voices of Conscience, by Ann Wright and Susan Dixon
- The Party Faithful: How and Why Democrats Are Closing the God Gap, by Amy Sullivan
Coffee and Conversation

WHEN:

RSVP:

OTHER DETAILS:

WHERE: