*Building*
BLUE

NCDEMOCRATS
TRAINING
series

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the **"Reactions"** button at the bottom of your Zoom screen.

**STEP TWO:** A menu that looks like this will appear. Click **"Raise hand"**


NCDEMOCRATS
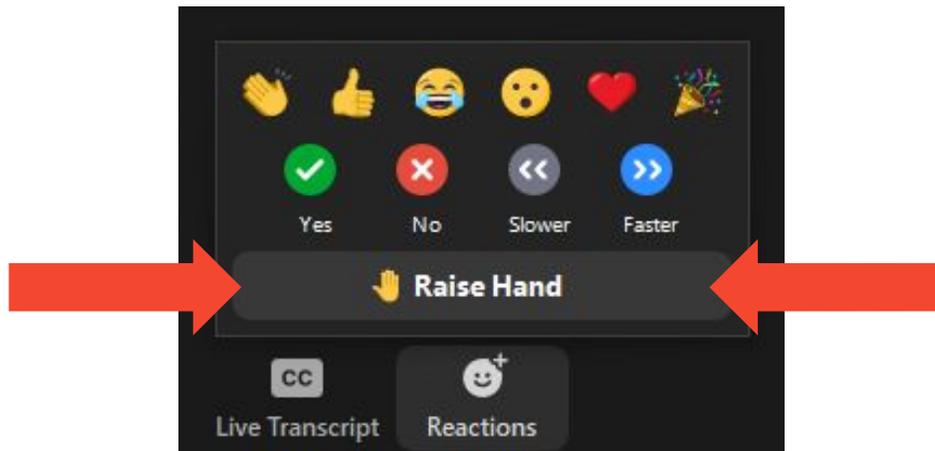
RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press ***9** on your phone's keypad

TOGGLE MUTE/UNMUTE

Press ***6** on your phone's keypad
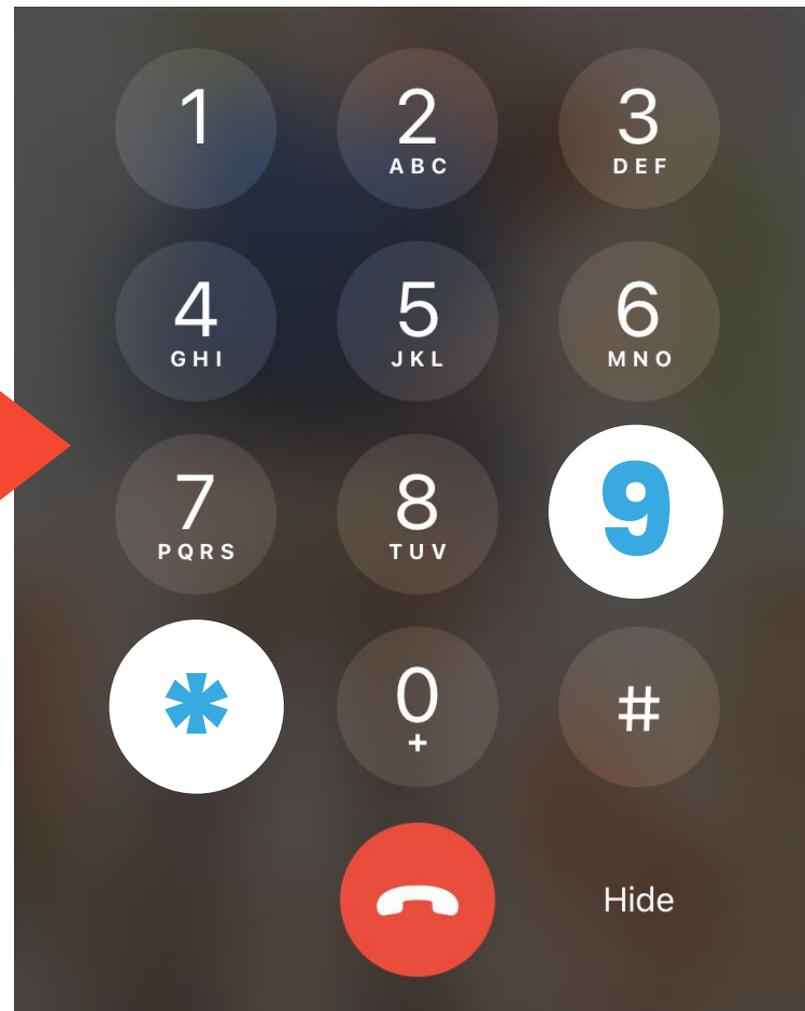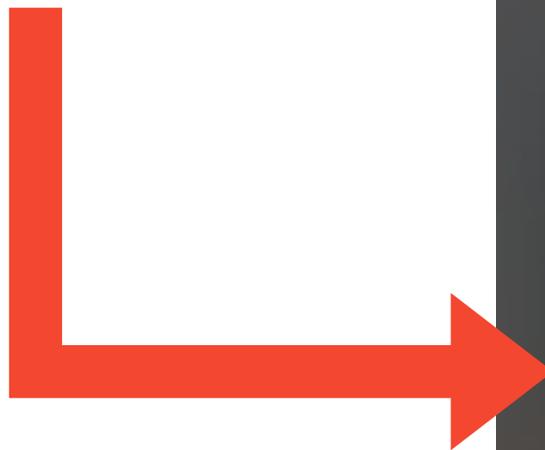
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BREAKOUT ROOMS

STEP ONE: Accept invitation to Join Room

Join Room 2?

No   Yes
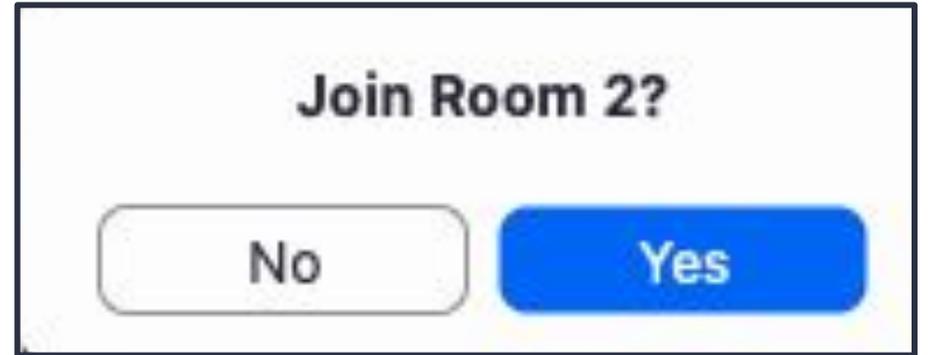
LEAVING BREAKOUT ROOMS

STEP ONE: Click **Leave Room** button at bottom right.

STEP TWO: Button will expand.
Click **Leave Breakout Room** button at bottom right which will return you to the Main Session.
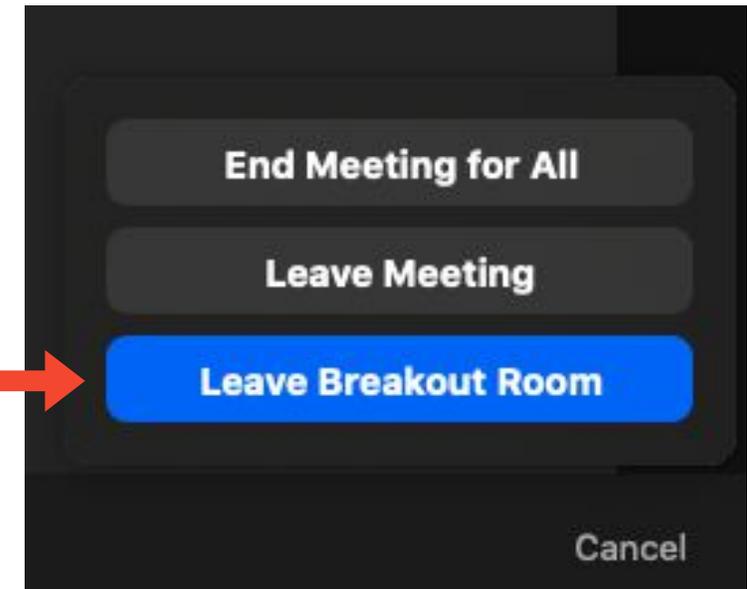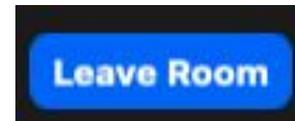
Leave Room

End Meeting for All

Leave Meeting

Leave Breakout Room

Cancel

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OUR AGENDA:

1. Stump Speech
2. Getting Started with the Press
3. Social Media for Candidates
4. Relational Organizing
5. NCDP Resources

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WHY ARE YOU RUNNING?

WHY ARE YOU RUNNING?

THIS IS THE #1 QUESTION
AND YOUR STUMP SPEECH IS THE ANSWER!

- **How long should my stump speech be?**

  - 60 - 90 seconds
  - 2-3 minutes
  - 5 minutes: Roughly 800 words! **Keep them wanting more!**

- (Ask, Confirm, and **ALWAYS COMPLY**)

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WHAT'S IN A **GREAT** STUMP SPEECH

ANSWERS FOUR QUESTIONS (+)

In order of importance:

1. How do I feel about the candidate's principals (and party, if identified)?
2. How does this candidate make me feel?
3. How do I feel about this candidate's personal characteristics, especially her integrity, leadership and compassion?
4. How do I feel about this candidate's stands on issues that matter to me?

Issue stances come last. Before voters care about what you want to do, they need to feel comfortable about who you are, where you come from, and why you're running. **(Connect with them on a personal level.)**

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WHO IS THE STUMP SPEECH REALLY ABOUT?

THE HERO OF EVERY CAMPAIGN NARRATIVE IS THE VOTER!

Every campaign should have a story - and the hero of that story should always be the voter, not the candidate.

You're not going to slay the dragon.

The voter is going to slay the dragon - <u>by voting for you.</u>

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STUMP SPEECH

- **The 5 Rules for a stump speech:**
  - Is it **Clear**? Is it **Concise**? Is it **Truthful/Authentic**? Is it **Contrastive**? Is it **Persuasive**? And are you **Engaging**?

ANATOMY OF A STUMP SPEECH

- Who you are/Where you're from/What you're running for
- Why you're running
- Your values and core message
- **Call to Action** (get involved with the campaign, volunteer, etc.)

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SAY IT ALOUD…..

My name is Julia Buckner and I'm a proud, pro-choice, progressive woman
running for State Senate in the Far West!

WHO I AM

I'm an educator, a minister, and a small business owner,
and I was taught that we have to take care of one another
& stand up for what we believe in.

WHY I'M RUNNING

MY CORE VALUES

It's time we give our students and teachers the respect they deserve!
It's time we expand Medicaid for half a million of our neediest people!
And it's time we guarantee reproductive freedom: not only as a woman's
 right to choose, but as her right to choose FREELY, without obstructions from her legislators in Raleigh.

Now If you believe that it's time for us to take back the General Assembly, then I want you to stand with me
now!
I want you to raise your right hand and use those fingers for texting your friends and say: Vote for Julia!
And I want you to raise your left hand and make a fist and use that fist for knocking on doors.
And now I want you to take both of your hands and wave goodbye to every single member of the GOP in
Raleigh, because folks, they've got to go!

^^^ CALL TO ACTION ^^^

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My name is Julia Buckner, I'm running to be your next State Senator,
I thank you for your support, Let's roll!

NOW IT'S YOUR TURN!

- **The 5 Rules for a stump speech:**
  - Is it **<u>Clear</u>**? Is it **<u>Concise</u>**? Is it **<u>Truthful/Authentic</u>**? Is it **<u>Contrastive</u>**? Is it **<u>Persuasive</u>**? And are you **<u>Engaging</u>**?

ANATOMY OF A STUMP SPEECH

- Who you are/Where you're from/What you're running for
- Why you're running
- Your values and core message
- **Call to Action** (get involved with the campaign, volunteer, etc.)

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STUMP SPEECH: IN REVIEW

QUESTIONS TO ASK

- **Did I stick to the time limit?**
- **Do they know WHY I'm running?**
- **Could they tell a stranger about our shared values?**
- **Did I make them the hero?**
- **Did I give a clear Call to Action?**

A FEW OTHER THOUGHTS

- **Stump speeches are meant for the EAR!**
- **Use the three R's! (REPEAT, REPETITIVE, REDUNDANT)**
- **MEMORIZE**
- **You should be MEMORABLE!**

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STUMP SPEECHES ON ZOOM

1. BE STANDING FOR YOUR DELIVERY

2. THINK ABOUT YOUR BACKGROUND

3. DO NOT EAT ON CAMERA

4. WATCH YOUR EXPRESSIONS

5. DRESS FOR SUCCESS

6. GET TECH HELP IF YOU NEED IT

    a. Camo App

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LONGER STUMP SPEECH OUTLINE

1. **Introduction**
    - Thank and identify your group by name.
    - State your name & where you're from.
    - Mention the district for which you are running

2. **Biographical Information** (Briefly tell your personal story – connect with an average voter.):
    - Where did you grow up?
    - What did your parents do?
    - How did you end up in the town where you live?
    - What kind of work do you do?
    - What kind of volunteer or service activities do you do, especially anything relating to the position you're running for (i.e., PTA president for school board candidates)
    - Tell them about your family

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LONGER STUMP SPEECH OUTLINE

3. **Why are you running?**

- Every candidate for office must have a concise and relevant answer to this question! – 1979 Ted Kennedy
- What are the major problems in your community? Why you are qualified to solve them?
- Your answer should tie together the big issues affecting your city or district with your personal story.
- Emphatically give the voters a reason to vote for you.

4. **Conclusion**

- Clearly ask for their support.
- Clearly ask them for help – money or time or (preferably) both.
- **Thank them** (You cannot win without their support!)

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THE POWER OF STORY

WHY OUR STORIES MATTER

When talking to people about the campaign, you represent the NC Democratic Party and all of our candidates.
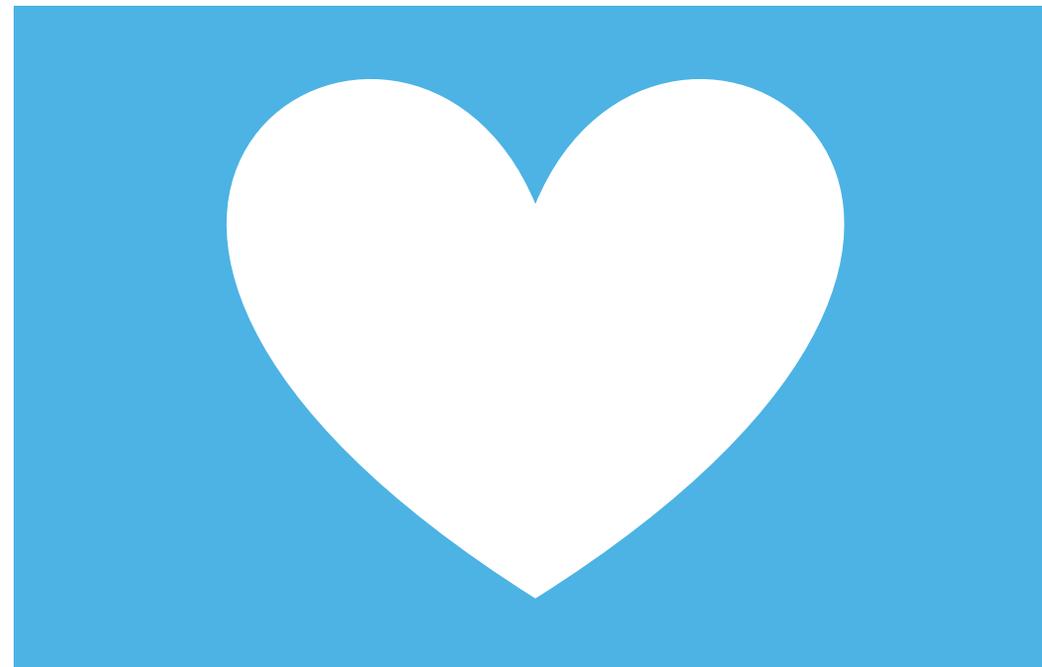
By sharing your experiences and values, you can build relationships with voters and connect them to our party and candidates.

VALUES CONNECT US
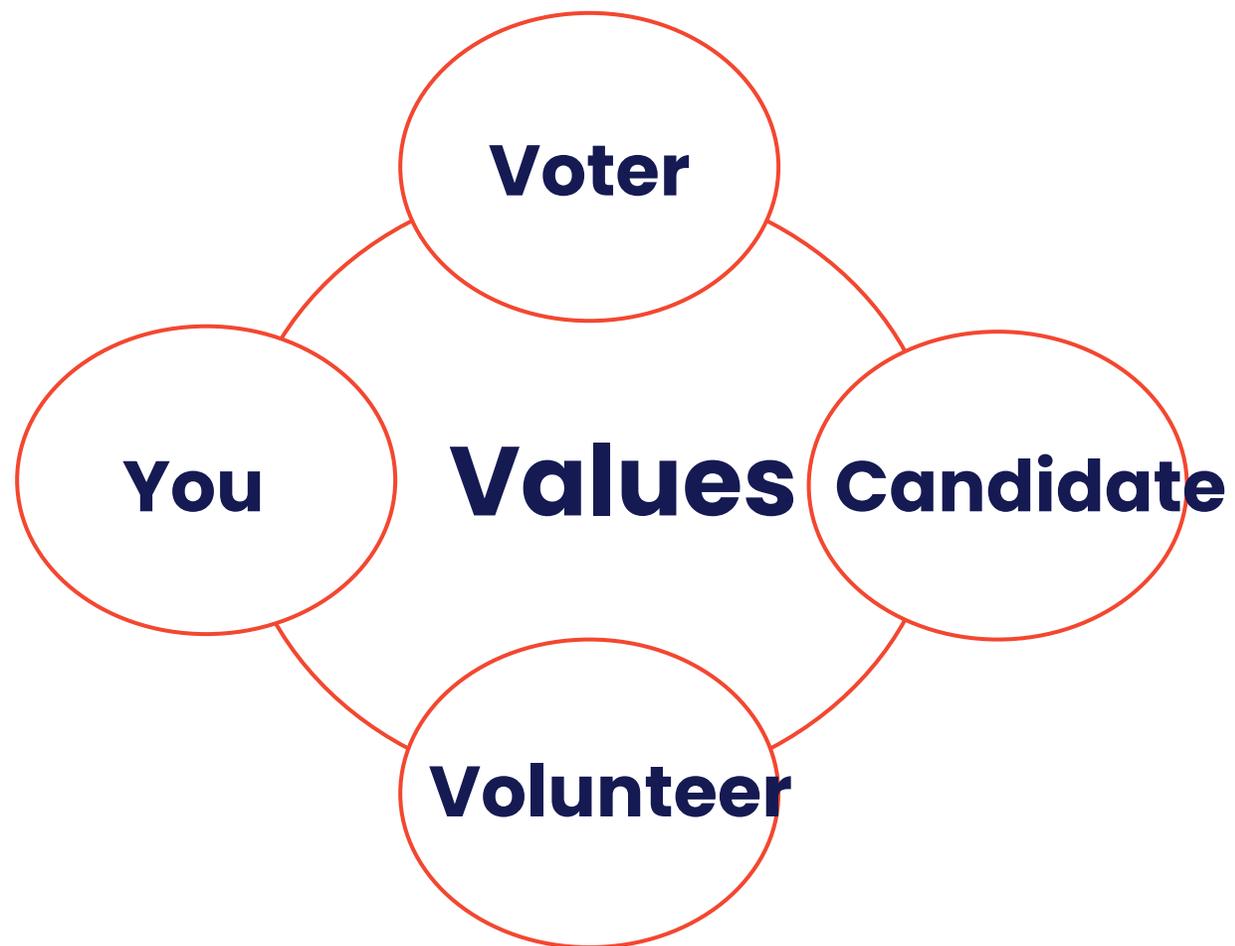
WHY OUR STORIES MATTER

"By telling our personal stories of challenges we have faced, choices we have made, and what we learned from the outcomes, we can inspire others and share our own wisdom. Because stories allow us to express our values not as abstract principles, but as lived experience, they have the power to move others."

Marshall Ganz, organizer and professor

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PERSONAL STORY
COMPONENTS

PERSONAL STORY COMPONENTS

Self

Us

Now
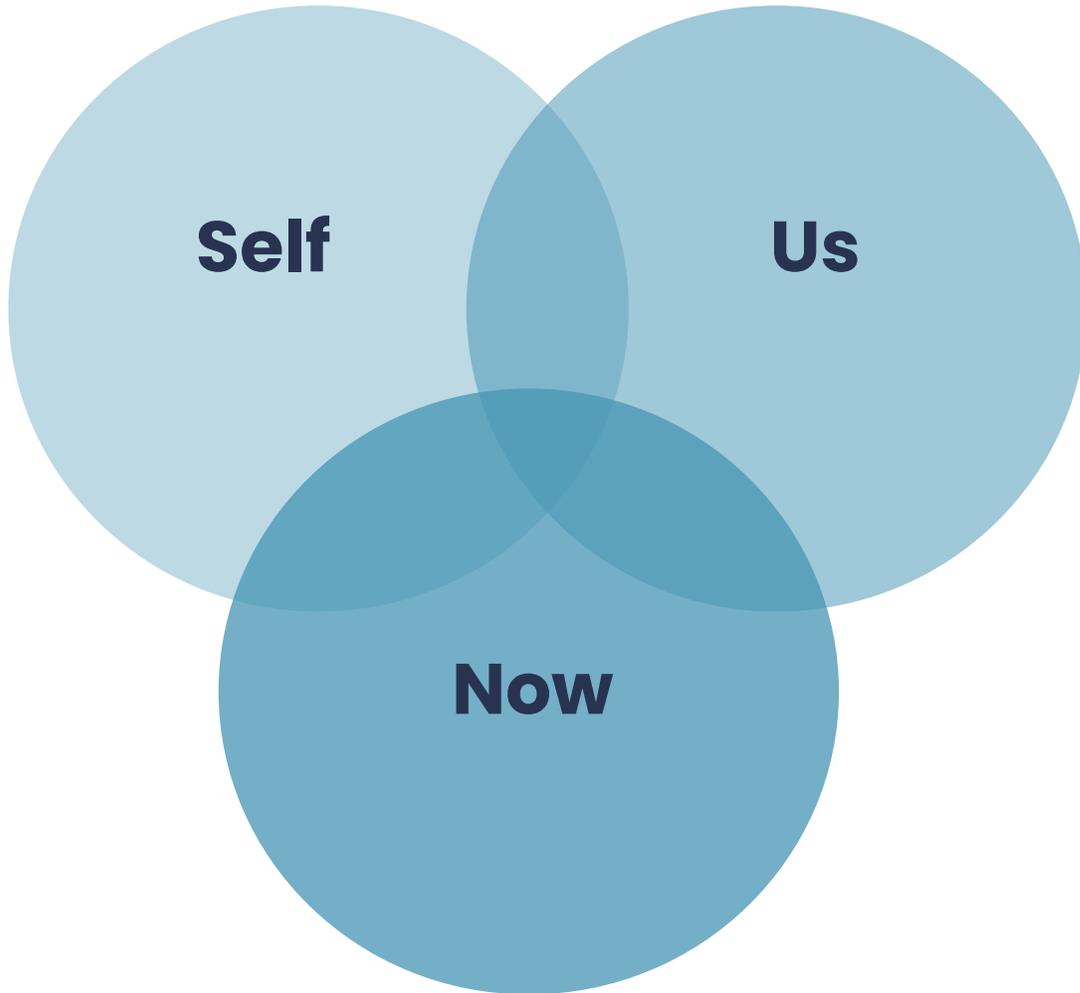
A personal story has three distinct components:

- Story of Self
- Story of Us
- Story of Now

A good personal story brings these three stories together as part of one story.

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PERSONAL STORY COMPONENTS
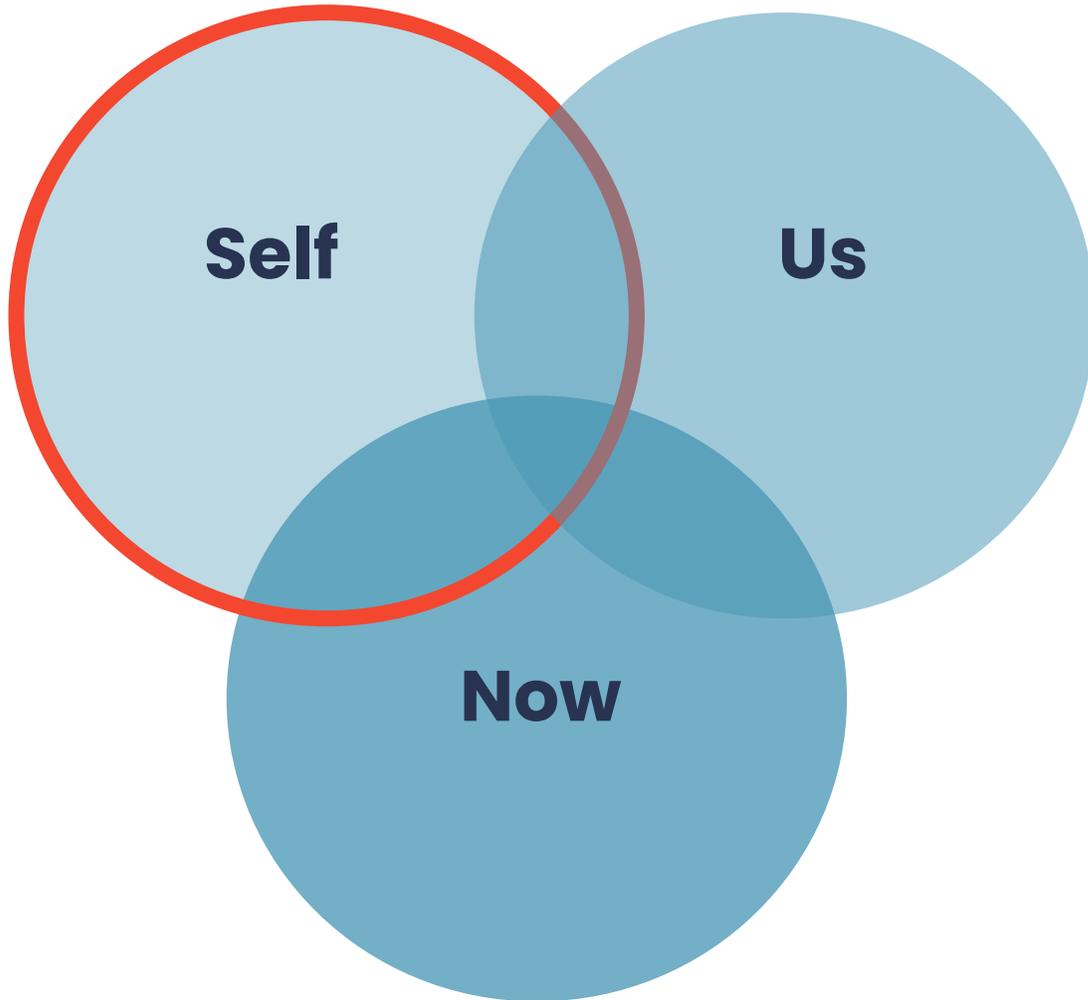
Story of Self

A story of self shows why you were called to join the Democratic Party.

Focuses on:

- **challenges** you faced in your life
- **choices** you made in response to these challenges
- **outcomes** you experienced as the result of your choices

PERSONAL STORY COMPONENTS

Self

Us

Now
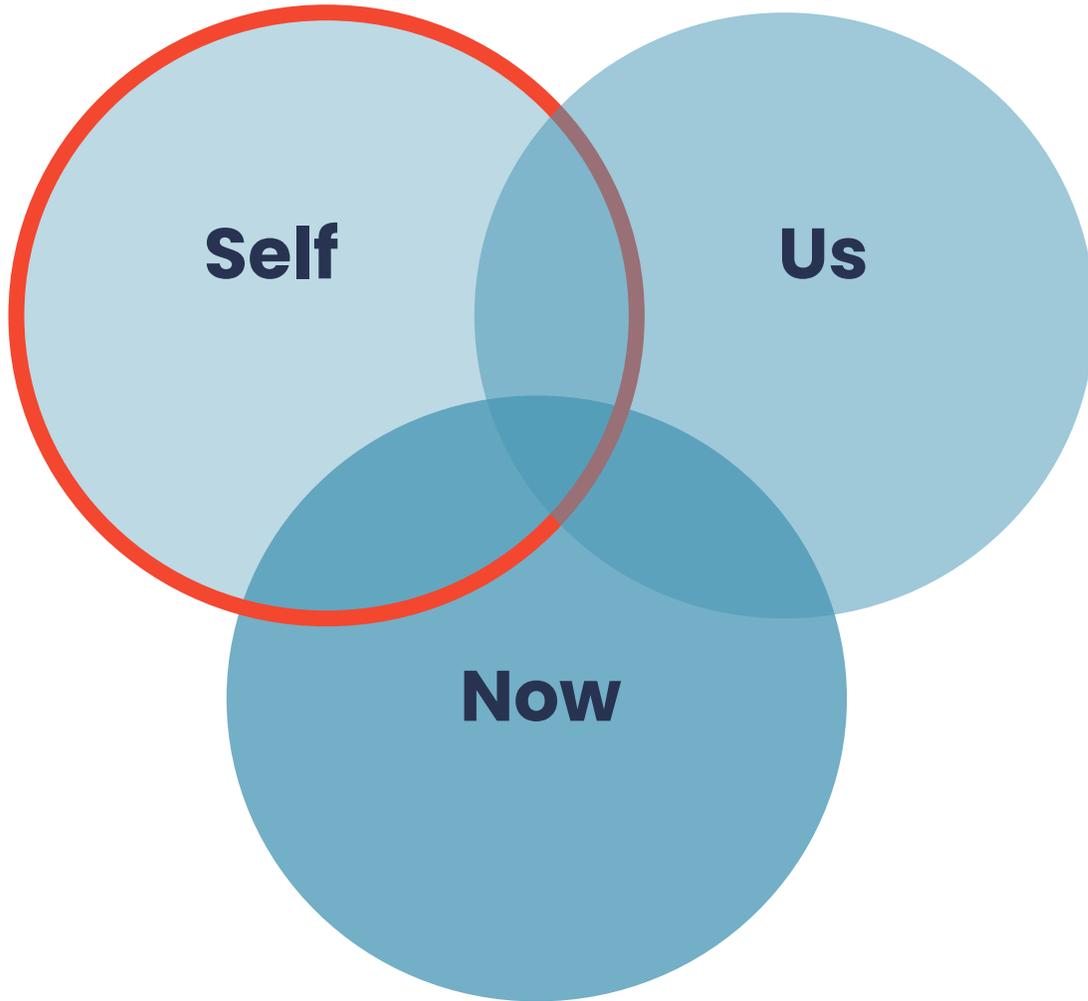
Story of Self

Questions to consider:
- What moments in your life were particularly transformative?
- What did you learn from the outcomes and how do you feel about them now?
- What decisions have you made that brought you to where you are now?
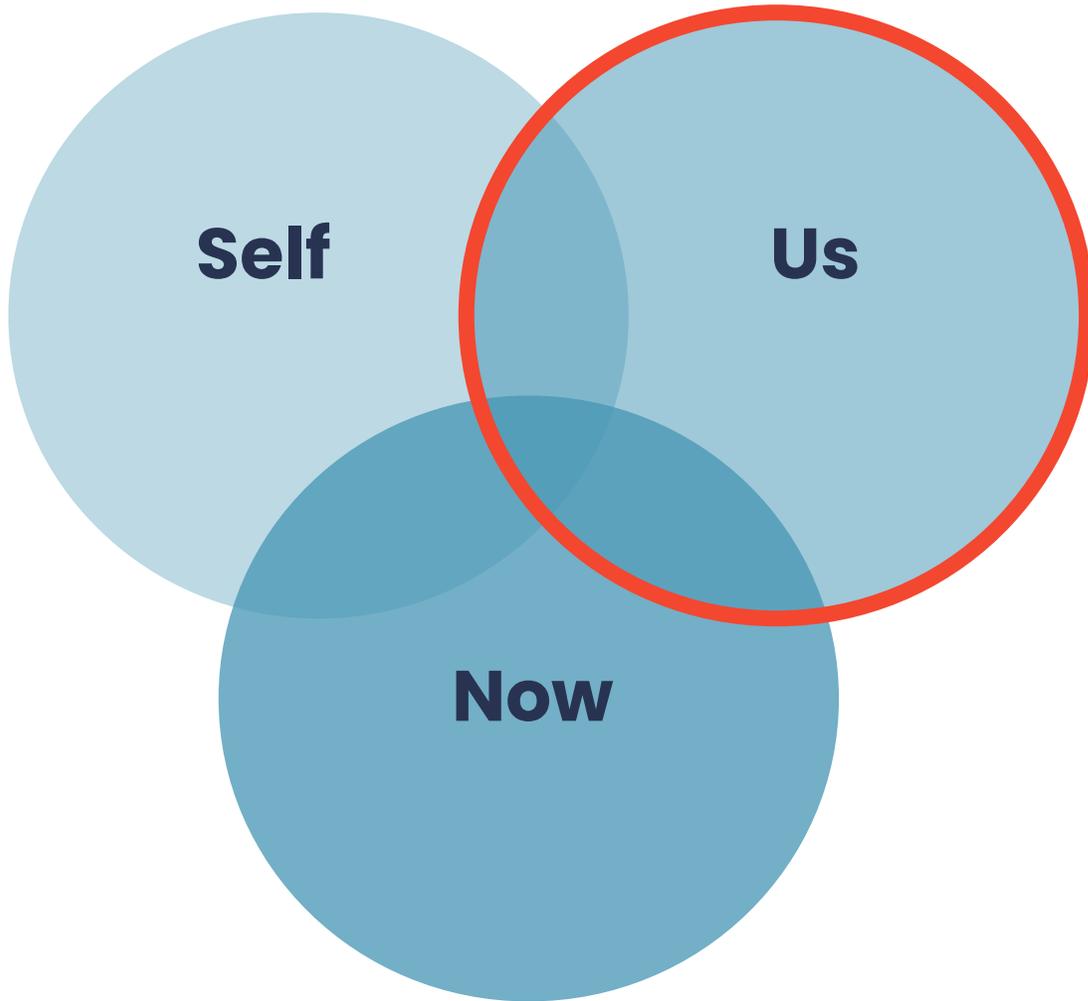
PERSONAL STORY COMPONENTS
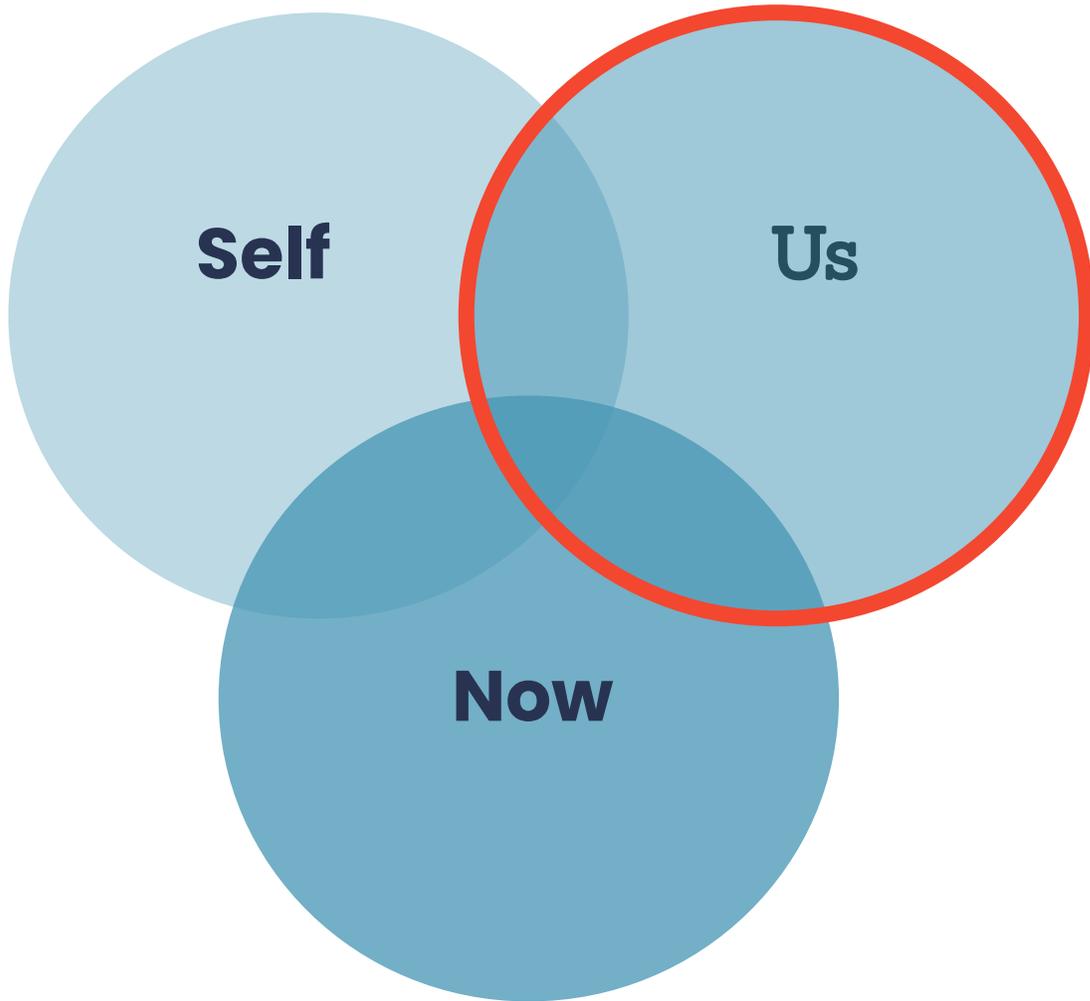
Story of Us

Questions to consider:

- How does your story connect to the larger story of the Democratic Party?
- What purposes, values and vision do you share with Democrats?
- How would you invite your audience to join you?

PERSONAL STORY COMPONENTS

Self

Us

Now
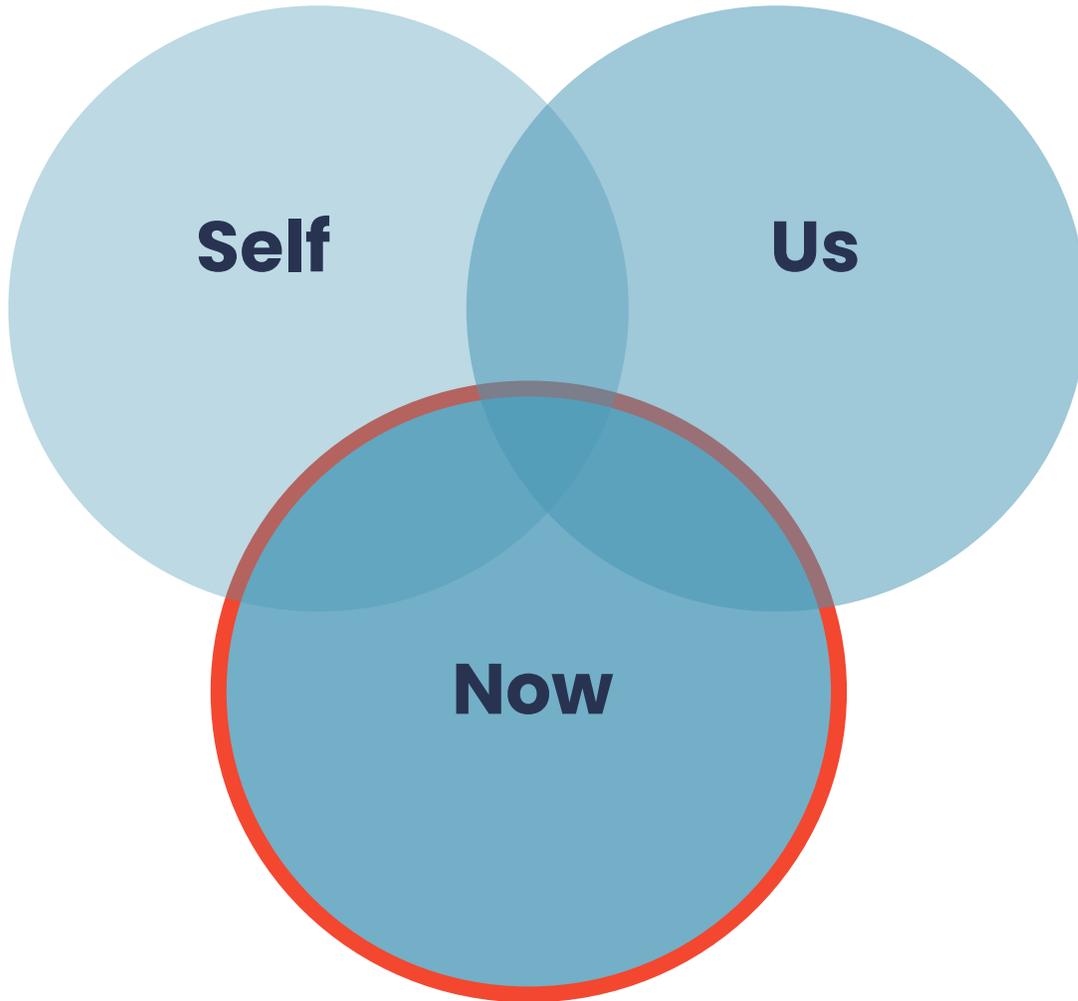
Story of Now

- Offers a contradiction to the values articulated in the stories of self and us.
- Builds urgency by showing how our shared values are at stake.
- Outlines action(s) necessary for the audience to take in response to urgent threat (knocking doors, registering voters, etc).
- Includes an ask.

PERSONAL STORY COMPONENTS
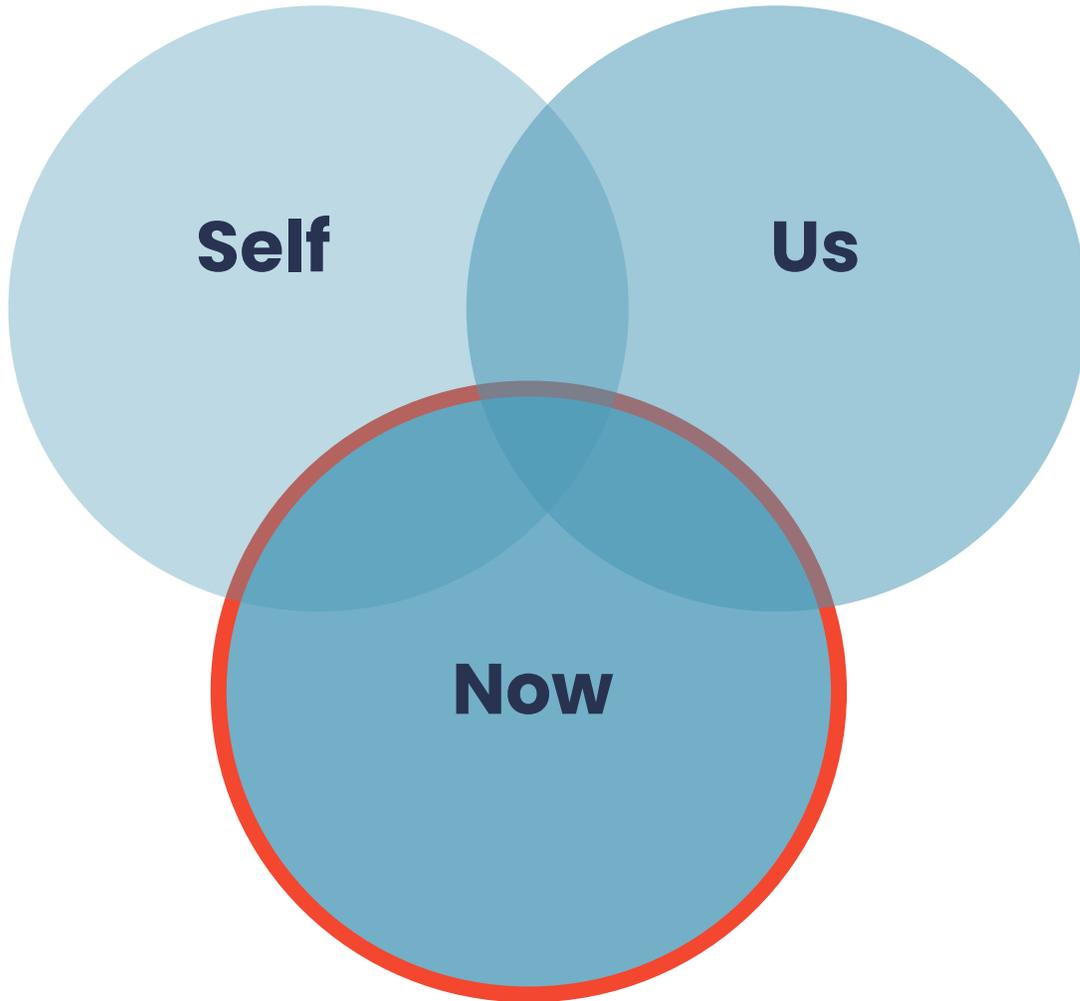
Story of Now

Questions to consider:

- What urgent challenge will you call upon your audience to face?
- What specific action will you call upon your audience to take?

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PERSONAL STORY COMPONENTS

Self

Us

Now
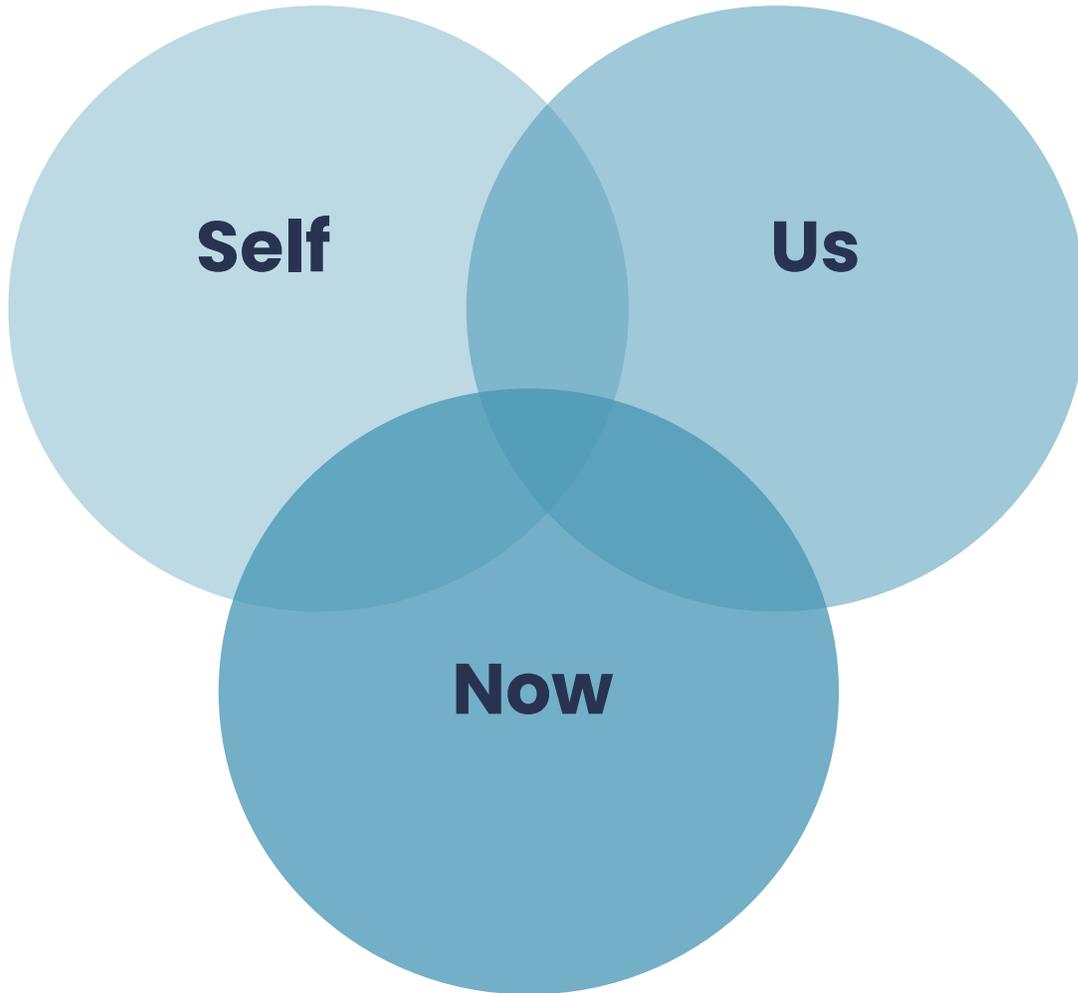
A successful personal story weaves together the stories of self, us, and now together.

- **Professor Ganz's Story of Self:** https://www.youtube.com/watch?v=EfsfG3DkSuA
- **Harvey Milk-You've Got to Give them Hope:** https://www.youtube.com/watch?v=IDH1RZl-3ww
- **James Croft- 6.12 Seconds:** https://youtu.be/lymvc5d6qxY
- Obama's 2004 DNC Speech: https://www.youtube.com/watch?v=ueMNqdB1QIE

How do we tell stories like that?

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PERSONAL STORY COMPONENTS: BREAKING IT DOWN

- **What was my story of self?**
  - What challenge did I face?
  - What choice(s) did I make in response to this challenge?
  - What was the outcome of my choices?
- **What was my story of us?**
  - What values did I express in the story of us?
  - How did I connect my individual story with the larger story of the Democratic Party and/or a particular political campaign?
- **What was my story of now?**
  - What urgent problem did I ask the audience to face?
  - What action did I ask the audience to take?

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GETTING STARTED WITH THE PRESS

WHO IS YOUR PRESS?

GETTING STARTED

- Identify your press
  - local newspapers
  - TV stations
  - local reporters

- Connect with your press
  - Introduce yourself
  - Schedule a 1:1 coffee
  - Make sure to provide contact information

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KICKING OFF YOUR PRESS CAMPAIGN

COMMUNICATING THE LAUNCH OF YOUR CAMPAIGN

- First opportunity to introduce yourself to voters

- Announce to personal family, friends, and supporters before everyone else

- Consider hosting launch event or campaign kickoff
  - Invite press, send advisory
  - Think about the visuals

- Consider exclusive interview

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INTERVIEW PREP

TALKING TO THE MEDIA

- The media, especially local media and television, are an important conduit to reach voters and spread your message. But talking to the media carries risks.

- Remember: you can <u>decline to comment</u> and you <u>do not have to answer their questions</u>. It is important to **be responsive** to reporters and to maintain a friendly, professional relationship but they are a channel to reach voters. You do not owe them responses that explicitly answer their questions.

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INTERVIEW PREP

BEFORE THE INTERVIEW

- Before speaking to a reporter, you or your campaign staff should have clear answers to these questions:
  - Is this on the record, on background, or off the record?
  - Is this over the phone or in person?
  - What is the reporter's angle for this story? How are they approaching it?
  - If the reporter reached out to you, what is their deadline? How quickly do you need to respond?
  - What is my objective for this interview?
  - What is my "home base" – the message I can always return to if I get lost in the interview?

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INTERVIEW PREP

BEFORE THE INTERVIEW

- Once you have those questions answered prepare by:
  - saying your message out loud,
  - writing out your talking points,
  - and doing sample Q&A.

- For TV, it can be helpful to record your mock Q&A as well and review how you look on camera.

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INTERVIEW PREP

BEFORE THE INTERVIEW – TV

- For an on-camera interview, you should take a minute to think through the optics:
  - What are you wearing?
  - What's in the background?
  - What's the angle of the shot?
  - What's your soundbite.

    - TV stories are often only 1-2 minutes, meaning you get 2-3 soundbites at most. What do you want voters to see?

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INTERVIEW PREP

DURING THE INTERVIEW

- Take a breath/pause before answering to collect and organize your thoughts.
- Eliminate pause words like "um" or "yeah…" and focus on your core message.
- Be authentic, passionate, and confident. **Do not be afraid to repeat your message.**
- **Repeat your message. Think through a few ways to say your central message. Or just repeat it.**
- Express your values, not policy prescriptions. Couch your answers in terms of your morals and values not your 10-point plan.
- Be quotable and concise, especially with your "home base" message. Avoid long, winding, and bland stories.
- Keep a confident, aggressive posture and try not to get put on the defensive or explain in-depth. **You should drive the message, not your opponent.**

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INTERVIEW PREP

DURING THE INTERVIEW – PIVOTING

- Pivot off of tough questions by **bridging topics from negative topics to your campaign message.** This is a crucial skill but it's tricky. Pivoting too early can look like you're dodging the question altogether, prompting follow up questions. Examples of pivots/bridges include:
  - "That's an important issue, but what this topic is really about…"
  - "I'm going to Raleigh to solve problems, and one of the problems I think is most important is…"
  - "I can't speak for X, but I can speak for my campaign, which is focused on…"
  - "What people should know about this campaign is…"

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INTERVIEW PREP

DURING THE INTERVIEW – CONT

- Avoid speaking in absolutes, including giving simple "yes/no" answers. Absolutes are easy pitfalls and can paint you into a box with little room to maneuver.
- Stick the landing. At the end of each answer, **hit your message and stop talking.**
- Don't speak just because there's silence. If you're happy with your answer and stuck the landing, don't feel like you need to speak more just because there's silence. **Embrace the silence!**
- Finish the interview by repeating your central message, even if you have to force it in by saying, "Before we leave, one thing I really want to make clear…"

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INTERVIEW PREP

AFTER THE INTERVIEW

- Watch out for the "live mic"! You are still being recorded, including any crosstalk before or after an interview, until the reporter puts the microphone away.
- Thank the reporter and mention that if there's anything they'd like to clarify or if they have additional questions to reach out.

Getting comfortable with the media takes practice and patience, so don't worry if it doesn't feel natural at first. The important part is nailing down the home-base message that you can always return to and coming in with a clear, confident vision about the outcome of the interview.

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SAMPLE PRESS RELEASES

EXAMPLE →

5 Days 5 Ways: How Governor Cooper's Budget Helps North Carolina
Day 1: Investing in North Carolina Teachers

As General Assembly Republicans **infight and drag their feet on releasing their budget proposal**, Governor Roy Cooper has **proposed a budget** that works for all North Carolinians and propels the economy to a successful recovery. Each day this week, we'll be highlighting the ways that Governor Cooper's budget invests in North Carolina families and seizes on the once-in-a-generation opportunity to help the state recover and rebuild from COVID-19 -- starting with teacher pay raises.

"Time and again throughout COVID-19, North Carolina teachers had to deal with unprecedented challenges," **said NCDP Chair Bobbie Richardson**. "As a former educator, I know firsthand that this pay raise is long overdue and is an important step to attracting and keeping dedicated and highly talented educators in North Carolina schools."

Governor Cooper's budget includes K-12 teacher raises of 10 percent on average over the next two years and would ensure that all non-certified school personnel receive a minimum of $15 an hour, on par with other state employees. The pandemic has underscored the vital work of educators to help students learn and thrive despite all obstacles. This pay raise reflects the essential role teachers play in building the workforce of tomorrow.

The erosion of our public education system results from Republican's prioritization of tax cuts for corporations and the wealthiest few. According to **a report** from the National Education Association, North Carolina ranks 33rd in the nation for average teacher pay.

###

SAMPLE MEDIA ADVISORY

EXAMPLE →

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TODAY: DNC Chair Jaime Harrison Holds "Build Back Better" Bus Tour Stop in Durham, NC

TODAY, August 13 at 9:30 a.m, the DNC's "Build Back Better" bus tour will stop in Durham, North Carolina led by DNC Chair Jaime Harrison. During the stop, DNC Chair Jaime Harrison and local leaders will highlight how President Biden and Democrats are delivering for the American people with the creation of more than four million jobs, tax cuts for middle-class families, and lower health care costs.

The bus tour is making stops in more than ten states across the South, Mountain West, Midwest, and Northeast throughout the month of August. Read more about the tour **HERE**.

WHAT:

- "Build Back Better" bus tour stop and press conference with DNC Chair Jaime Harrison and local leaders.

WHEN:

- TODAY at 9:30 a.m.

WHERE:

- Durham, NC

Please RSVP here for additional details.

###

EARNED MEDIA TACTICS

There are several main ways to communicate with the press, both written and spoken, to help you spread your message and control the narrative:

- Press Releases
- Media Advisories
- Interviews
- Letters to the editors
- Op-eds
- Events
- Press statements

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What is social
media good for?

WHAT IS SOCIAL MEDIA GOOD FOR?

WE ALL KNOW SOCIAL MEDIA IS IMPORTANT TO HAVE AS A CANDIDATE -- BUT LET'S TALK ABOUT WHAT IT'S GOOD FOR:

- Making an impression!
- Engaging with voters!
- Showcasing your priorities!
- Growing your base of supporters!
- Moving people up the ladder of engagement!

But at its heart, a candidate's social media is all about **talking to and with voters.**

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WHAT IS SOCIAL MEDIA GOOD FOR?

YOU ARE THE BEST PERSON TO TELL YOUR STORY

- The newspaper isn't always going to cover you
- Not all your events are going to have 20 people at them -- but you should still talk about them
- This is a free platform for you to use

IF YOU DON'T TELL YOUR STORY, SOMEONE ELSE WILL!

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DEVELOPING YOUR VOICE

WHETHER YOU ARE JUST STARTING OUT OR ARE ALREADY ESTABLISHED, IT'S ALWAYS GOOD TO THINK INTENTIONALLY ABOUT HOW YOU ARE PRESENTING YOURSELF AND YOUR VOICE:

- Think about what you want people to know about you
  - Pick 5-7 top priorities and tie it back to them as often as you can.
    - Example: Economic development
    - It's **GOOD** to be repetitive!!!
- Be yourself. Be authentic
- Have fun with it. If you say "y'all" to your friends, you can put it in your posts.
- Let people get to know you.

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DEVELOPING YOUR VOICE

- All of these were posted within a few days of each other.
  - They all mention "equity" and/or "justice"
  - A quick visit to his page, at pretty much anytime will tell you that those are his top priorities
  - **It's good to harp on what you care about and have consistency in your voice**
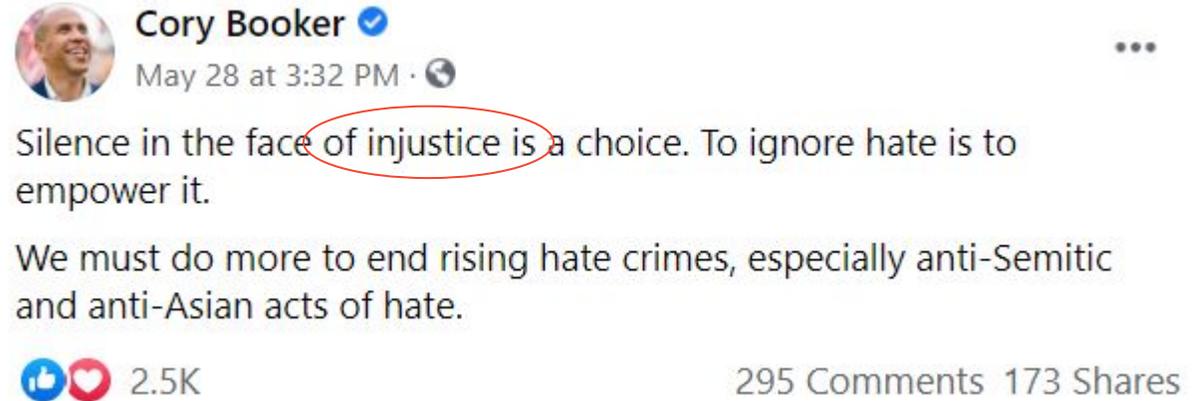
Cory Booker
May 28 at 3:32 PM

Silence in the face of injustice is a choice. To ignore hate is to empower it.

We must do more to end rising hate crimes, especially anti-Semitic and anti-Asian acts of hate.

2.5K

295 Comments 173 Shares

Cory Booker
May 17 at 12:24 PM

Over 60 years ago, Brown v. Board declared that separate is inherently unequal. I celebrate that decision, and draw inspiration from it as we continue the work of moving this country forward to achieve equality and justice for all Americans. We still have so much more work to do.
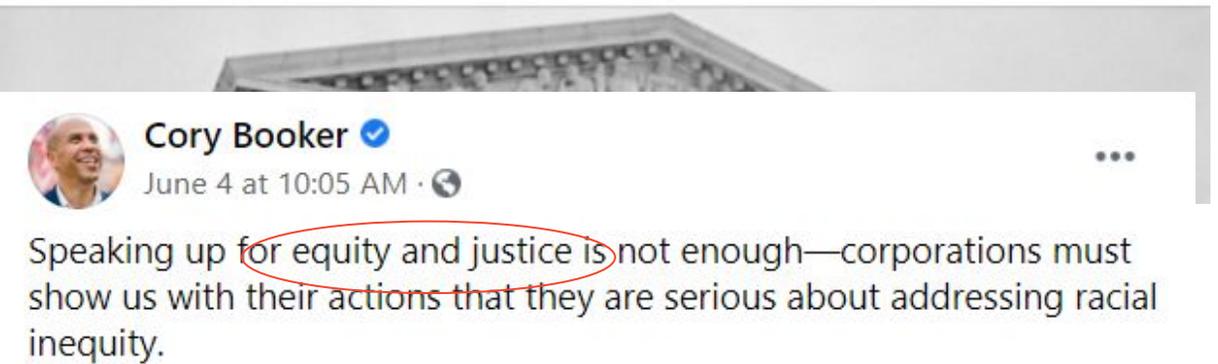
Cory Booker
June 4 at 10:05 AM

Speaking up for equity and justice is not enough—corporations must show us with their actions that they are serious about addressing racial inequity.

Building BLUE

NCDEMOCRATS TRAINING series

Managing your social media

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SET GOALS FOR YOUR SOCIAL MEDIA

LIKE ALL THE OTHER ASPECTS OF YOUR CAMPAIGN, YOU SHOULD HAVE GOALS FOR YOUR SOCIAL MEDIA!

- Just like you would with Fundraising, where you say "Raise _ _ money," your social media should have goals, too!
- Here's some good example:
  - Increase my followers by 10%
  - Post on social media 5 times a week

The big goal is to get people to <u>vote for you!</u>

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SET GOALS FOR YOUR SOCIAL MEDIA

MOVE PEOPLE UP THE LADDER OF ENGAGEMENT:

- What is the ladder of engagement?
  - It's steps people take to be more involved with you.
  - Example:
    - Step 1: Like a post on our social media
    - Step 2: Follow you on social media
    - Step 3: Subscribe to your newsletter
    - Step 4: Attend a virtual town hall with you
    - Step 5: Canvass for you when it's election time
    - Step 6: Votes for you!
    - Step 7: Tells others to vote for you!

Your social media should be geared toward moving people up that ladder

Ladder of Engagement

HOW TO ENGAGE YOUR SUPPORTERS
(AND KEEP THEM ENGAGED)

LEVEL 04 Promotion: Spreading the Word
- Shares With Own Network
- Takes
- Leadership Role

Involvement: Purposeful Participation
LEVEL 03
- Volunteer Opportunties
- Donations

Engagement: Learning About Each Other
LEVEL 02
- Update Digital Content (Website/ Social Media)
- Correspondence

Awareness: Getting on the Radar
- Social Media Posts
- Event Attendance
- Networking
LEVEL 01

SCOTT CIRCLE

MAKE PLANS TO HELP YOU HIT YOUR GOALS

USE A CONTENT CALENDAR LIKE THIS ONE!

NCDEMS		MAY					
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Poli							
	Org							
	Misc							AAPI Hertiage Month
		2	**3**	**4**	**5**	**6**	**7**	**8**
2	Digi			Repro rights are human rights	American Jobs Plan		American Jobs Plan	
	Comms			Criminal Justice Reform event	Criminal Justice Reform event	Criminal Justice Reform event		
	Funds							
	Poli							
	Org			Building Blue Training				
	Misc	Teacher Appreciation Week		May the 4th be with you	Cinco de Mayo	National Nurses Day		
		9	**10**	**11**	**12**	**13**	**14**	**15**
3	Digi			American Jobs Plan		Promo Building Blue for 22	Launch Action Item Series	
	Comms		Criminal Justice Reform event					
	Funds							
	Poli							
	Org			Building Blue Training				
	Misc	Mother's Day				Eid al-Fitr		Armed Forces Day
		16	**17**	**18**	**19**	**20**	**21**	**22**
4	Digi		Post about AFP	Promo District Conventions	Promo Building Blue for 22		American Jobs Plan	
	Comms				Gov Copper rolls out ARP reqs	AFP Presser		
	Funds		Trump's coming to NC					
	Poli							District Conventions
	Org			Building Blue Training				
	Misc	International Day Against Homophobia, Transphobia and Biphobia						
		23	**24**	**25**	**26**	**27**	**28**	**29**

GROWING YOUR AUDIENCE ON SOCIAL MEDIA

FIRST, MAKE SURE YOU HAVE YOUR FEED BUILT OUT:
- You don't want to direct people to an empty feed, so before you start sending an audience to your social media, be sure to build it out
  - Post several times
  - Have some pictures

THEN, PUT sh*t THAT ON EVERYTHING
- Your social media handles should be on your:
  - newsletter, email signature, literature, etc
- Plug your social media at every event you speak at. Ask people to take out their phones and follow you. **DON'T BE SHY!**
- Ask other people to share your content
- Send an email asking your friends to follow you

TWO-WAY CONVERSATIONS

YOUR SOCIAL MEDIA SHOULD BE A PLACE FOR PEOPLE TO GET TO KNOW YOU -- AND TO FEEL LIKE THEY CAN CONNECT WITH YOU! SO HAVE THOSE TWO-WAY CONVERSATIONS

- Respond to the messages you get
- Like and respond to comments
- Ask people questions
- Truly conversational

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GOOD CONTENT:

Great things to include with your posts!

- Local news articles

- Photos

- Sharing other people's content

- On average, you only have **2.7** seconds to grab someone's attention before they continue to scroll (I would argue even less than that)

- Gifs and motion graphics are great for grabbing attention!

- Direct-to-camera videos

The NCDP also provides some content for you if you want to use ours!

- Go to the link in the chat to get signed up

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WHAT'S GOOD TO POST:

WHAT DOES A GOOD POST INCLUDE:

- Copy
- Photo/article/graphic
- Call to action

HOW TO WRITE COPY

WHAT IS COPY?

- Copy is the caption that accompanies a post to engage with and inform the public. Copy allows us to develop catchy and consistent posts that maximize views and interactions with our messaging.

WHAT TO DO:

- Be clear, don't use terms that will confuse readers
- Be concise, keep it short and informative
- Be engaging, draw readers attention, consider using an emoji
- Include a call to action, encourage readers to be active on the issue

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CALL TO ACTION

WHAT IS A CALL TO ACTION?

- Usually included at the end of your post, a call to action suggests ways in which the readers can be active and help you reach your goal. It's a phrase that's used to tell the user exactly what action to take and how to take it.

WHAT CAN IT BE?

- Calling or writing legislators

- Signing petitions

- Participating in events

- Sharing or liking your post

- Reading an article

- Most anything that will get them involved!

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EXAMPLE:

NC Democratic Party @NCDemParty · Mar 30

NC Dems stand strong with our LGBTQ+ community. We will continue the fight for equality in the #NCGA & in our communities until we end discrimination. Check out these bills introduced today - then call your legislators & urge them to support their passage: 919-733-4111 #NCisReady

NC DEMOCRATS FILED 4 NEW BILLS TO:

1 Extend nondiscrimination protections statewide
2 Repeal HB2 and HB142
3 Prohibit so-called "conversion therapy"
4 Ban the so-called "gay/trans panic" defense

#NCisReady   NCDEMOCRATS

💬 1   🔁 30   ♡ 76

WHY IT WORKS:

- Clear and concise: the point is made easily and early. "NC Dems stand with our LGBTQ+ community."

- Engaging: the graphic draws in the attention of readers and keeps them looking at the post.

- Call to action: the post ends by encouraging readers to call lawmakers in support of the bills.

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THERE ARE A LOT OF DIFFERENT PLACES ONLINE YOU CAN USE TO LEVERAGE YOUR POWER:

OUR TOP PICKS:

- Facebook
- Twitter
- Instagram
- Direct Messages
- Snapchat

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BEST PRACTICES

FACEBOOK:

- More lengthy posts
- Post amount: 2-4 times a week
- Ask questions, engage with people in the comments, posts with call to actions (sign a petition, call your legislators, come to this event, etc.)

BEST PRACTICES

TWITTER:
- Instant communication
- Post amount: unlimited depending on news of the day
- You have a limited amount of space (280 characters).
  - Use it intentionally.
  - Don't use texting abbreviations ("gr8" "2day" etc.)
  - If you have more to say use a thread
- Hashtags
  - Use #ncpol, #ncga, and/or #ncgov on most things
  - Use specific hashtags for specific events or talking points when provided
- People you should be following on Twitter
  - Each other!
  - @ncdemparty, @NC_Governor

Lillian
@lillian_mbadget

🥳 🎉 🇺🇸 northcarolina.ballottrax.net for the win! If you voted by mail this year, track your ballot and make sure your voice is heard.

Today 8:00 AM

This is a message from Wake County Board Of Elections. Your ballot for the 2020 General Election was accepted. Thank you for voting!

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BEST PRACTICES

INSTAGRAM:
- Square images
- Visual, generally more positive posts
- Don't exceed 1 post per day, 2-4 times a week depending on what's going on
- Links in captions are not live - Generally, add link to a website in your bio
- Repost other people's content
  - Tag the people in the picture and reference where the picture originally came from

lillian_badgett_taylor Now that I have your attention: have you made your plan to vote? Potter and I need all y'all to get out there and make your voice heard 🗣 DM me if you have any questions

25w

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BEST VIDEO PRACTICES

- Keep it short! Max 2 mins, preferable :30 or 1:30.

- Shoot horizontally (phone on its side).

- Set the camera up and frame the shot around you. Avoid holding the camera yourself.

- Face the light source or window.

- Be in a clean and quiet space. Turn off anything that could make noise (a/c, phone).

- Record a test video and play it back to ensure the camera and microphone are working properly.

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VIDEO

- NOW YOU TRY!
- Quick story
- A call to action

THERE ARE DROPBOXES IS ALL OVER
OUR STATE IN EVERY COUNTY,

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Building **BLUE** — NCDEMOCRATS **TRAINING** *series*

RELATIONAL ORGANIZING

NCDEMOCRATS

EVERYONE IS A
DIGITAL ORGANIZER

EVERYONE HAS A STORY -- AND EVERYONE IS A DIGITAL ORGANIZER

WHETHER YOU REALIZE IT OR NOT, YOU'RE A DIGITAL ORGANIZER.

- You've probably posted a review about a great restaurant and your friend saw it and you motivated them to take action and try it out!

YOU CAN USE THIS IN POLITICS TOO!

- Maybe you posted a picture of your "I voted" sticker and someone saw it and it motivated them to go vote.

I Voted EARLY

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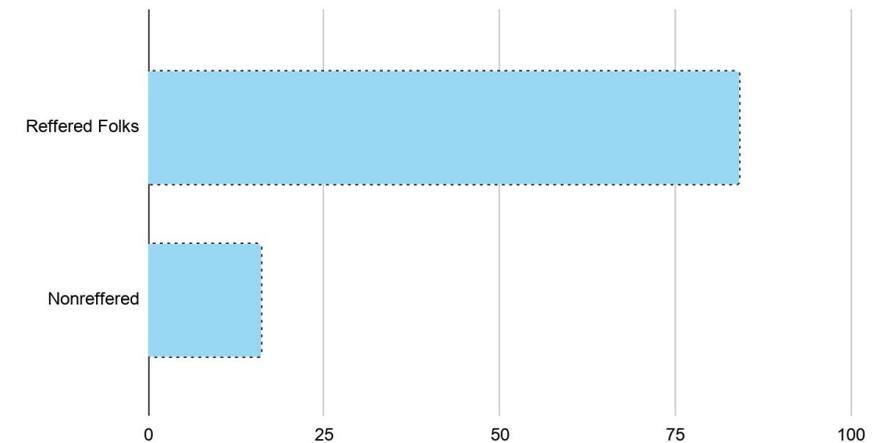
WHAT IS RELATIONAL ORGANIZING?

Empowering community members to reach out to their <u>own networks in order to reach a broader base of people.</u>

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WHY IT'S IMPORTANT TO USE RELATIONAL ORGANIZING

Traditional organizing example: You walk up to a strangers door, knock on it and ask them to come to your birthday party.

Relational organizing example: You walk up to your BFF's door, knock on it and ask them to come to your birthday party. They say "yes!" Then you ask them to ask 3 of their friends to come with them!

Which one is going to get more folks to come to your bday party?

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WHY IT'S IMPORTANT TO USE RELATIONAL ORGANIZING

Traditional organizing is *so* important. But it involves asking folks we don't know to dedicate a lot of time and we only have access to people who answer our calls or their doors -- what about all of those who don't?

Relational organizing is one solution to help broaden the reach whilst simultaneously creating interactions that yield much better results.

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HOW TO ORGANIZE YOUR PEERS

EXAMPLES OF RELATIONAL ORGANIZING YOU CAN TRY:

- **Friend banks** - Instead of calling strangers, you can call your own list of friends and family and register them to vote, recruit them for phone banking shifts, canvassing, etc.

- **Messaging on social media** - Message 10 to 20 of your friends and family on social media and help them get registered to vote! Reach out to them on whatever platform you think they prefer.

IN MANY WAYS RELATIONAL ORGANIZING IS FUN & EASY, BUT TO INCORPORATE IT IN YOUR CAMPAIGN MAKE SURE YOU HAVE GOALS & METRICS & DEADLINES.

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Lillian Badgett
Active now

‹6

your voter registration today.
Do you have a valid ID?

Yay! Yep, I do!

Great! That means you can
update your registration online.
Visit payments.ncdot.gov

myNCDMV Powered by PayIt
payments.ncdot.gov

Oh look at NC moving into the
21st century... sweet!! I'll do
this online today then! Thank
you 🥳

Yay! You'll be all set to vote
this year. |

Q W E R T Y U I O P

A S D F G H J K L

⇧ Z X C V B N M ⌫

123 😀 space return

🌐 🎤

RELATIONAL ORGANIZING

- **NOW YOU TRY!**
- Think about 3 friends, co-workers, family members, or neighbors you want to reach out to!
- Open up your text messages or Facebook messenger or wherever you chat with your community.
- Get your message ready!

- Example: "Hey there! Is your voter registration all up-to-date?"

- Example: "Hi friend! Just checking in. Have you made your appointment to go get your vaccine? I can help find your closest vaccine center!"

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NCDP Digital
Resources

NCDP SERVICES

WEEKLY CONTENT PACKAGE

- Goal: to spread our Democratic message to all North Carolinians
- Sent every Wednesday (occasionally Thursday)
- YOU have more power than you realize!
- Sign up to receive content package here:
  https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/290
- FORWARD TO YOUR EMAIL LISTS-- this really makes a huge difference!
  - Ex. In Meck County-- increasing precinct voter turnout of registered Democrats by 1% would have added more than 3,000 votes, before even targeted unaffiliated voters.

TUESDAY MESSAGING GUIDANCE & PRESS LIST

- Sign up to be added to the press list or Tuesday messaging guidance:
  https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/28

NCDP DESIGN SERVICES

2-3 GRAPHICS PER MONTH

- Fill out this form:
  https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/149

EXAMPLES OF WORK WE HAVE PROVIDED:

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BALLOT READY

WHAT IS IT?

Ballot Ready is an online "Make a Plan to Vote" tool

It's basically a one-stop shop where voters can enter their address, meet the democratic candidates running their area, and get ready to go vote!

- It includes each Democratic candidate's picture, bio, website, and links to their social media -- **so they can connect with you!**

1 ENTER YOUR ADDRESS 🏠

2 MEET YOUR CANDIDATES 🤝

3 FIND POLLING PLACE 📍

4 GO VOTE! 🗳️

WHY IT'S SO GREAT

- **It's great exposure**

  - In 2020, hundreds of thousands of **North Carolina voters** used this site to make their plan to vote
  - That number will only go up in 2020
  - We will promote it through digital ads, texting, social, and more.

- **It's easy to use**
  - Voting can be hard for folks. This site makes it easy -- we know because **72%** of people who clicked on the site went at voted!

GET READY TO
vote
CANDIDATES.NCDP.ORG

HOW DOES IT WORK?

We are providing this tool for the 2021 Municipal elections -- but we need your help!

- You will receive a candidate questionnaire to provide your name, bio, and your mission!

- Please fill out the questionnaire when you receive it. If you don't we'll only be able to list your name.

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North Carolina Attorney General

Josh Stein

Experience

- North Carolina, Attorney General (2017 – Present)
- Smith Moore Leatherwood LLP, Of Counsel (2012 – 2016)
- North Carolina State Senate, State Senator (2009 – 2016)
- Campbell University School of Law, Adjunct Faculty (2009 – 2011)
- NC Department of Justice, Senior Deputy Attorney General (2001 – 2009)
- Real Estate Project Manager (1995 – 1997)

Education

- JD, Harvard Law School (1995)
- Master's, Harvard Kennedy School, Public Policy (1995)
- Bachelor's, Dartmouth College, History (1988)
- High School Diploma, Chapel Hill High School

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MAILCHIMP AND EMAILS

MAILCHIMP

WHAT IS IT?

- They call themselves an "All-In-One integrated marketing platform for small businesses, to grow your business on your terms.
- AKA-- a useful emailing platform
- Different than NGP van-- that is more of a complex database

WHY SHOULD I USE IT?

- User-friendly
- **FREE! FREE! FREE! FREE! FREE!**
- Allows you to organize your contacts
- Gives you access to some premade templates

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WHAT DO I GET OUT OF THE FREE PLAN?

Number of contacts allowed:
- up to **2,000**
- **Contact-** an individual member of your audience who can receive or view your marketing
  - Subscribed, unsubscribed, and non-subscribed contacts all make up your contact count.
  - Archived, cleaned, and deleted contacts do not count toward the price of your plan.

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WHAT DO I GET OUT OF THE FREE PLAN?

Number of sends allowed per month:
- up to **10,000** with a daily send limit of **2,000**
- **Send-** the number of email campaigns you send
  - Each email sent to an individual contact counts as one send.
    - For example- 1 campaign sent to 2,000 contacts = 2,000 sends
  - Test and transactional emails count toward your monthly sending limit.

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WHAT DO I GET OUT OF THE FREE PLAN?

Free features:
- **1** audience
  - **Audience-** made up of all of your contacts
- **1** seat with owner permission
  - **Seat-** the available number of individual users who have access to your account
- Limited selection of basic, featured, and themed pre-made email templates
- "Abandoned cart" email - optional
- Automate welcome email - optional
- Basic reporting of analytics

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NEED SOME EXTRA HELP?

Utilize MailChimp trainings and articles on their website!

- Don't know how to do something? Chances are they have an article on it. https://mailchimp.com/resources/mailchimp-101/
- Still need help? Check out youtube videos. Know and utilize your resources.

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Building *BLUE*

NCDEMOCRATS
TRAINING
series

THANK YOU

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2ND HALF OF TRAINING

WHAT IS YOUR WIN# ?

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OUR AGENDA:

1. What is Field?
2. What is a Vote Goal?
3. How should you think about your Universe?
4. Types of Voters
5. Developing a Field Plan
6. Special Circumstances
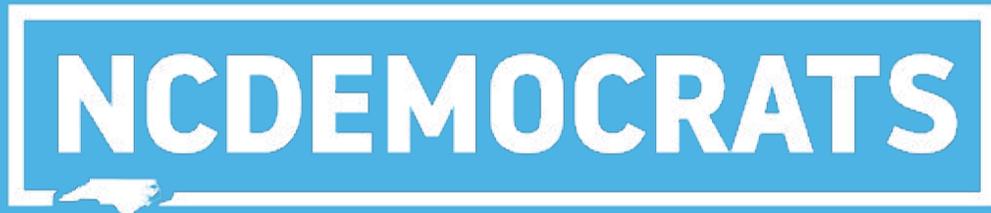
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LET'S TALK ABOUT FIELD?

WHAT IS FIELD:

- The act of talking directly to voters, one-on-one, in an effort to:
  - **IDENTIFY SUPPORTERS (Who is with me?!!!)**
  - **PERSUADE UNDECIDEDS (Who else can I convince?)**
  - & GET YOUR SUPPORTERS TO THE POLLS ON ELECTION DAY

"ONCE EVERYONE KNOWS ME THEY'LL VOTE FOR ME!"

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EVERY CANDIDATE SAYS: I WANT TO WIN!

YOU'VE GOT TO:
- GET MORE PEOPLE TO THE POLLS
- GET THEM TO VOTE FOR YOUR CANDIDATE
- MORE VOTES THAN THE OTHER CHICK

BUT….
WHICH PEOPLE?

AND WHAT STRATEGIES AM I GOING TO USE TO GET THEM TO:

- GO VOTE
- & VOTE FOR MY CANDIDATE/ISSUES

Crosstab: SD 40, Joyce Waddell, April 2021

A Clarity National Turnout	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	191	287	89	77	114	106	90	153	375	650
10 to 19.99	224	413	183	209	316	309	326	541	1,588	2,204
20 to 29.99	175	339	144	151	218	179	222	347	1,150	2,088
30 to 39.99	144	333	222	209	275	270	363	723	1,837	2,181
40 to 49.99	194	603	341	289	438	479	551	969	2,680	3,196
50 to 59.99	284	706	371	335	388	466	544	704	2,450	3,210
60 to 69.99	430	861	393	323	368	356	447	688	2,083	3,837
70 to 79.99	791	955	415	281	329	352	356	581	1,735	4,039
80 to 89.99	1,711	1,325	494	371	476	416	450	684	2,111	6,432
90+	6,937	2,108	808	637	618	594	762	1,161	3,827	24,035
Unknown	0	0	0	0	0	0	0	1	0	0
Total People	11,081	7,930	3,460	2,882	3,540	3,527	4,111	6,552	19,836	51,872

17,228	7,136	51,213

NO TWO RACES ARE THE SAME!!!!!!

YOUR WORK IS NOT THE SAME AS SOMEONE ELSE'S WORK...
WE ALL HAVE DIFFERENT WORK TO DO...
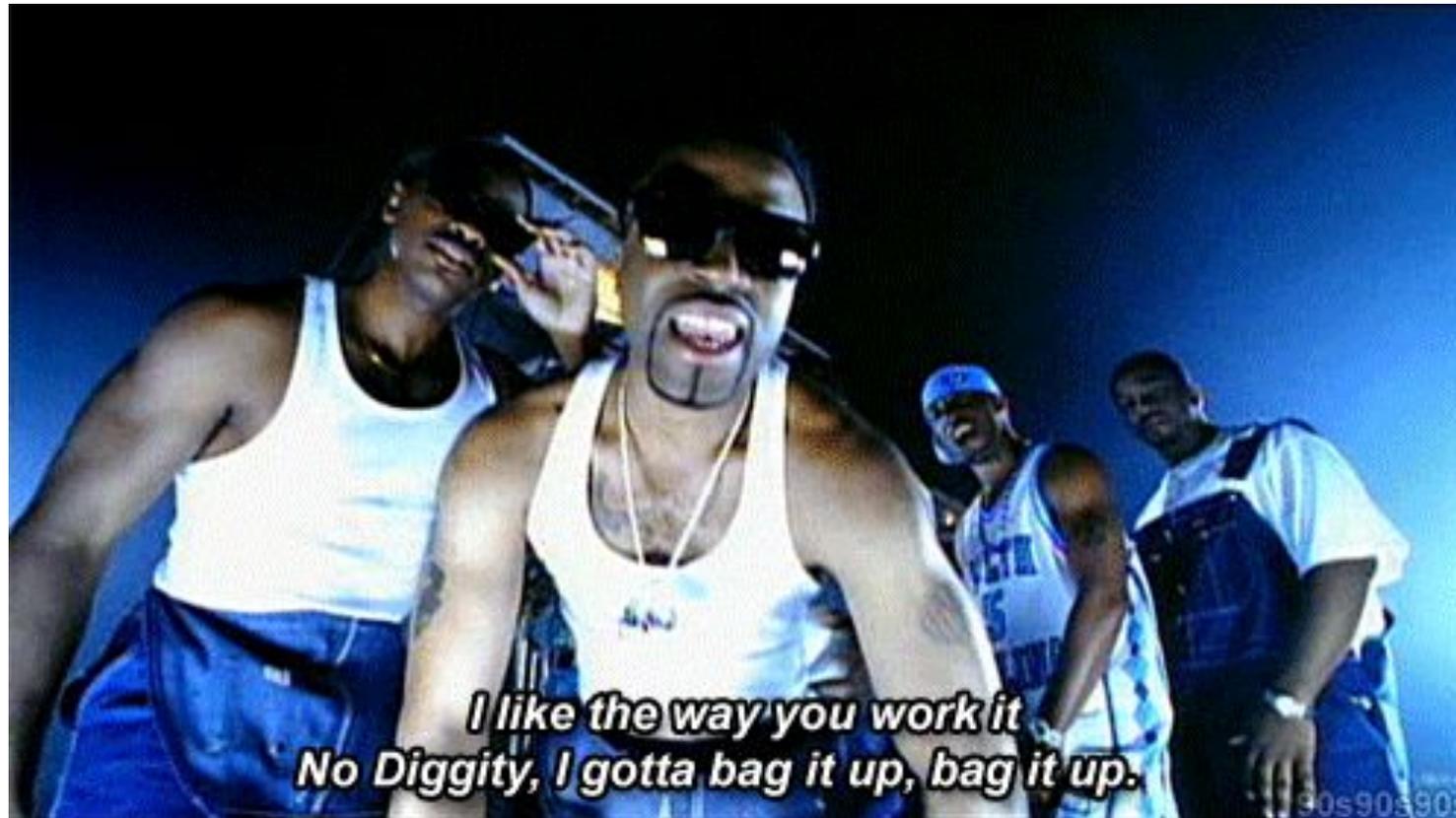
HOW DOES FIELD WORK?

TWO PARTS TO EVERY FIELD PLAN:

1. ### PERSUASION:

   - Identifying & persuading <u>specific voters</u> to support you:
     - Months Before
     - At the end: you have a **SPECIFIC list of voters** who said "Yes, I will vote for XYZ"

2. ### GOTV: (YOUR VOTE)

   - Right before election
   - STOP persuasion
   - Your Specific Voters: GO VOTE! GO VOTE! GO VOTE!

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TO DO FIELD WELL:

THINGS TO CONSIDER:

- Get a district map

- Identity your precincts

- Check for split precincts. Is this district boundary the same?

- Past Election Results:

  - Election Results Dashboard: https://er.ncsbe.gov

- Check the impact of Redistricting:

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WHAT IS A VOTE GOAL?

WHAT IS YOUR WIN #:
- One more vote than my opponent

WHAT IS YOUR VOTE GOAL:
- More votes than your opponent
- 50% + 1 (Don't cut it this close!!)
- Aim for 52%-55% (Comfortable margin of victory)

WHAT IS YOUR VOTE GOAL: A real, and realistic, number that you know, that your campaign manager knows, and that you are constantly working towards.

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HOW DO I DETERMINE MY VOTE GOAL?

**THERE IS NO PERFECT WAY
TO MAKE A TURNOUT PROJECTION**

WE'RE GOING TO CALCULATE A TYPICAL EXAMPLE

1. How do I determine the turnout percentage for my election based on past results.

2. Use that projection, along with the current # of registered voters, to determine your turnout. Then once we figure out how many folks are likely to vote in your election.....

3. Then we multiply that # by our comfortable margin of victory, 55% = VOTE GOAL.

HOW DO I DETERMINE MY VOTE GOAL?

% **1.** Project voter turnout percentage

👥 **2.** Project number of voters that will turn out

◎ **3.** Calculate your vote goal

PROJECTING VOTER TURNOUT

LOOK AT PAST ELECTIONS:

- Three **most similar** past elections
  - Use the numbers for Your Office...
  - Use the numbers for Your District
  - Make sure to think about Off-Year/On-Year

- **YOU** & your team are the folks best able to determine what turnout numbers and past elections to look at...
  - Was there a highly contested race?
  - Were there no real candidates?

PROJECTING VOTER TURNOUT: EXAMPLE DATA

WHAT ARE YOUR THREE MOST SIMILAR RACES?

YEAR	VOTERS REGISTERED IN DISTRICT	TOTAL VOTES CAST	TURNOUT PERCENTAGE
2018	7,317	???	???
2016	7,000	4,000	57%
2014	6,500	2,925	45%
2012	6,700	4,500	67%
2010	6,300	2,500	40%
2008	6,600	4,250	64%
2006	6,000	2,280	38%

PROJECTING VOTER TURNOUT

- 2018: OFF-YEAR

- Use Three Previous Years
  - 2014, 2010, 2006

A) **Average** those three:

- (45 + 40 + 38)/3 = 41% TURNOUT

B) **High water mark:**

- 45% TURNOUT

YEAR	VOTERS REGISTERED IN DISTRICT	TOTAL VOTES CAST	TURNOUT PERCENTAGE
2018	7,317	???	???
2016	7,000	4,000	57%
2014	6,500	2,925	45%
2012	6,700	4,500	67%
2010	6,300	2,500	40%
2008	6,600	4,250	64%
2006	6,000	2,280	38%

VOTER TURNOUT RANGE

- 41% – 45% Turnout

PROJECTED TURNOUT
- Multiply the # of registered voters by the two ranges.

- 7,317 Registered Voters
  - 7,317 X 0.41 =2999.97
  - 7,317 X 0.45=3292.65

YEAR	VOTERS REGISTERED IN DISTRICT	TOTAL VOTES CAST	TURNOUT PERCENTAGE
2018	7,317	???	???
2016	7,000	4,000	57%
2014	6,500	2,925	45%
2012	6,700	4,500	67%
2010	6,300	2,500	40%
2008	6,600	4,250	64%
2006	6,000	2,280	38%

- Between 3000 – 3293 voters as **projected turnout.**
- **Aim Conservative!** Go with the higher #! Plan to need more votes than less. You can adjust as you go

CALCULATING THE VOTE GOAL

- MARGIN OF VICTORY: 55%
- PROJECTED TURNOUT: 3293
  - 0.55 X 3,293 = 1,811

- **VOTE GOAL: 1,811 for Victory!**

YEAR	VOTERS REGISTERED IN DISTRICT	TOTAL VOTES CAST	TURNOUT PERCENTAGE
2018	7,317	???	???
2016	7,000	4,000	57%
2014	6,500	2,925	45%
2012	6,700	4,500	67%
2010	6,300	2,500	40%
2008	6,600	4,250	64%
2006	6,000	2,280	38%

CALCULATING THE VOTE GOAL: MUNICIPALS

- MARGIN OF VICTORY: 55%
- PROJECTED TURNOUT: 3000 – 3293

For example: Most recent election 2500 folks voted & the top winner rcvd. 800 votes…..

a.   Would need to beat that top winner
b.   Cross multiplication

3000/X = 2500/800

x=960

WHO ARE THOSE 1,811 FOLKS? & HOW DO I TARGET THEM?

- MARGIN OF VICTORY: 55%
- PROJECTED TURNOUT: 3293
  - 0.55 X 3,293 = 1,811

- **VOTE GOAL: 1,811 for Victory!**

YEAR	VOTERS REGISTERED IN DISTRICT	TOTAL VOTES CAST	TURNOUT PERCENTAGE
2018	7,317	???	???
2016	7,000	4,000	57%
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2012	6,700	4,500	67%
2010	6,300	2,500	40%
2008	6,600	4,250	64%
2006	6,000	2,280	38%

IDEOLOGICAL CLASSIFICATION OF YOUR PEOPLE...

DNC SUPPORT

0 ⟶ 100

| CONSERVATIVE | | PROGRESSIVE |
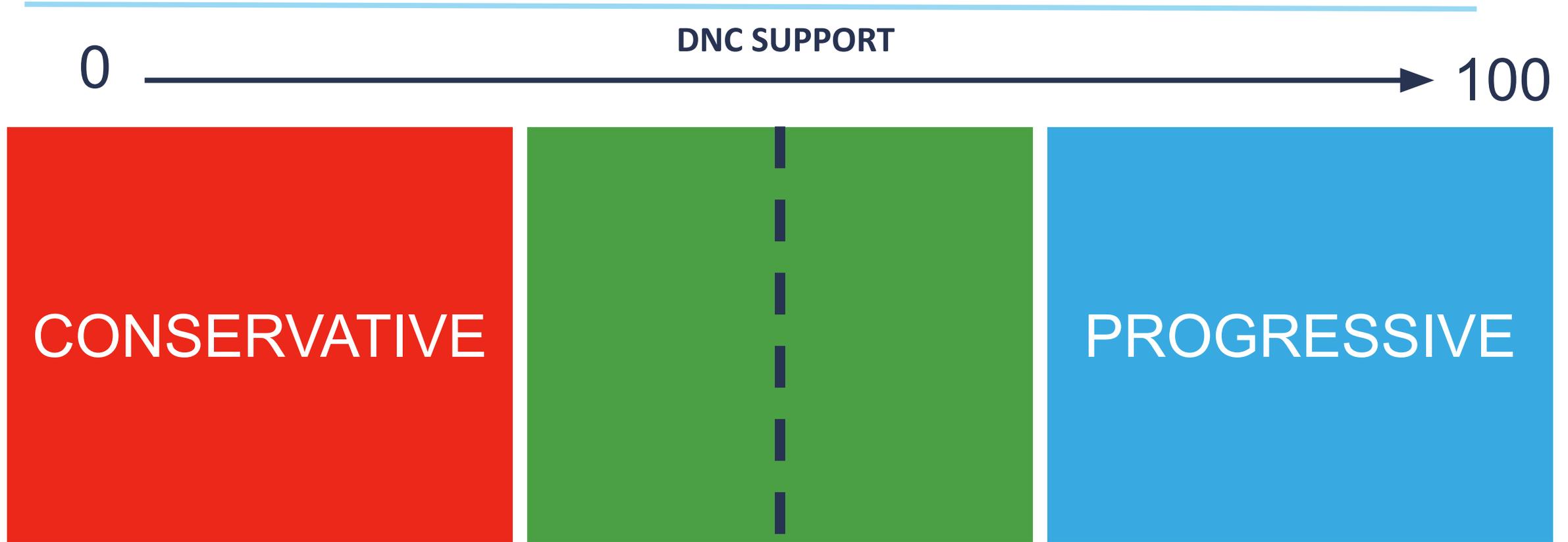
START DOING THIS INSTEAD!!!

TURNOUT CLASSIFICATION OF YOUR PEOPLE...

0

VOTING HISTORY

DON'T VOTE

SPORADIC

VOTE ALL
THE TIME!

100
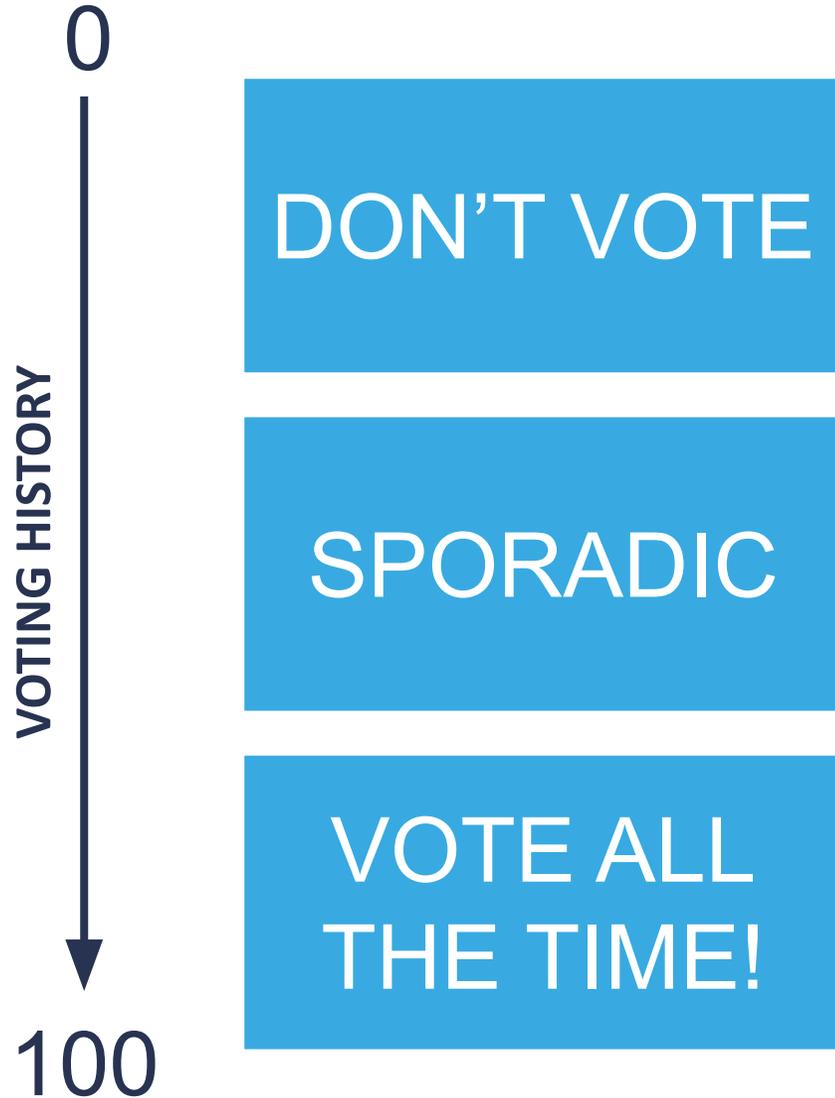
START USING THIS INSTEAD!!!

TYPES OF VOTERS

All NC Voters: Support vs. Turnout Crosstab

| 2020: Turnout | 2020: DNC Dem Party Support V2 | | | | | | | | | | Total People |
	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+	
0 to 9.99	17,250	19,844	7,994	8,022	6,506	5,543	5,238	6,423	12,209	13,136	102,165
10 to 19.99	26,934	35,495	18,793	18,293	13,112	13,581	13,054	15,528	34,569	36,453	225,813
20 to 29.99	18,786	31,309	15,346	14,329	11,325	11,746	11,295	14,198	34,025	38,685	201,044
30 to 39.99	22,625	42,140	23,141	22,576	15,716	16,552	17,126	21,503	48,851	45,625	275,865
40 to 49.99	37,810	69,229	36,683	35,134	24,111	23,792	24,436	Persuasion- Low Freq. Base			412,713
50 to 59.99	56,078	81,074	43,353	35,052	25,438	25,934	25,800				456,138
60 to 69.99	81,083	94,688	46,399	36,799	27,202	27,090	28,413				531,374
70 to 79.99	121,299	90,042	42,422	Persuasion - High Freq. Voters				BASE			563,413
80 to 89.99	247,144	127,482	55,318								881,295
90+	907,608	250,857	97,427								2,779,533
Total People	1,584,176	932,243	440,521	348,626	266,632	275,035	295,017	382,477	792,987	1,558,431	6,897,842

1,939,599	512,103	1,772,526

DETERMINE YOUR VOTE DEFICIT

1. Pull a Support vs. Turnout Crosstab FOR YOUR SPECIFIC DISTRICT

2. Who are your BASE VOTERS?
   a. Municipal Note: 4 out of 4 municipals

3. Do you have enough folks in your BASE for you to win?
   a. If yes: Vote Surplus
   b. If no: Vote Deficit

Crosstab NC-11, Madison Cawthorn, April 2021

GA Clarity N	2020: DNC Dem Party Support V2									
	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	1,882	1,871	770	823	569	454	481	552	731	516
10 to 19.99	2,590	3,322	2,042	2,092	1,352	1,284	1,260	1,226	1,510	854
20 to 29.99	1,917	3,162	1,511	1,785	1,189	1,198	1,101	1,188	1,378	706
30 to 39.99	2,048	4,069	2,286	2,406	1,309	1,309	1,443	1,341	1,540	689
40 to 49.99	3,352	6,445	3,321	3,590	2,073	1,848	1,881	1,968	2,374	1,053
50 to 59.99	4,757	7,692	3,879	3,554	2,229	2,043	2,138	2,343	2,549	1,252
60 to 69.99	6,687	9,116	4,490	4,081	2,444	2,485	2,696	3,036	3,610	1,959
70 to 79.99	10,398	7,724	3,615	3,044	2,167	2,251	2,523	3,064	3,908	2,561
80 to 89.99	20,996	10,780	4,742	3,828	2,764	3,174	3,695	5,084	7,093	6,019
90+	89,242	22,652	8,897	6,418	5,400	5,759	7,536	13,917	28,370	65,798
Unknown	3	9	4	4	4	4	4	7	2	0
Total People	143,872	76,842	35,557	31,625	21,500	21,809	24,758	33,726	53,065	81,407

199,339	60,265	144,419

FOR EXAMPLE...

1. Let's pretend that the Vote Goal for NC-11 is: **225,000**

2. Who are your BASE VOTERS?
   a. 225,000 - 144,419

3. Do you have enough folks in your BASE for you to win?
   a. If yes: Vote Surplus
   b. **If no: Vote Deficit**

4. WHERE WILL I FIND THE EXTRA: **80,581 VOTERS?**

VOTE DEFICIT: 80,581

Crosstab NC-11, Madison Cawthorn, April 2021

2020: DNC Dem Party Support V2

GA Clarity N	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+
0 to 9.99	1,882	1,871	770	823	569	454	481	552	731	516
10 to 19.99	2,590	3,322	2,042	2,092	1,352	1,284	1,260	1,226	1,510	854
20 to 29.99	1,917	3,162	1,511	1,785	1,189	1,198	1,101	1,188	1,378	706
30 to 39.99	2,048	4,069	2,286	2,406	1,309	1,309	1,443	1,341	1,540	689
40 to 49.99	3,352	6,445	3,321	3,590	2,073	1,848	1,881	1,968	2,374	1,053
50 to 59.99	4,757	7,692	3,879	3,554	2,229	2,043	2,138	2,343	2,549	1,252
60 to 69.99	6,687	9,116	4,490	4,081	2,444	2,485	2,696	3,036	3,610	1,959
70 to 79.99	10,398	7,724	3,615	3,044	2,167	2,251	2,523	3,064	3,908	2,561
80 to 89.99	20,996	10,780	4,742	3,828	2,764	3,174	3,695	5,084	7,093	6,019
90+	89,242	22,652	8,897	6,418	5,400	5,759	7,536	13,917	28,370	65,798
Unknown	3	9	4	4	4	4	4	7	2	0
Total People	143,872	76,842	35,557	31,625	21,500	21,809	24,758	33,726	53,065	81,407

199,339	60,265	144,419

START WHERE YOU ARE. USE WHAT YOU HAVE, DO WHAT YOU CAN

– Arthur Ashe

JUST REMEMBER: DIFFERENT TARGETS REQUIRE DIFFERENT STRATEGIES

1. Make sure your BASE is with you!

2. **Persuasion: High frequency voters.** They vote all the time, but they might not vote our way.

3. **Persuasion: Low frequency voters.** Like us but don't vote as often. (You've got to get them to the polls.)

4. Don't forget about your **Relational Organizing** plans!

2020: DNC Dem Party Support V2							
30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+	Total People
8,022	6,506	5,543	5,238	6,423	12,209	13,136	102,165
18,293	13,112	13,581	13,054	15,528	34,569	36,453	225,813
14,329	11,325	11,746	11,295	14,198	34,025	38,685	201,044
22,576	15,716	16,552	17,126	21,503	48,851	45,625	275,865
35,134	24,111	23,792	24,436	**Persuasion- Low Freq. Base**			412,713
35,052	25,438	25,934	25,800				456,138
36,799	27,202	27,090	28,413				531,374
Persuasion - High Freq. Voters				**BASE**			563,413
							881,295
							2,779,533
348,626	266,632	275,035	295,017	382,477	792,987	1,558,431	6,897,842
512,103				**1,772,526**			

WHAT IF…..

- What if the incumbent is retiring / my opponent is despised / I expect this year to be different?

- What if the seat I'm running for wasn't always contested?

- What if my district boundaries were different for some of the elections I'm using to calculate?

- What if my opponent's base voter universe is larger than my vote goal?

Building *Building* BLUE

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TRAINING
series

Fundraising and Call Time
Aug. 22, 10:00am – 11:30am

OUR AGENDA:

1. What is Fundraising?
2. Why do people give?
3. Why should I fundraise?
4. Types of Fundraising
5. Rolodexing
6. Show Me the Money!
7. Fundraising Plans

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START WHERE YOU ARE. USE WHAT YOU HAVE, DO WHAT YOU CAN

– Arthur Ashe

WHAT IS FUNDRAISING?

The ability to leverage new and <u>existing relationships</u> with <u>people who care us</u> and our work to generate revenue for the <u>causes we care about</u>.

- Do you have new and **EXISTING RELATIONSHIPS?**

- Do you know people **WHO CARE ABOUT YOU?**

- Do you know people **WHO CARE ABOUT THE CAUSES YOU CARE ABOUT?**

YES YOU CAN!

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WHO GIVES?

- Middle and lower income families make up 50-80% of charitable and political contributions.
- People who do give, give to between 5 and 15 organizations.
- People give to causes they care about but more importantly, they give to **people** with causes they care about.
- **People give when they are asked.**

More people give away money than vote.

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WHY DO PEOPLE GIVE?

- They're mission-driven.
  - **"I know there's a need to get Susan elected"**
- They trust YOU and/or YOUR ORGANIZATION!
  - **"I trust Mike because of his previous work in our community."**
- They get to see the impact.
  - **"I gave to Cooper. Thank goodness he's our Governor now!"**
- They have a personal connection to your cause.
  - **"My kids are in that school system."**
- They want to be part of something.
  - **"That's terrible! You know, if we work together we can change that."**
- You caught their attention.
  - **"That FB live video was super cool."**

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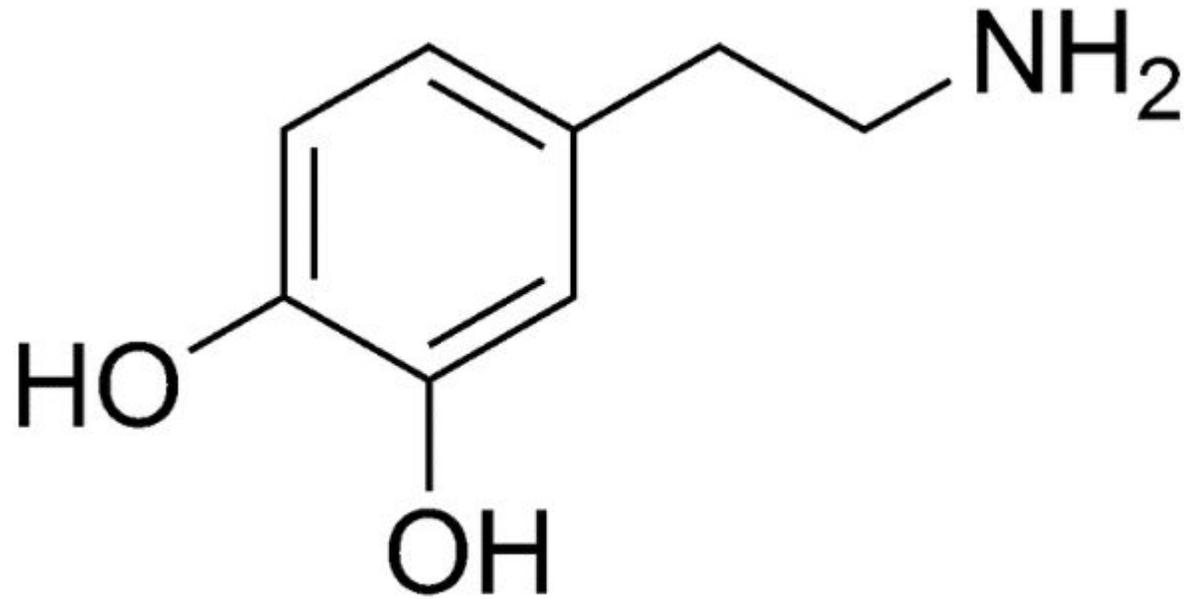
#1 REASON FOLKS DON'T GIVE TO YOU....

NCDEMOCRATS
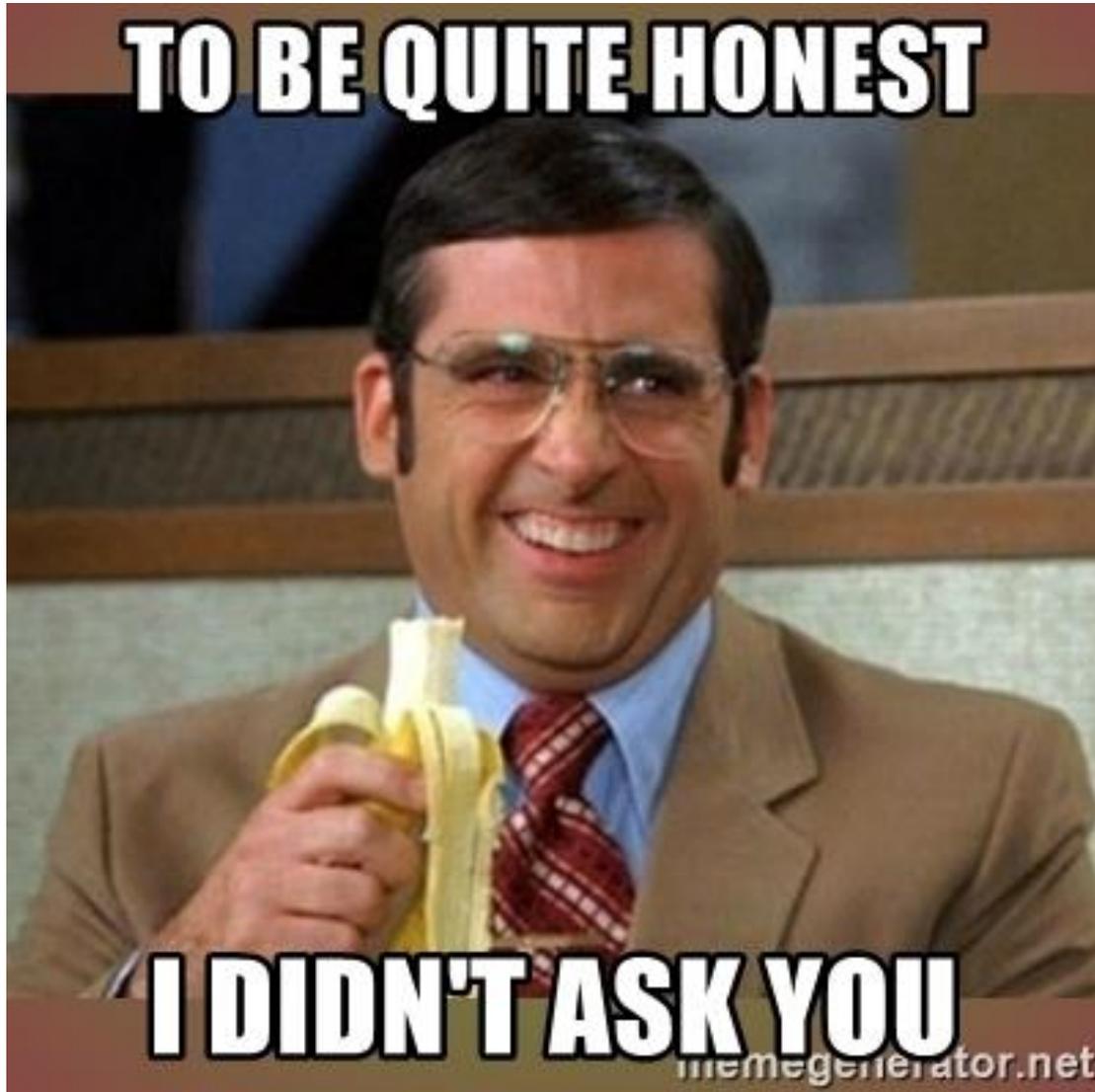
WHY DO MUNICIPAL CANDIDATES NEED TO FUNDRAISE?

- Fundraising is how you pay for Direct Voter Contact
  - Letters to Voters
  - Postcards
  - Flyers
  - Doorhangers/Palm Cards

- Fundraise to fund your campaign's operating costs and budget.
  - **Budgets have REAL NUMBERS**
    - **1,000 door hangers = $88.37**
    - **Post it Notes: 90 Sheets/Pad, 5 Pads/Pack, 10 = $50.12**

- Think of your campaign like a small business, because it is. **NCDEMOCRATS**

TYPES OF FUNDRAISING

- Digital and email fundraising
- Direct mail
- Fundraising events
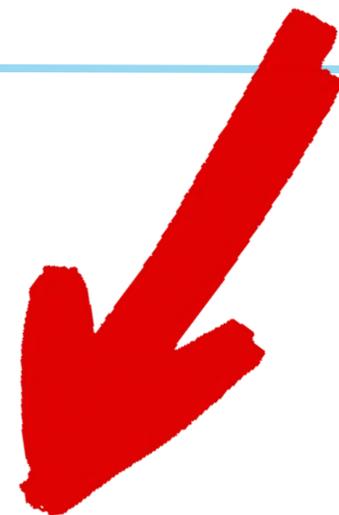
CALL TIME, CALL TIME, CALL TIME, CALL TIME, CALL TIME, CALL TIME

CALL TIME, CALL TIME, CALL TIME

DIGITAL AND EMAIL FUNDRAISING

- Best used for:
  - **Build capacity for events** and follow ups
  - Raise funds from family, friends, and dedicated supporters during **key moments**
- What do you need?
  - **An email list...**
    - Collect emails everywhere
    - Make sure your website has a clear sign-up form
    - Recruit from social media! Ask followers to sign Birthday cards, Petitions, Surveys
  - **A way to send emails:** MailChimp (NCDP Training Here)
  - **Merchant Account:** A method to accept contributions -->ActBlue

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Contribution Forms + Branding

- User-friendly
- Build your brand across platforms
- Social share optimization
- Spanish contribution forms
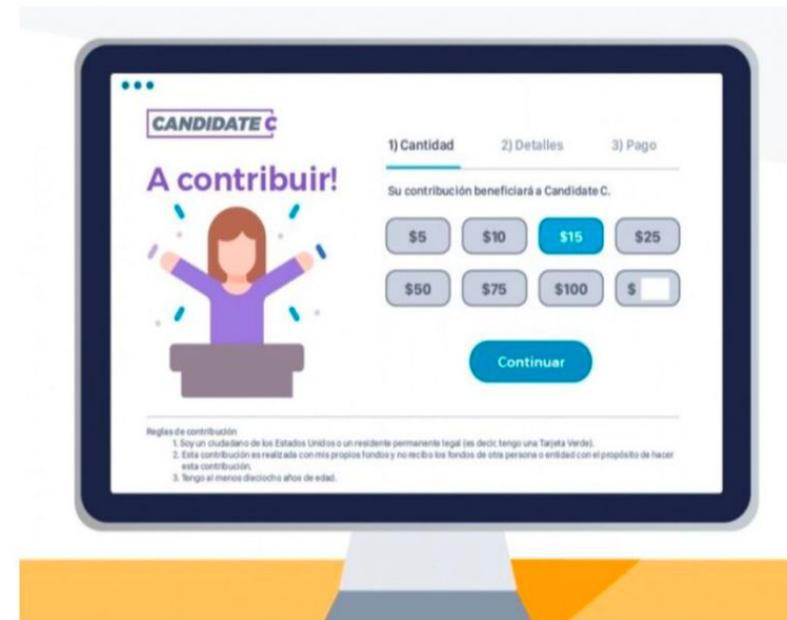
ActBlue

How to sign up for an ActBlue account:

1. Go to **secure.actblue.com** and click "Get set up" and fill out the form!
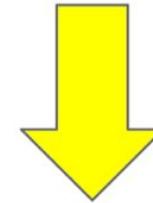
ACTBLUE RESOURCES

Resources

- **Visit their blog: www.blog.actblue.com**
- **Sign up for their email list https://bit.ly/2R1ZoLL**
- **Other Emails: training@actblue.com, support@actblue.com**

Nisa Dang- NC ActBlue Associate

a. **dang@actblue.com,**

b. **Click here to schedule a call with her.**

DIRECT MAIL

- Sending a direct letter to folks to keep them informed and to make a direct ask
- Great way to resolicit past donors and prospect new donors!
- Sometimes an easier way to articulate your message and make an ask to a group of targeted donors
- **Requirements:**
  - Well crafted letter (Only works if done well)
  - How does it look? A Visual Medium
  - 3Rs: Repetitive, Redundant, & Repeat Yourself!
  - Postage, Address, and Staff/Vols

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FUNDRAISING EVENTS

- A pre-advertised event with **sponsorship levels**
- You're invited to join Dr. Jen Mangrum with special guest NC Poet Laureate Jaki Shelton Green. (Host: $5,400. Co-Host: $2,500. Sponsor: $1,000. Supporter: $500. Friend: $250)
- Should ALWAYS be supported by **CALL TIME**

House parties
are not fundraisers.

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CALL TIME

The #1 best, most awesome, wonderful, cool, super duper way to raise money and change the world!!!

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CIRCLES OF INFLUENCE
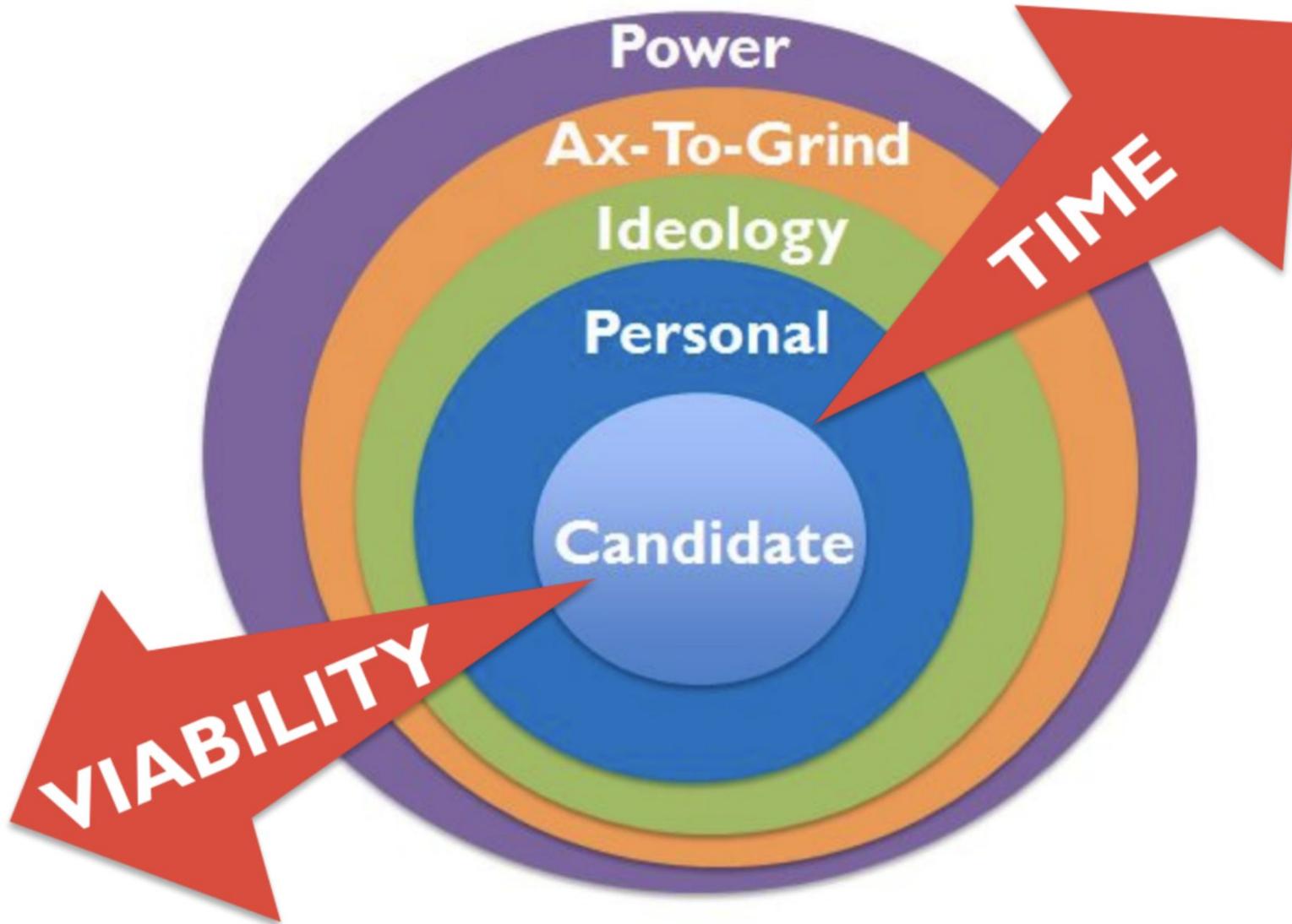
Call Time is
NOT OPTIONAL

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WHAT IS REAL CALL TIME?

- Most effective way to raise the $$$$ and Win!
- Efficient, Structured, Scheduled
- **What do you need to do Call Time?**
  - Trained candidate who believes
  - 2 phones
  - Dedicated Staff/Volunteer
  - System to manage the data
  - Quiet Room, Snacks, Scheduled Breaks
  - List of folks to call

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ACTIVITY:

Developing YOUR magic list
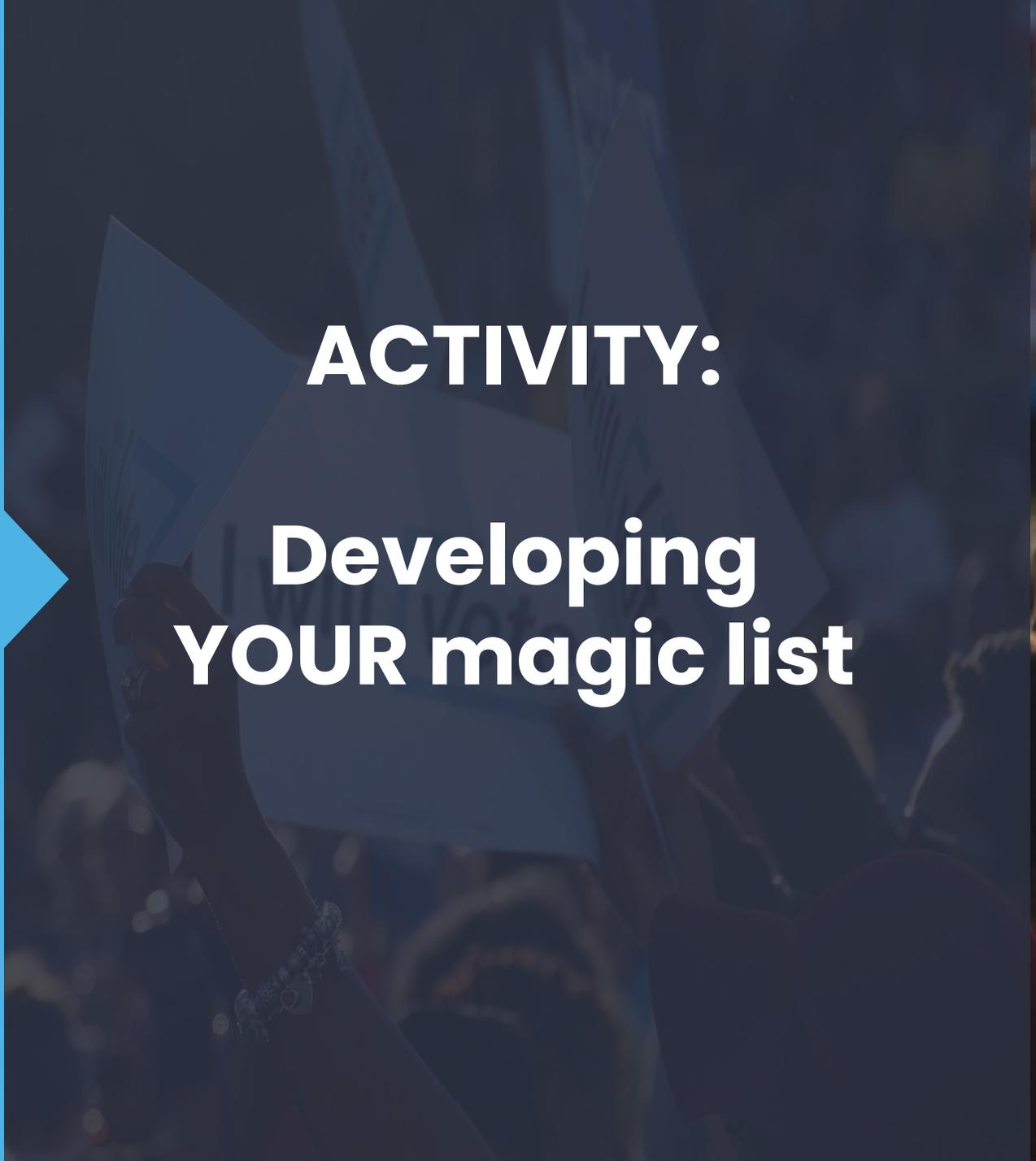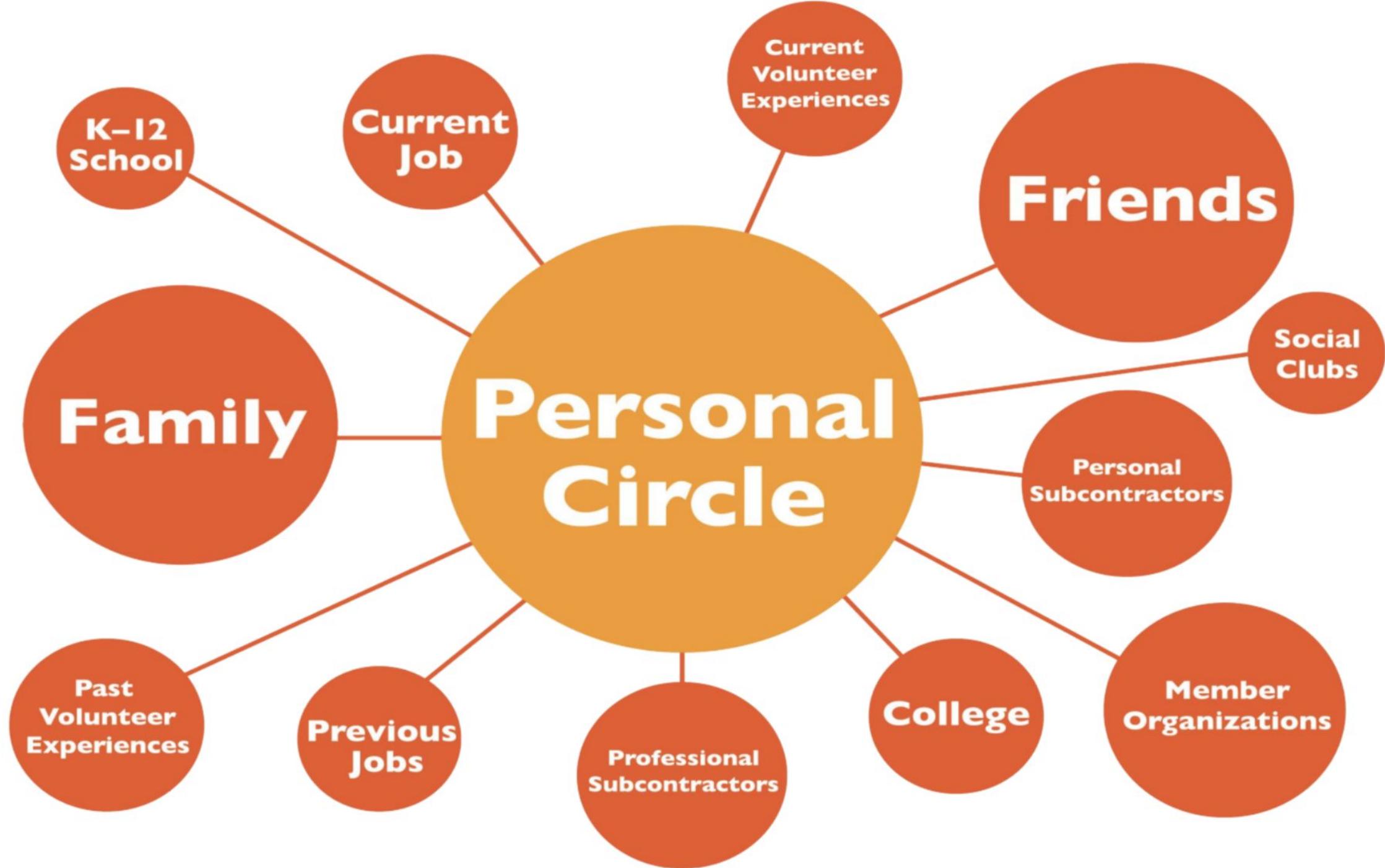
LIST BUILDING

- Schedule time to export your brain
  - Just get it on paper
  - Have staff/vol put in amount & contact info
- Possible Ideas:
  - Holiday Card list—or a brainstorm of friends and family
  - Personal address book
  - Export your Cell Phone List
  - Export your Email List/Google Contacts
  - Membership lists
  - College alumni List
  - Church list
  - Fellow board members of boards you serve on

HOW SHOULD I ASK FOR MONEY?

- Get in the right mindset
  - Giving folks an opportunity
  - This is a sales pitch
  - Don't take the no's personally
- Making the Call
  - Establish Rapport
  - Prove viability, credit and results
  - Get them to a YES
  - Get the donor invested
  - Establish Urgency
  - **Make the Ask:** Can I Count on YOU for a Gift of $X?
  - Zip it up and listen: Stop talking!!!!!
  - Show Appreciation

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HOW MUCH SHOULD I ASK FOR?

- Research past giving:
  - www.opensecrets.org
  - www.followthemoney.org
- NC State Board of Elections → Campaign Finance Reports
  - https://www.ncsbe.gov/campaign-finance/search-campaign-funding-and-spending-reports-and-penalties
- Check with your local Board of Elections

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CAN I COUNT ON YOU FOR A GIFT OF $XXX?

- Count on You: subliminally we ALL answer YES!
- Gift: everyone loves to give gifts…
- **Specific Amount**
- Phrases to Avoid….
  - "if it's not too much to ask…"
  - "could you maybe possibly do"
  - "ah, I don't know, could you just do something?
  - "I don't really need that much"

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DEALING WITH THE RESPONSES….

- **IF THEY SAY YES:**
  - Wooohooooooo! (Super excited!)
  - Immediate Follow-up:
    - Can I get you to make that today with a debit card?
      - Great! Julia's helping me today and she'll take that info….
    - If not right this second… staff sends immediate follow-up email
      - Dear Bob, Thanks for chatting with me today and for agreeing to sponsor the event at the $200 level. Here's the link for your gift.
      - Record as pledge.
    - If sending check: Great, Do you have a writing utensil? Let me give you the campaign mailing address. (Record as pledge)

Engagement Ladder: Keep moving up!!! (If they said yes too quickly, keep asking, or ask for a larger amount next time.)

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DEALING WITH THE RESPONSES….

- **IF THEY SAY NO!**
  - Is there an amount you would be more comfortable with? (Then stop)

- **WHY DO PEOPLE SAY NO?**
  - Personal Income: They just bought their kid a winter coat.
  - Interpersonal: They don't trust you, or your team, or what you're doing
  - Viability: Not sure you can win
  - Appreciation: Didn't get appreciation previously

- **IS THERE A REASON YOU'RE NOT COMFORTABLE DONATING AT THIS TIME?**
- **WOULD IT BE OKAY IF I CALLED YOU LATER?**

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Building **BLUE** NCDEMOCRATS TRAINING series

ACTIVITY:

Let's Practice Call Time

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PEOPLE WANT TO KNOW...

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BUILDING A FUNDRAISING PLAN

Ideal	Campaign Budget Need	Take 10-15% of your Ideal Campaign Budget to generate your Ideal Fundraising Goal.	Fundraising Goal
	$100,000		**$110,000**

Realistic	Campaign Budget Need	Take 10-15% of your Realistic Campaign Budget to generate your Realistic Fundraising Goal.	Fundraising Goal
	$50,000		**$55,000**

Uh-Oh	Campaign Budget Need	Take 10-15% of your "Uh-Oh" Campaign Budget to generate your "Uh-Oh" Fundraising Goal.	Fundraising Goal
	$25,000		**$27,500**

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WHY ARE WE RAISING MONEY AGAIN?

DIRECT VOTER CONTACT

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2ND HALF OF TRAINING

HAVE YOU SIGNED UP FOR VOTEBUILDER YET?

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Using Votebuilder for your Campaign
Aug. 22, 1:00pm – 2:30pm

PATHWAY TO VICTORY

DETERMINE YOUR WIN #
DETERMINE YOUR VOTE GOAL
DETERMINE YOUR VOTE DEFICIT

TARGET YOUR VOTERS

FOCUS YOUR RESOURCES

DELIVER THE RIGHT MESSAGE
TO THE RIGHT VOTERS

MANAGE YOUR DATA

NEW CAR

TYPES OF VOTERS AND VOTER UNIVERSES

All NC Voters: Support vs. Turnout Crosstab

2020: Turnout	2020: DNC Dem Party Support V2										Total People
	0 to 9.99	10 to 19.99	20 to 29.99	30 to 39.99	40 to 49.99	50 to 59.99	60 to 69.99	70 to 79.99	80 to 89.99	90+	
0 to 9.99	17,250	19,844	7,994	8,022	6,506	5,543	5,238	6,423	12,209	13,136	102,165
10 to 19.99	26,934	35,495	18,793	18,293	13,112	13,581	13,054	15,528	34,569	36,453	225,813
20 to 29.99	18,786	31,309	15,346	14,329	11,325	11,746	11,295	14,198	34,025	38,685	201,044
30 to 39.99	22,625	42,140	23,141	22,576	15,716	16,552	17,126	21,503	48,851	45,625	275,865
40 to 49.99	37,810	69,229	36,683	35,134	24,111	23,792	24,436	**Persuasion- Low Freq. Base**			412,713
50 to 59.99	56,078	81,074	43,353	35,052	25,438	25,934	25,800				456,138
60 to 69.99	81,083	94,688	46,399	36,799	27,202	27,090	28,413				531,374
70 to 79.99	121,299	90,042	42,422	**Persuasion - High Freq. Voters**				**BASE**			563,413
80 to 89.99	247,144	127,482	55,318								881,295
90+	907,608	250,857	97,427								2,779,533
Total People	1,584,176	932,243	440,521	348,626	266,632	275,035	295,017	382,477	792,987	1,558,431	6,897,842

1,939,599	**512,103**	**1,772,526**

THE VOTE DEFICIT
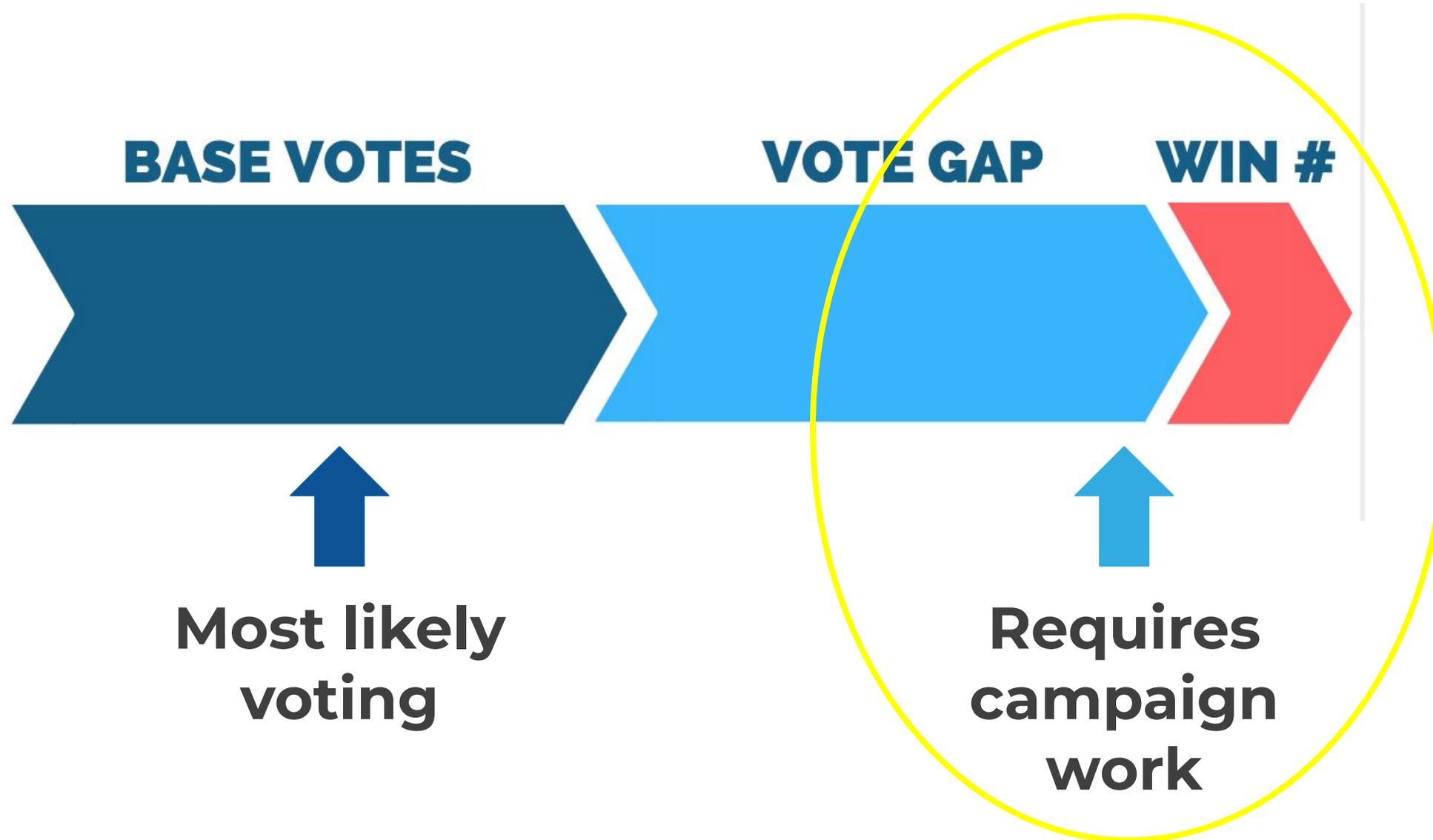
OVERCOMING THE VOTE DEFICIT

DIRECT VOTER CONTACT
- Canvassing
- Phonebanking
- Texting
- Voter Registration
  - DIRECT VOTER CONTACT= anything we can do to increase our conversion rate.

Conversion Rate: How much more likely people are to take an action (support your candidate OR vote) following interactions with the campaign

THIS IS NOT DIRECT VOTER CONTACT: **Yard Signs, Billboards, Newspapers, Ads in Convention Booklets, Parades, Walmart...etc...**

Where Does This Data Come From?

The underlying data from the Board of Elections and data analysts is extremely valuable on it's own, but it only gets us so far—your updates are what put us over the top in close elections!

Users (You!)

Vendors & DNC

Board of Elections

NCDEMS
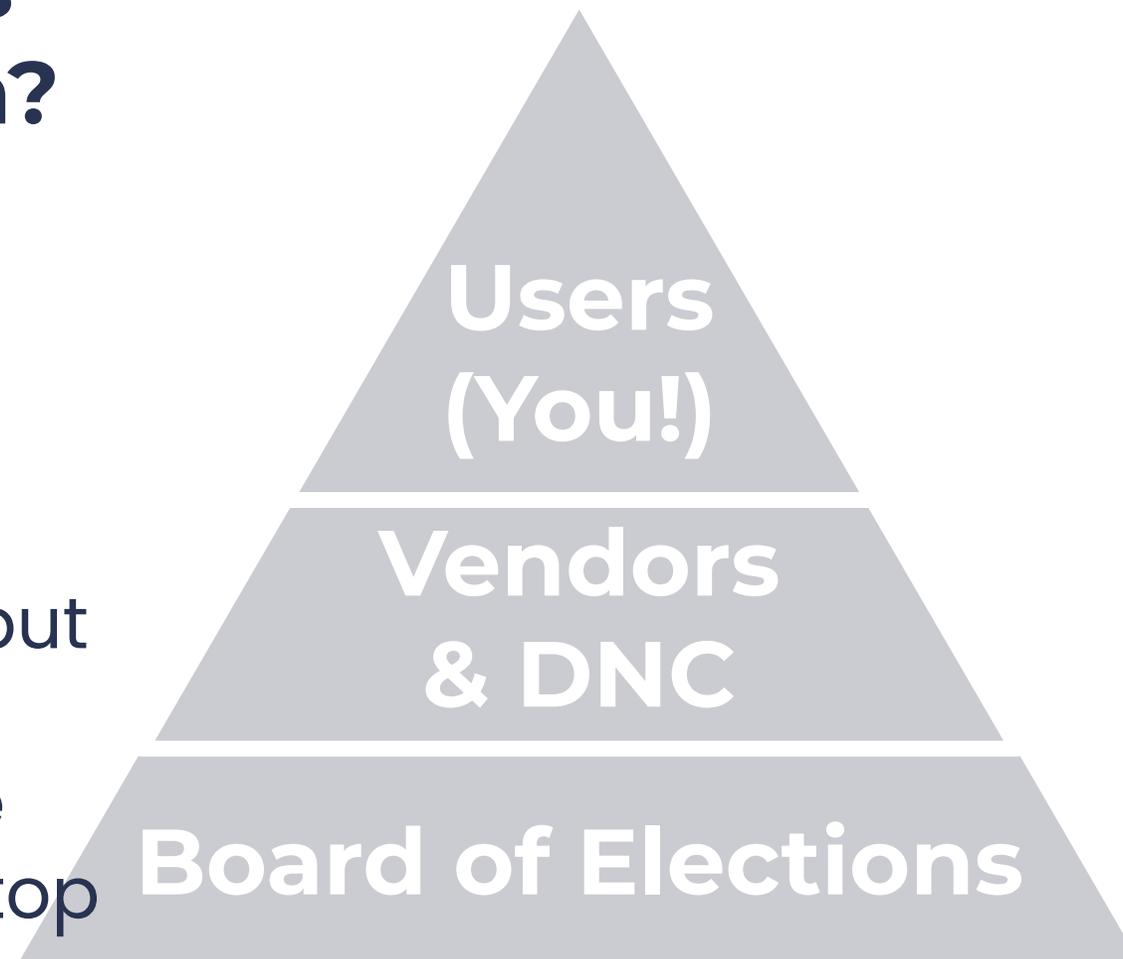
Why Is Data Entry
So Important?

Good data practices now make the work we do in the future even better. For instance, updating contact information and tracking canvass results makes the next round of voter contact exponentially more effective.

It's also required by the NCDP Votebuilder user agreement!

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If it's not in Votebuilder, it doesn't exist!

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What Is My Voters?

My Voters is the voter file side of Votebuilder. It includes each registered voter in your district.

Voter contact work happens on the My Voters side of Votebuilder, where you can create lists for phone banking, canvassing, and mail programs.

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What Is
My Campaign?

My Campaign is the organization building side of Votebuilder, used for tracking supporters and volunteers.

It is a smaller, hand-picked universe. A committee's My Campaign database by default starts with zero people in it, and as volunteers and activists are recruited they are added to the database.

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Introduction to Creating Lists

Creating lists of people using specific criteria is one of Votebuilder's most powerful features. It's also the first step to running a canvass or phone bank!

All of the data points on individual records can be used as search criteria to create lists of people with the same criteria.

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Adding Multiple Steps To a Search

To create more intricate searches, you can add multiple steps where you can:

Add anyone with the criteria you select in this step to the results of your previous step

Remove anyone with the criteria you select in this step from the results of your previous step

Narrow to only the people with the criteria you select in this step that also exist in the results of your previous step
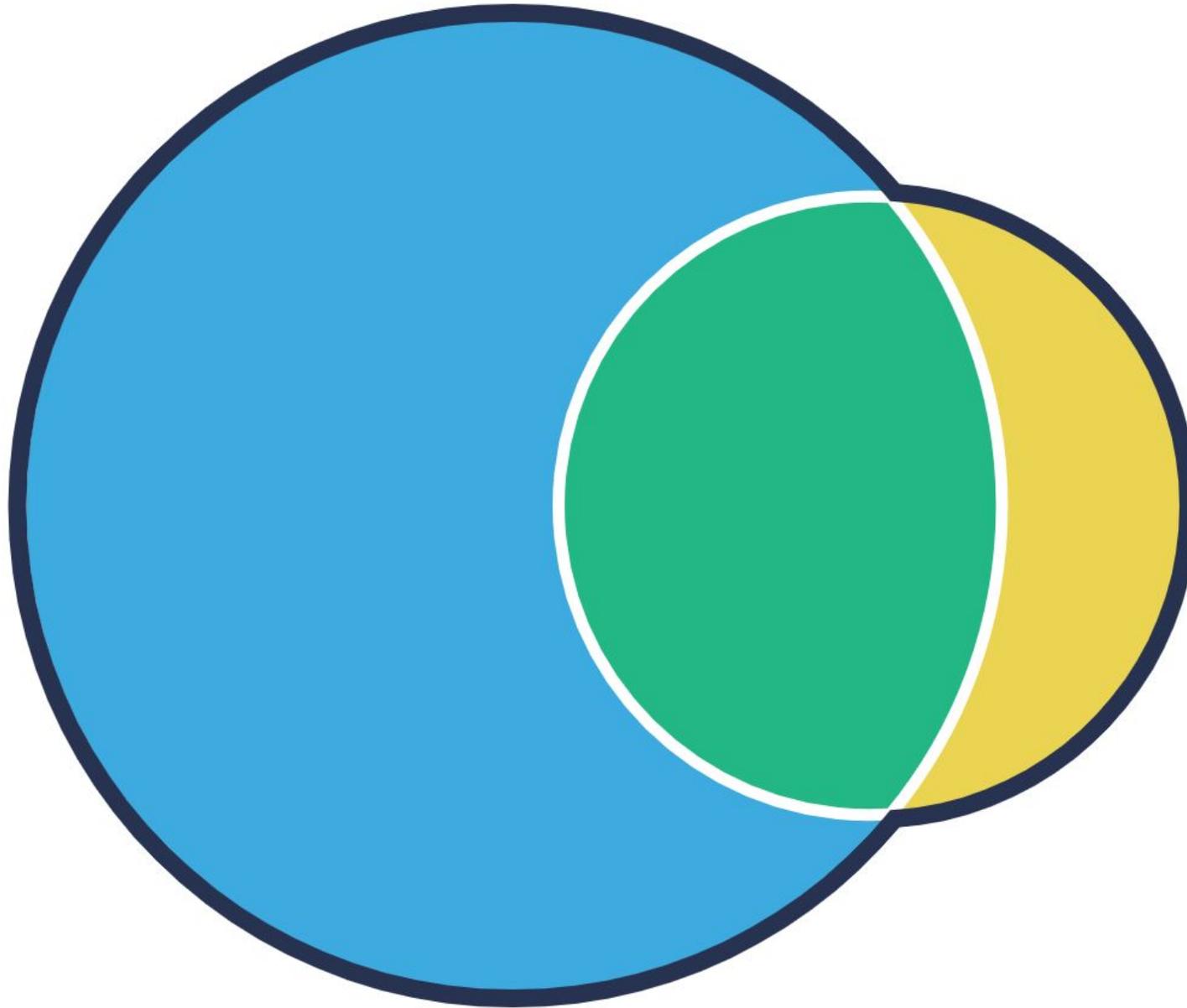
+ Add Step

+ Add People

− Remove People

▼ Narrow People

Anyone who voted in the last election **and** all registered Democrats

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NCDEMS
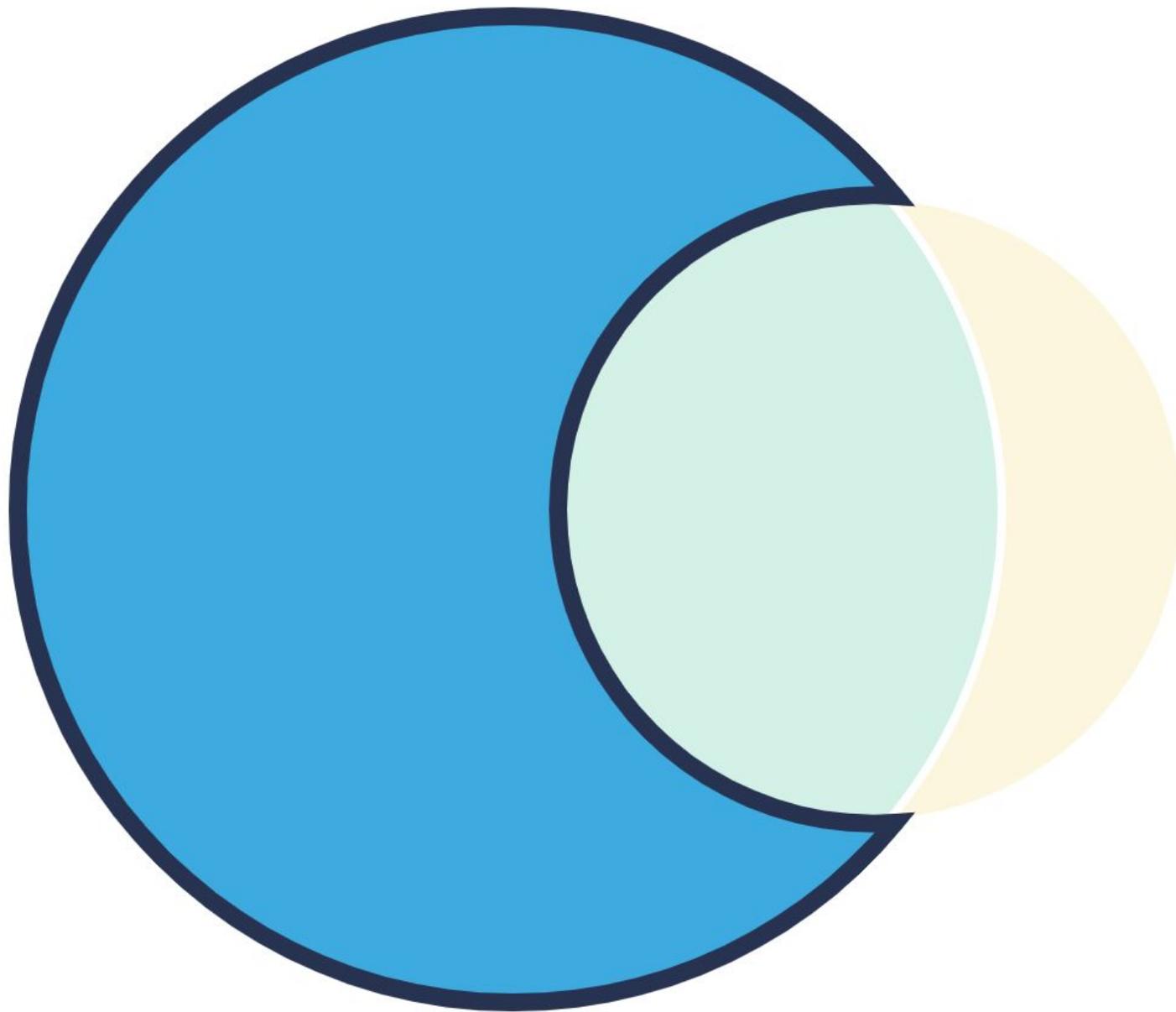
+ Add Step

+ Add People

− Remove People

▼ Narrow People

Anyone who voted in the last election *who is **not*** a registered Democrat

NCDEMS
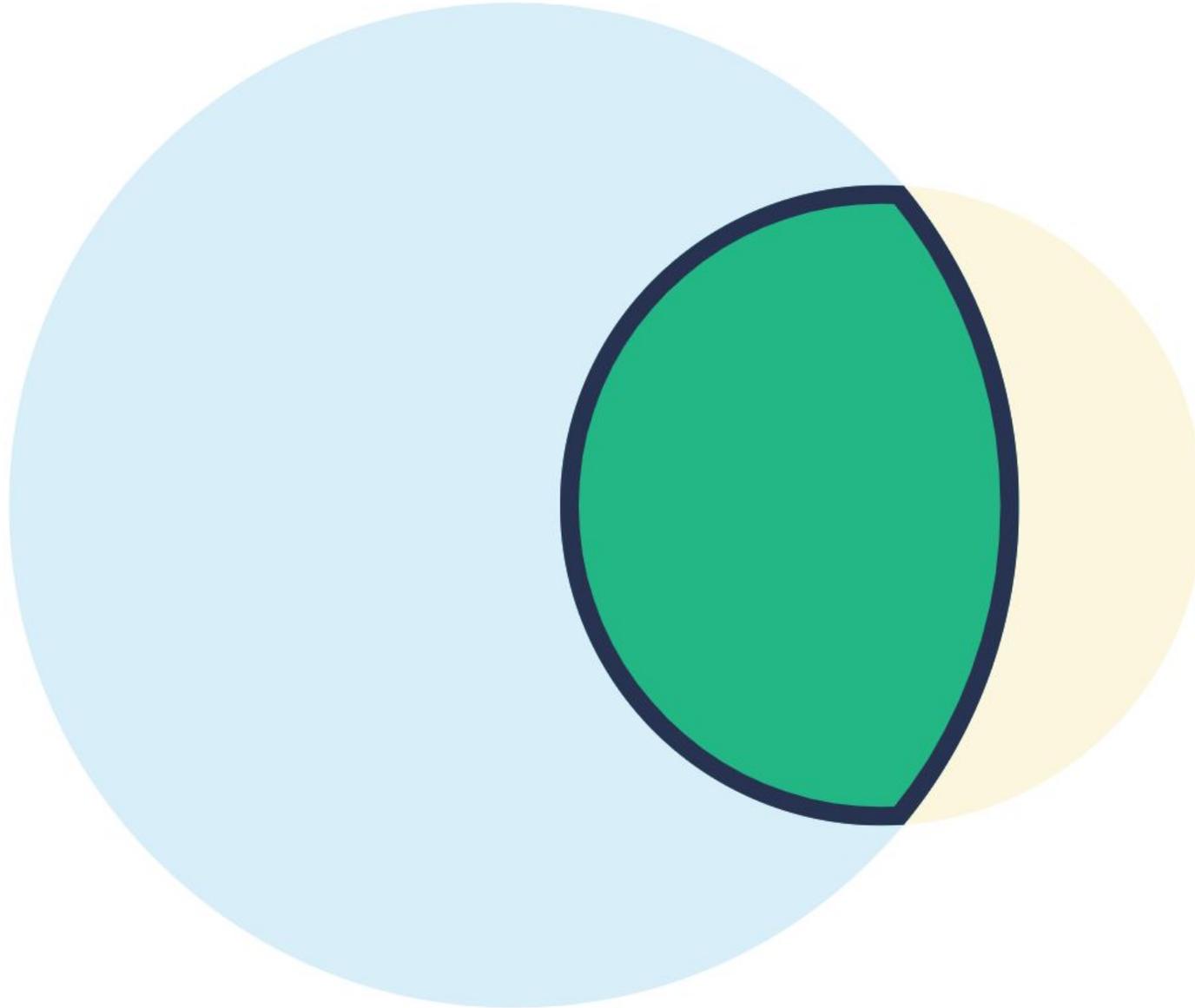
+ Add Step

+ Add People

− Remove People

▼ Narrow People

All registered Democrats who voted in the last election

HELLO MY PEOPLE

VOTE FOR ME!!!!!

imgflip.com

1. **Find Your People**
2. **Tell them YOUR Story**
3. **Get them to the Polls!**

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1. Pull your targets.
2. Save your targets.
3. Make a copy of the script: **2021: Municipal Targets TEMPLATE**
4. Save As: **2021: Municipal Targets CANDIDATE NAME**
   a. Add the ID Question
5. Take a look at your targets
   a. Mobilization- These are the folks that need to go vote.
   b. Volunteers- Might find some help here
   c. Persuasion - If you're still looking for extra folks
6. Call your targets
   a. Virtual Phone Bank
7. Canvass your targets.
   a. Cutting Turf
   b. Mini-Van
8. Track your 1s!!! (1,2,3,4,5)
   a. 1,2: Strong Support, Lean Support
   b. 3: Undecided
   c. 4,5: Lean Against, Strong Against

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Target Dictionary

2021 Municipal Targets: Volunteer Recruitment

Anyone who's volunteered or attended an event in 2020 or 2021, answered 'Yes' or 'Maybe' to the 2021X Volunteer survey question the last time they were asked or 'Later' at least 2 weeks ago. A Volunteer Propensity score was used to supplement areas with less targets

2021 Municipal Targets: Mobilization

Voters with high support (based on a combination of scores and known candidate IDs of 1 or 2) and medium-high turnout (based on off-year and municipal scores as well as voting history)

2021 Municipal Targets: Persuasion

Voters with medium support (based on scores and candidate IDs of 3) and high turnout likelihood (based on scores and voting history)

What If I Want to Save My List for Later?

There are two ways to save your results:

Saved List: A list is static and saves only the people currently in it.
Example: A list of people in a precinct. Those people will be in
the list forever even if they move out of the precinct.

Saved Search: A search is a set of criteria that can update people. *Example:* A search of people in a precinct

Introduction to Printed Lists

Once you have your list, you can print it out to use it. You'll need to set the following:

Report Format: The layout of how your printed list will be formatted and what information will be included

Script: The script to follow when contacting people on the list

Contacted How: Method by which you are attempting to contact people (example: Phone)

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How Do I Enter Data From My Printed List?

After you've completed your list, it's extremely important to enter the data back into Votebuilder. The easiest way to do this is by using **grid view**.

Do I Have to Print Out My List to Use It?

Nope! Votebuilder has some really neat tools that eliminate the need for printing.

We'll go over what these are now and cover how to use them at future trainings.

What Is a Virtual Phone Bank?

Also known as a VPB, it's a paperless phone banking system where callers view and enter information on the computer while calling.

Results are saved as you go so there is no need for data entry!

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What Is MiniVAN?

MiniVAN is a canvassing app you can use on a phone or tablet.

You can sync results back to Votebuilder so you don't need to enter the data manually!

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What Now?

- You can always submit questions at ncdp.org/support!

- Check out the NCDP Votebuilder Guide at bit.ly/ncdpVotebuilder!

- Join us for weekly Votebuilder office hours on zoom! Every Tuesday 4-5pm

- Julia's Office Hours: Every Friday 2-4.

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W= Force X Distance

Building BLUE

Building

NCDEMOCRATS

TRAINING *series*

GOTV

Aug. 22, 1:00pm – 2:30pm

1. **Find Your People**
2. **Tell them YOUR Story**
3. **Get them to the Polls!**

HELLO MY PEOPLE

VOTE FOR ME!!!!!

imgflip.com
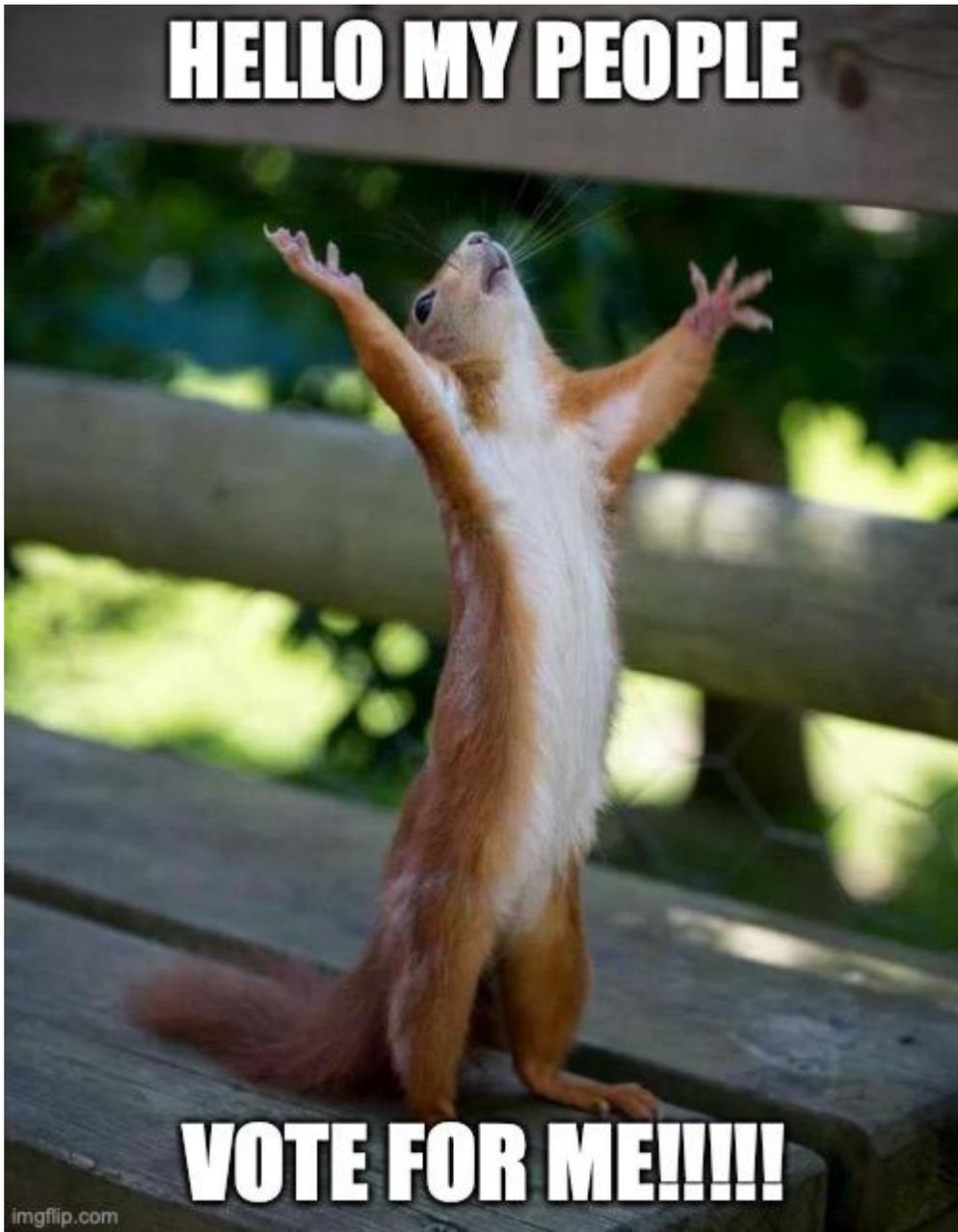
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MUNICIPAL CANDIDATE TO DO LIST...
1. Pull your targets.
2. Save your targets.
3. Make a copy of the script: **2021: Municipal Targets TEMPLATE**
4. Save As: **2021: Municipal Targets CANDIDATE NAME**
   a. Add the ID Question
5. Take a look at your targets
   a. Mobilization- These are the folks that need to go vote.
   b. Volunteers- Might find some help here
   c. Persuasion - If you're still looking for extra folks
6. Call your targets
   a. Virtual Phone Bank
7. Canvass your targets.
   a. Cutting Turf
   b. Mini-Van
8. Track your 1s!!! (1,2,3,4,5)
   a. 1,2: Strong Support, Lean Support
   b. 3: Undecided
   c. 4,5: Lean Against, Strong Against

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WHAT IS GOTV?
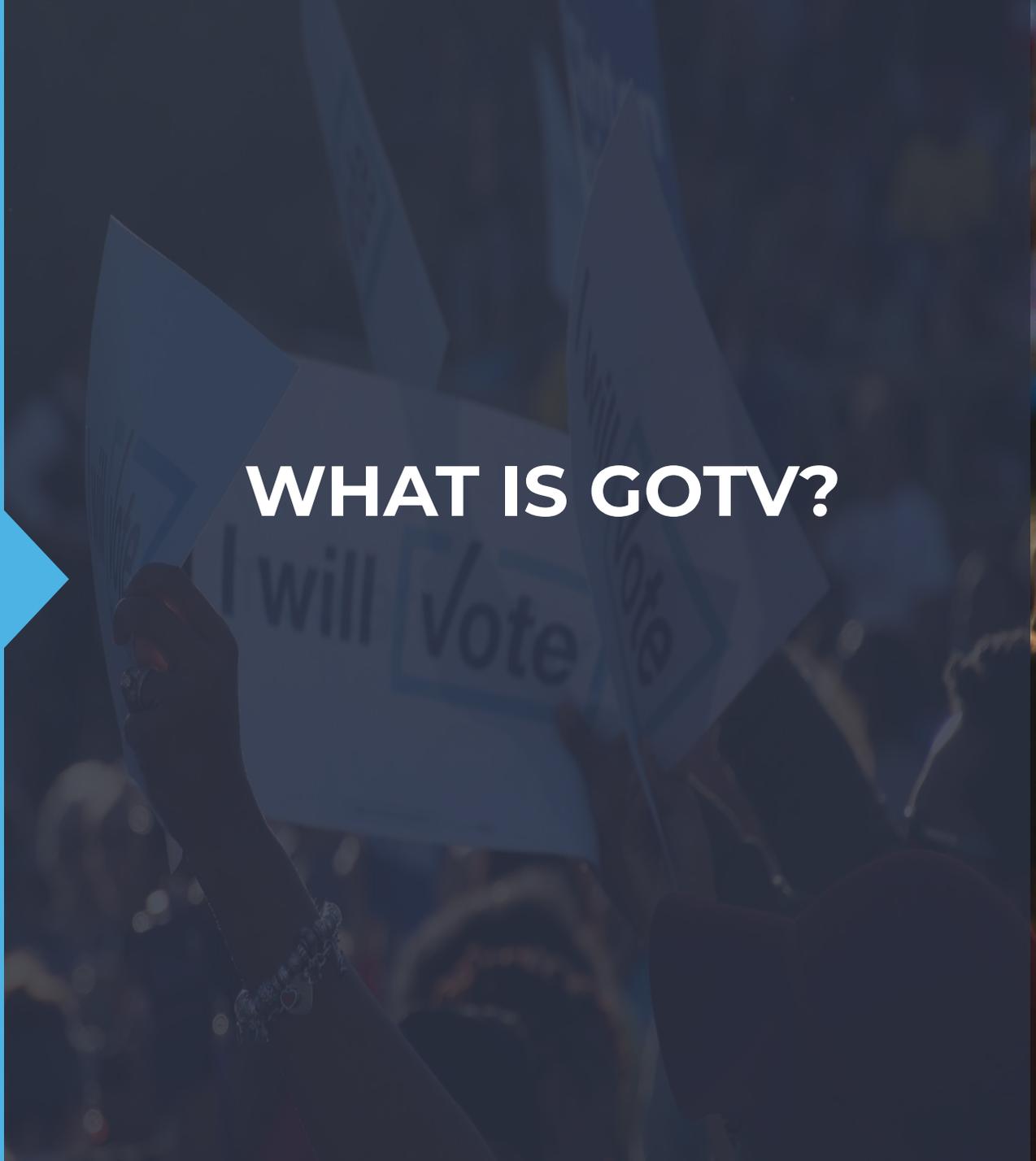
Get Out the Vote:

GOTV, or Get Out the Vote, is the final push of our campaign.

During GOTV, we turn out our supporters to vote by mail, vote early in person, and vote on Election Day.

The most effective way to turn out our supporters is making a plan to vote by making phone calls and knocking on their doors.

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ELECTORAL CAMPAIGN PHASES

BASE-BUILDING

ID/PERSUASION
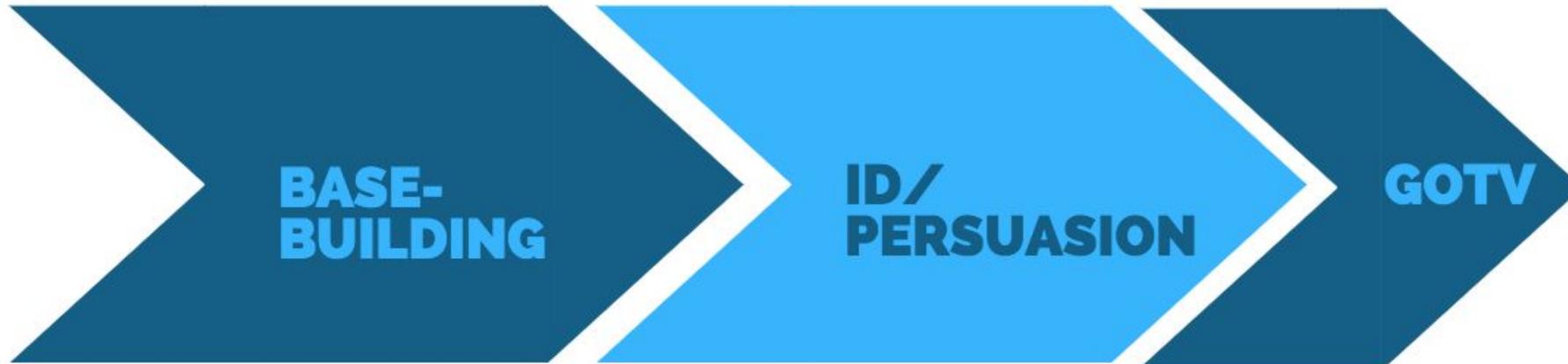
GOTV

- Target: vols to recruit + train
- Register voters
- Build lists

- Target voters: mid-support, high turnout
- ID supporters
- Persuade undecideds
- Continue building teams and recruiting volunteers

- Target voters: high-support, lower-turnout
- GOTV supporters

During GOTV, we are focused on:

Recruiting volunteers to knock doors and make phone calls

Training volunteers to have high quality conversations

Turning out supporters by making a plan with them to vote

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When is GOTV?

GOTV takes place over the final **24 days** of a campaign.

GOTV is broken into two parts with distinct focus areas:

- Early Vote GOTV, focused on early voting (a week before 1st day of Early Vote)
- Election Day GOTV, focused on making a plan to vote on Election Day

Between Early Vote GOTV and Election Day GOTV, there is usually one day break focused on volunteer recruitment, confirms and set up

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Some Fun Notes!!!!

Most elections will occur as scheduled, but about 35 municipalities must delay elections until 2022 to revise electoral districts based on new population numbers from the 2020 U.S. Census.

Not all municipalities offer in-person early voting and absentee-by-mail voting. Find the election dates and options available at the 2021 Municipal Voter Tool.

Election Days: October 5, 2021   AND   November 2, 2021

- Early Vote: September 16   AND   *October 15th, 2021??????*
- GOTV Dry Run: September 11

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Why Promote Early Voting?

The more options, the better!

Easier access to the ballot is more democratic.

It's how we win.

We have a special opportunity to talk to our targeted list of voters and turn them out to vote over 17 early vote days.

Democrats are successful when we win early vote

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GOTV Dry Runs

It takes practice to do GOTV right.

Because of this, you normally have two Dry Runs, or Weekends of Action, before GOTV.

These Dry Runs are critical to test out your reporting system and giving volunteer leaders an opportunity to practice their roles.

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Your entire strategic plan should be building towards GOTV!

- Voter contact works, so **progress is measured primarily by recruited and filled voter contact shifts** (and progress through universe via attempts / contacts)

- Successful GOTV requires **commitment to excellence**

- GOTV takes practice, so **training and dry runs are critical**

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Days until election:
40

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WHO ARE MY PEOPLE?

HELLO MY PEOPLE

VOTE FOR ME!!!!!

imgflip.com

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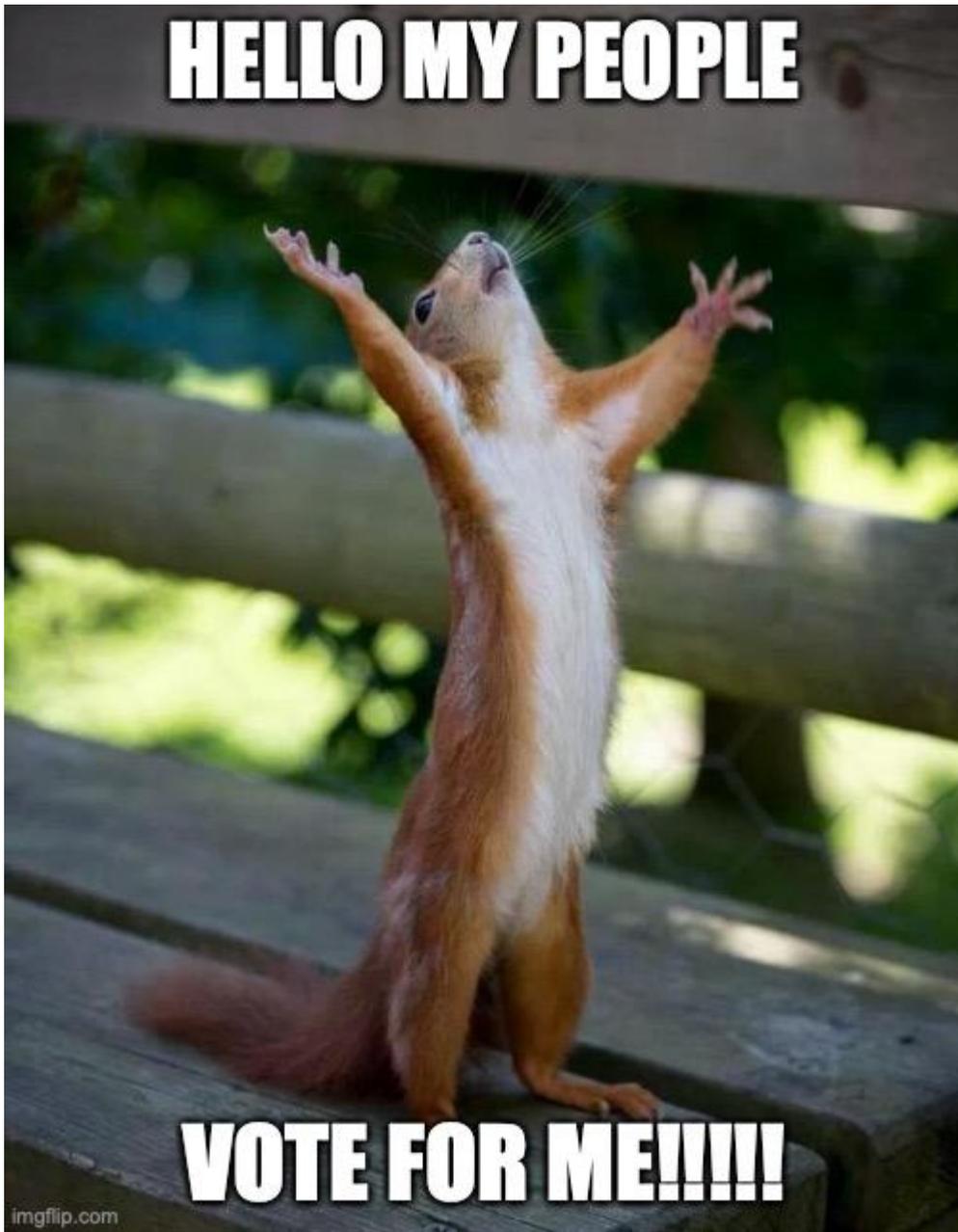
1. Find Your People
2. ~~Tell them YOUR Story~~
3. Get them to the Polls!

Target Dictionary

2021 Municipal Targets: Volunteer Recruitment

Anyone who's volunteered or attended an event in 2020 or 2021, answered 'Yes' or 'Maybe' to the 2021X Volunteer survey question the last time they were asked or 'Later' at least 2 weeks ago. A Volunteer Propensity score was used to supplement areas with less targets

2021 Municipal Targets: Mobilization

Voters with high support (based on a combination of scores and known candidate IDs of 1 or 2) and medium-high turnout (based on off-year and municipal scores as well as voting history)

2021 Municipal Targets: Persuasion

Voters with medium support (based on scores and candidate IDs of 3) and high turnout likelihood (based on scores and voting history)

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SETTING REALISTIC GOALS

We have to recruit over _16,000 shifts_ to do GOTV.

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We have to call over 10,000 phones for GOTV.

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AS ELECTION DAY APPROACHES.....

YOU SHOULD:

- **Know your people**

- **Have a plan for GOTV**

- **ACTUALLY GET OUT THE VOTE**

Staging Location Director

Comfort Captain

Polling Place Director

Canvass Captain

Phonebank Captain

GOTV Canvassers

GOTV Phonebankers

NCDEMS
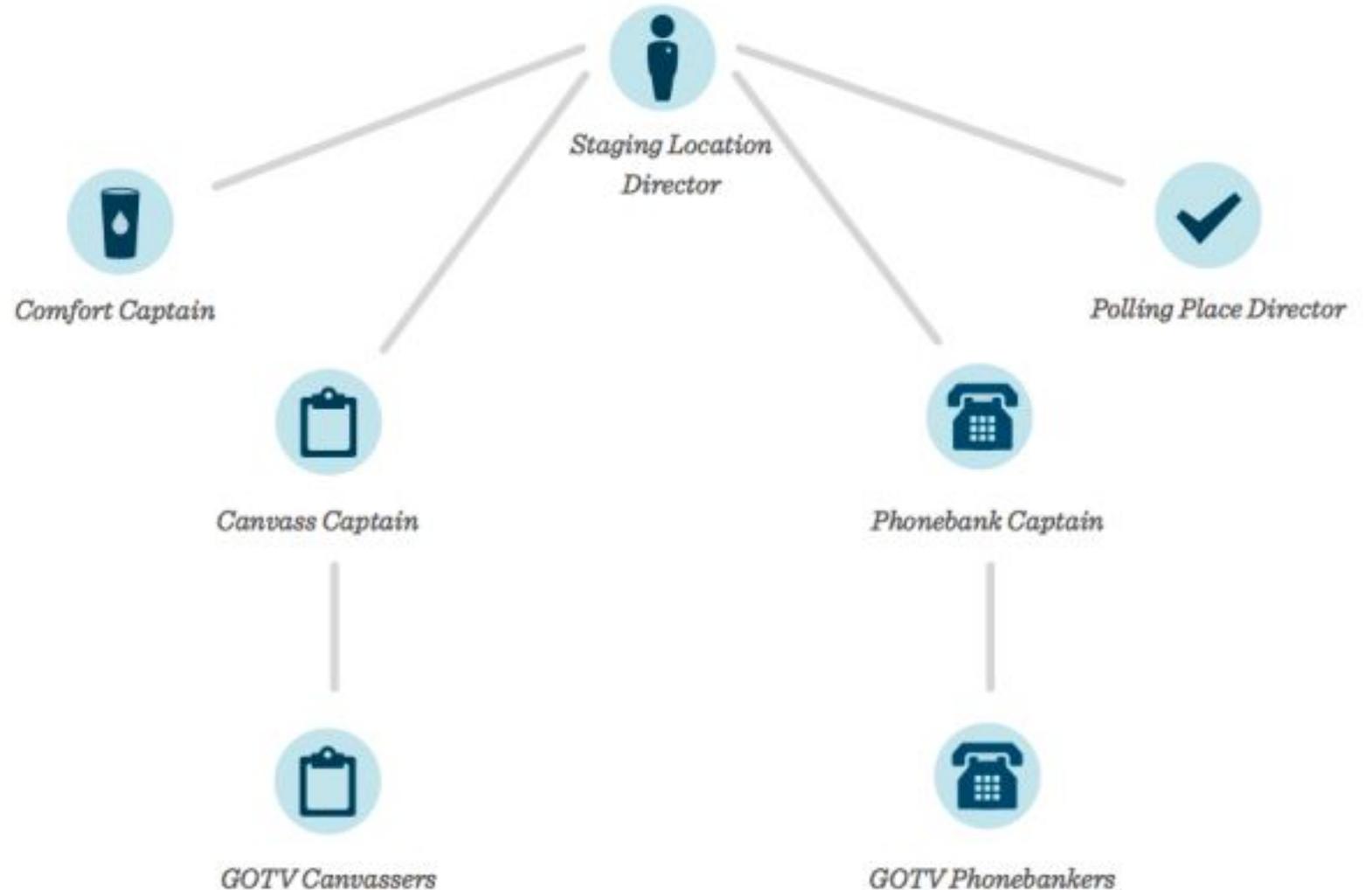
August/September/October

Aug.26-31st: Turfland & VPB Land

September 1-4: Vol. Recruitment

September 6-10: Training

September 11: Dry Run Weekend!
September 12: START GOTV

September 16: Start of Early Vote

October 3-4: Break to get ready for E-day GOTV
October 5: Go Vote! Go Vote! Go Vote!
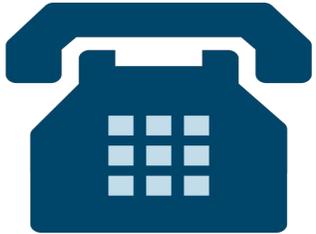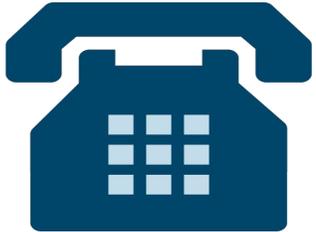
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BASIC FIELD TACTICS

- Evidence-based persuasion messaging
- Data-driven mobilization messaging
  - Reaching out to your family and friends to remind them to vote can increase turnout by ~2.8 pp
  - Using pledge/commit to vote cards can increase turnout by ~1.5 pp
  - Canvassing voters can increase turnout by ~.9 pp
- Personal Story
- Hard Ask
- Effective 1:1s

*Data provided by our friends at the Analyst Institute

COMPARE & CONTRAST: DOORS OR PHONES? BOTH..EVERYTHING

DOORS
- #1 Method
- Resource Intensive
    - Time
    - Rural is different
    - Gated Communities
- Contact Rate: 20-30%
- **Expectations:**
    - 20 doors/hour (urban)
    - 3 passes of the universe
    - Talk to 4-6 people/hour

PHONES
- #2 Method
- Quicker? & Cheaper
- Increased Conversations
- Contact Race: 12-18%
- **Expectations**:
    - 40 attempts/hour
    - 3-5 passes of the universe
    - 2-3 real conversations/hour

PHONE BANKING BEST PRACTICES

DO
- Dedicate specific time to make calls.
- Be friendly and persistent!
- Make it personal. Think about why you support Democrats before you start dialing.
- Always set a goal for calls for yourself, and other volunteers, before you start!
- Have fun!

DON'T
- Brush people off
- Be a policy expert on every issue. If you don't know the answer to a question, say so. Just be relatable and honest.
- Let your conversations go too long -- there are so many voters we need to reach in a short amount of time!
- Engage in arguments.

CANVASSING BEST PRACTICES

DO

- Be friendly and persistent.
- Follow the script.
- Collect accurate data - if you have a question, make notes and talk to the campaign organizer.
- Only mark responses for people you actually speak to on your list.
- Remember canvassing is a legal right.
- Knock on the door AND ring the doorbell.
- Have your organizer's cell phone number.

DON'T

- Go inside a house or stay at one door too long- safety comes first!
- Give people an out- steer clear of using language like, "Do you have a minute to talk," or "are you busy?"
- Put literature in the mailbox. It's a federal offense. Leave lit in the door or on the doormat.
- Wear sunglasses- we need to connect with our voters.
- Be rude or negative.

The GOTV Mindset

The entire campaign revolves around your ability to get people on the doors and on the phones.

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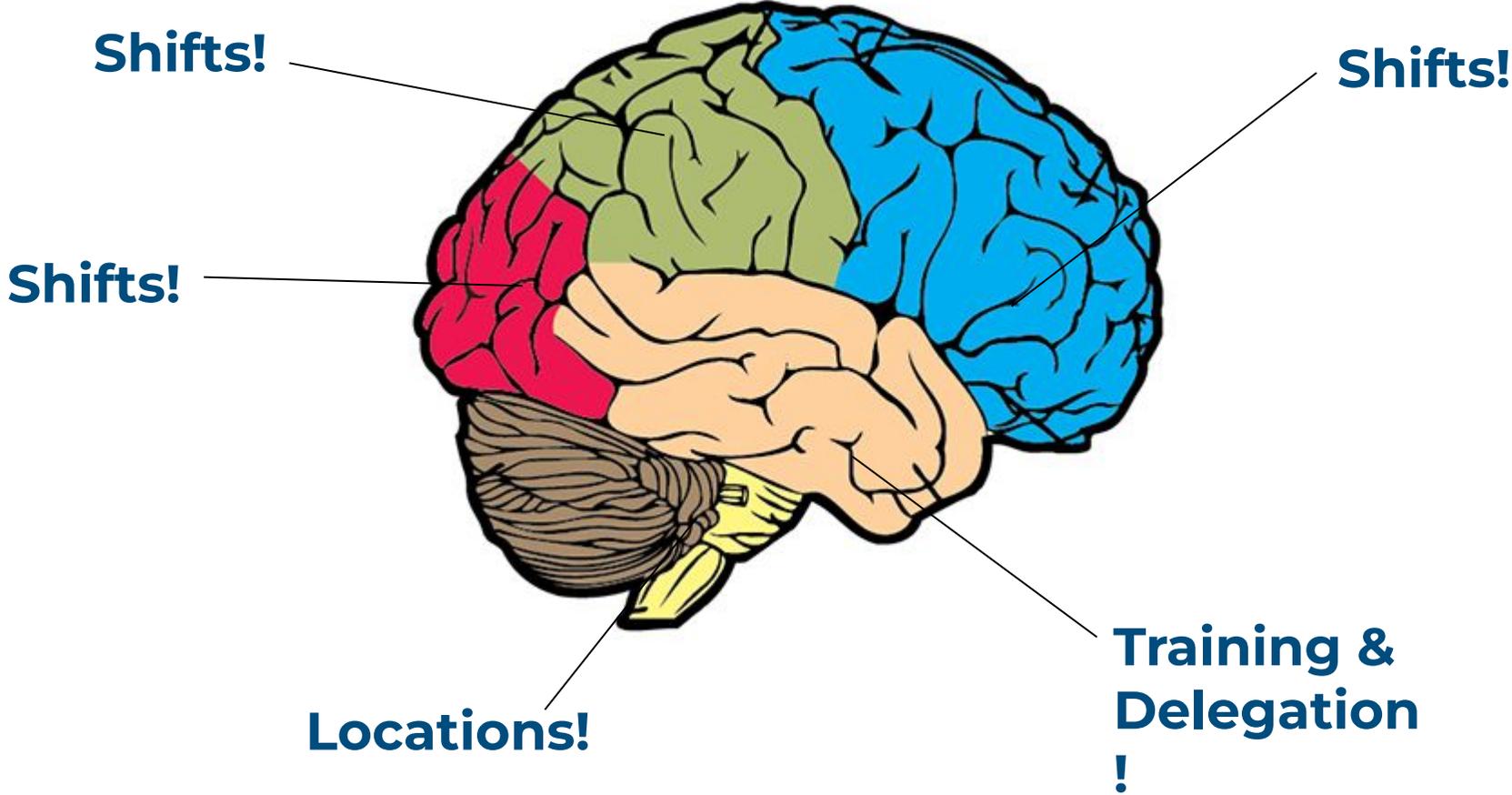
Shifts Ahoy!

We will **relentlessly focus on shifts, shifts, SHIFTS**!

Recruiting **more than we ever have** for **a shorter time period**.

The work you have done up to this point all builds toward shift recruitment for these four days.

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Leadership & Delegation

We will **focus on prospecting, testing, and confirming leaders**.

Every event is an opportunity for someone to step up – GOTV should not be the first time they are running something.

Volunteers will be taking the lead in a BIG way – we've been building relationships, training, and practicing for these four days.

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Identifying Locations

To successfully execute GOTV, we need **staging locations!**

We'll talk more about these tomorrow, but an important goal will be **identifying locations that we can use to launch canvasses.**

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How GOTV is different!

It requires a layered ask – **more shifts out of each person.**

We must **reach beyond our pool of active volunteers.**

We have to **schedule people out** and **hold them accountable** to their shifts.

There's a **higher level of urgency.**

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Planning Ahead Will Be Key

- You have specific **Sept. goals that we have to hit!**

- Those have to be **balanced with GOTV shift recruitment**

- Now more than ever: **staying a week ahead of your shift goals** is going to be crucial

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Leaders & Fellows

- Identify **what roles your Volunteer Leaders and Officers will be playing**

- Schedule them first and well ahead of time!

Leaders & Officers

Active Volunteers

Completed But Not Active

New Volunteers

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Active Volunteers

- Schedule **everyone** for multiple shifts

- Ask them to take Election Day off

- Average of **6-8 shifts** per person

Leaders & Officers

Active Volunteers

Completed But Not Active

New Volunteers

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Completed, but not active

- Call volunteers that have completed a shift in the past **EVERY DAY** (multiple times!)

- Make your **best ask**, and **schedule them for multiple shifts**

- Average of **4-6 shifts** per person

Leaders & Officers

Active Volunteers

Completed But Not Active

New Volunteers

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New Volunteers

- **Everyone** brings a friend
  - Local activists
  - Vol Laters / Vol Nos
  - Late help
  - Who else?

- Average of **2-4 shifts** per person

Leaders & Officers

Active Volunteers

Completed But Not Active

New Volunteers

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GOTV Trainings

- Your vols MUST know how to talk to people

- Sept. 6-10

- Number one goal: shifts, shifts, **SHIFTS!**

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GOTV Shift Sheets!

- **Use 'em!**
  - Shift at community events
  - Reshift at phone banks and canvasses
  - Reshift at 1:1s
- **Use them on the phone to:**
  - Schedule people out
  - Frame your "multiple-shift" mindset
  - Ask volunteers to bring their calendars!
- **If it isn't in VAN, it doesn't exist.**

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Digital GOTV Recruitment!

You need to recruit offline & ONLINE.

- **Facebook Groups:**
  - Recruit people for shifts (tag them!)
  - Post content that shows how fun (and critical) volunteering is
  - Add people and DM them

- **Twitter:** Hard ask ALWAYS

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Digital GOTV Recruitment!

- **Ground Game:** Text through your list every week to get folks to sign up for shifts. (And collect cells!)

- **SMS:** Help build our list so WE can help YOU recruit for shifts.

- **Email:** Send emails to VAN lists to recruit. (And collect email addresses!)

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Making the GOTV Ask

Review:

Uses strong language	Ask "Either" - "Or" questions instead of "Yes" - "No"	Eliminate filler language and words that offer an out
Is very specific	Get a hard commitment for specific shifts or events	Replace: "Can you make 10 AM?" With: "Does 10 AM or 1 PM work better for you?"
Is urgent and gives context	Convince them that this is the most important thing they could be doing with their time	

What's Different!

- **More layers (more shifts!)**

- **No more "maybes"**

- **Urgent**

- **Works backward from Election Day**

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GOTV Recruitment Script

Hi, is Mary available? My name is Kat, and I'm a **volunteer** with the **Democratic Party** here in **Hayesville**.

Reminder: always a vol, always a Democrat, always local!

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GOTV Recruitment Script

I know we've talked to you about volunteering before. But now, we're less than 40 days away from Election Day and there are still hundreds of Democrats here in Hayesville we need to talk to. We've just locked down our schedule for the rest of the campaign and we have three really big weekends left before the election and we really need you commit to come out for all three weekends.

*Give context as to why you're calling (know your list!). Emphasize urgency and locality; emphasize that **we need their help to win!***

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GOTV Recruitment Script

The first of these is **next weekend, September 11th & 12th.** On Saturday, **we're going out at 9:00am, 12:00pm, 3:00pm, and 6:00pm** to talk to people who won't necessarily vote without your help. **Does 9am or 12pm work better for you to make sure we make history this October?**

Give them options for shifts, and do a hard ask – specific times, "count on you," and "make history this October!"

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GOTV Recruitment Script

Democrats also need your help **that next weekend,** September 18th & 19th. We're going out at the same times. **Which shift can we count on you for that weekend?**

The layered ask is mandatory during GOTV - hard ask for both dry runs, and GOTV weekend!

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GOTV Recruitment Script

The most important and exciting weekend of all will be the weekend before the election. **We're going out at 9:00, 12:00, 3:00, and 6:00 on Saturday, October 2nd and Sunday, October 3rd at 12:00, 3:00, and 6:00.** Does Saturday or Sunday work better for you to help us make history the final weekend before the election?

Once more with feeling: hard ask for the final weekend of recruitment!

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GOTV Recruitment Script

We also need your help to make the final push on Election Day, Tuesday, October 5th. **We have shifts that Tuesday at 8:00am, 11:00am, 2:00pm, and 4:00pm.** Remember this election is critical because _____. **We need to make sure all Democrats push across the finish line, so which Election Day shifts can we count on you for?**

The final layer: Election Day!

Our Universal Roles

Staging Location Director

Canvass Captain

Confirmation Captain

Logistics Captain

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Staging Location Director

- Manages the operations of the staging location
- Collects information from the captains
- Follows tick tock and ensures that all items are being completed

- **Number one job is reporting accurately and on time**

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Canvass Captain

- Oversees all canvass operations
- Organizes, tracks and tallies all canvass packets
- Trains canvassers
- Tracks and reports number of canvassers and canvass packets out to Staging Location Director

- **Number one job is training and launching canvassers**

Confirmation Captain

- Ensures calls are made to volunteers that don't show up for their shift
- Ensures confirmation calls for each shift of GOTV are attempted multiple times and recorded
- Reports number of confirmed shifts to the SLD at each shift time

- **Number one job is making sure all of our volunteers show up**

Logistics Captain

- Welcomes, signs in, and routes volunteers
- Debriefs with volunteers after their shifts and gets them signed up for another shift
- Keeps the staging location neat and ready for each shift
- More of a flex role!

- **Number one job is making sure the location runs smoothly from start of shift to end of shift**

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Additional Roles

Staging Location Director

Canvass Captain

Confirmation Captain

Logistics Captain

Phone Bank Captain

Turf Captain

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Phone Bank Captain

- In staging locations with the dialer!
- Oversees all dialer operations
- Trains all phone bankers
- Tracks and reports number of dialer shifts out to Staging Location Director

- **Number one job is training phone bankers to make quality calls**

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Turf Captain

- In staging locations with more than 150 packets
- This role will ensure that turf is prepped, ready to launch, checked in and out properly
- Ensures packets are sent out in priority order on the correct days

- **Number one job is accurately tracking packets in and out**

Transitioning Current Leaders

- Team roles → **GOTV roles**
  - Roles become more **concrete**
  - Roles **narrow** somewhat - staging locations should be run by a handful of leaders
  - Roles become more **autonomous** - leaders will **manage** their locations and other volunteers

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Confirming Leaders

Escalation 1:1s with leadership prospects:

Be clear about the **expectations and responsibilities for their leadership role**.

Get a **firm commitment for the Dry Run and all of the days of GOTV**.

If it isn't in VAN, it doesn't exist!

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Getting to "Yes"

- Make it sound easy, **this is work they are already doing** (but also prepare them for the commitment)

- **Invite prospects to leadership trainings** to give them the context they need to say yes

- **Share the importance of their role** to our campaign, program and success on October 5th

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Four Key Takeaways for Volunteer Leadership

Run a staging location that efficiently moves volunteers in and out quickly.

Train volunteers to have effective conversations with voters.

Report numbers accurately and on time.

Confirm shifts while Organizers are out knocking doors.

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VOTEBUILDER TRAINING

DNC VOTEBUILDER North Carolina

Julia Buckner
Training Committee

My Voters | My Campaign

Help Wiki   What's New? 50

Welcome Julia

My Requests 0
My Export Files 0
My PDF Files 0
Counts/Crosstabs Outputs 0
Follow Up Calls 0
Support Requests 0
Contact the Admin
NGP VAN Help and Training Guides

Reports • Labels
MiniVAN
Exports
Letters
Phone Services
Users
Codes • Questions • Scripts

Quick Look Up

Quick Look Up

Lists

Create A New List
Go to My List (36 People)
View My Folders
Manage Turf

Load Data

Quick Mark
Scan Bar Codes
Script View
Grid View
Run Bulk Uploads
MiniVAN

Quick Tasks

"Not everything that can be counted counts, and not everything that counts can be counted."
-Einstein

Voter Profile   Lists   Phones   Doors

Building
BLUE NCDEMOCRATS **TRAINING** *series*

THANK YOU

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Building
BLUE

TRAINING
NCDEMOCRATS
series