

DEMOCRATIC CENTRAL COMMITTEE MEMEBER'S HANDBOOK

A Guide to Organizing and Managing Your Precinct

A Central Committee Member (hereafter Precinct Representative) is the elected representative of the people at the most local level. As an elected official, the Precinct Representative represents the people in the precinct and serves as a communication link between the Democratic Party, elected officials, and the citizens of the precinct.

The role of the Precinct Representative is to encourage community involvement and political involvement at a grassroots level, by providing information and an opportunity for participation in the political process.

This handbook is designed to help guide Precinct Representative through this process.

Delaware County, Revised 2017 from the Clark County Democratic Party Handbook

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1. YOU AND YOUR CONSTITUENTS

PURPOSE: [Top of Document](#), [next section](#)

As a Precinct Representative, you are the first line of contact with residents of your precinct when they are concerned with local issues that may affect their community. This includes people not registered to vote, independents, and at times even Republicans.

The purpose of this section is to provide ideas and tools for you, the Precinct Representative, to make and maintain contact with your constituency. The emphasis in this section is on efforts that are not tied directly to partisan election activities.

Important information about different methods to contact or communicate with your precinct constituents:

Contact with your constituents can be done either in-person, by mail, by phone, or using digital tools such as email and social media. As you read through this document you will learn about different opportunities to connect with your precinct constituents. It will be up to you to determine which method will be the most effective. The following is a brief overview of the pros and cons of each method of contact:

a. In-person.

Pros: This is a very effective way of communicating and introducing yourself, and a good way to distribute literature. People will appreciate your taking the time to introduce yourself, and there is no substituting for face-to-face interaction. Using your Precinct List (see section 1.a.) you will have the street address for many of the Democrats in your precinct. In order to make your In-Person effort more effective, you will need to generate a “walk list” or a “turf list”. The Party may be able to assist with assembling a walkable or drivable “turf list”.

Cons: In-person interactions are time-consuming, and can be inefficient. Based upon data collected from canvassing, during a single cycle of approaching homes, a 30% “success-rate” of reaching (the right) people at home would be a strong result.

Pros: Dropping off literature in person is a good way to deliver information. Note that literature cannot be placed in a mailbox (without postage).

Cons: Hand-delivered literature can be time-consuming especially since you cannot place literature into a mail box. This generally means leaving the literature at the door or adhering it to the mailbox—not recommended. There is also a cost to producing the literature, but most of this can be done with home printers, if in small enough quantities.

See more about canvassing and literature distribution in sections 5.b-f.

b. Mail.

Pros: Using mail is a demonstrably effective way to connect with your constituents and deliver literature and include more information within the envelope. Your Precinct List will contain all the mailing addresses for your Democratic precinct constituents.

Cons: While an effective medium, Mail is the least cost-effective of the contact methods. If you have 500 democratic households in your area, it will cost almost \$250 for materials and postage. Ex: you will need to output mailing labels. The Party may be able to produce the mailing labels for you, but that will be time-intensive given the limited resources at Party Headquarters.

c. Phone.

Pros. Phone is an effective contact method when there is a specific, mission-critical need. Such as: an important community meeting, an invite to a fundraising event, an invite to a meet-the-candidate event, etc.

Cons: Phone is not effective for canvassing votes, or general conversations even when just introducing yourself. Your Precinct List will not have phone numbers. Adding phone numbers will be your responsibility. The Party may be able to produce a paper-based “phone-bank” list for you at some point, but that will be time-intensive given the limited resources at the Party.

d. Digital Tools.

There are effectively two forms of Digital communications that Precinct Representatives will be using: Email and Facebook.

Pros: Email. Email is a very effective, and obviously cost-efficient, method of contacting your constituents. It is communications medium that distributes information which can easily be stored, archived, or forwarded to others. Links to other information or documents can be included in email making it a critically important communications tool. Using the prescribed email tools (See Section 4.d), makes email trackable and reportable feedback mechanism that allows the sender (you) to understand how your constituents are interacting with your email communications.

Cons: A limited amount of email addresses will be provided on your Precinct List (if any at all). It will be your responsibility to capture more email addresses during the normal course of interactions with constituents. Email is the contact mechanism of choice for political purposes and tends to be overused, therefore must be used judiciously.

Pros: Facebook. Building a Facebook community for your precinct is something that is strongly suggested (see Section 4.b.). Facebook is a very effective way to keep the community updated on current political issues that impact them, schedule events, invite people to events, inform of activities, etc. A Facebook group can store documents for download and be a place for people to discuss issues and build consensus.

Challenges: There are not really any cons to starting a Precinct Facebook group, and there are so many potential benefits. A challenge to keep in

mind is that building a community requires diligence, participation, and leadership. Communities require “critical mass” of participants to keep it thriving and active so it is important to encourage participation and facilitate growth.

a. THE LIST OF CONSTITUENTS IN YOUR PRECINCT

At the start of your term as Precinct Representative you will receive a package of information from the Delaware County Democratic Party that will in part contain a computer printout (or electronic copy) of all registered voters in your precinct. It is given to each Precinct Representative by the County Party and updated copies may be distributed periodically. This is an alphabetical listing of the voters in the precinct. These computer-generated lists are produced through the County Board of Elections. The information may be augmented by data from the Delaware County Democratic Party. NOTE: any list furnished by the County Party is property of the respective County Party and must be returned to the County Party upon request. Precinct Representatives are asked NOT TO SHARE THEIR COPIES OF THESE LISTS WITH ANYONE WITHOUT THE EXPRESS PERMISSION OF THE COUNTY PARTY. Candidates should contact the County Party for information about obtaining or sharing lists.

Make the most of these lists. They are valuable tools. These lists are the key to knowing the voters in your precinct, and critical to your ability to identify potential candidates, recruit volunteers, hold fundraisers, etc. The Precinct List contains the names, postal addresses, voting records, age, and party affiliations of the voters in your precinct. These are your constituents. You should take ownership of this list, and update it on an ongoing basis. These lists will not contain phone numbers, mobile numbers, or email addresses. You should add the telephone numbers, mobile numbers, and

email addresses during the course of interactions with your constituents. This list can then be better used to contact and interact with voters as needed.

Your registered voter list will not, in itself, be a complete list of precinct residents. For example, it will not include the names of non-registered voters and/or the names of people who have recently moved into the precinct. In addition, the names of persons who are recently deceased or those no longer living in the precinct may not have been removed from your list. The list does denote whether the voter is a democrat (D) or a republican (R), or other political affiliation, or if Unaffiliated with a political party (no markings) or in danger of losing their registered voter status because they have not voted in some time (*).

The average American moves once every five years. The changes in your area may be more rapid or slow, so maintaining a fairly current list of residents needs to be an ongoing process.



Figure 1: Voter Reporting Menu

These lists of registered voters are available and downloadable from the Delaware County Board of Elections website (<http://delawareboe.org/>). You can navigate to the Voter Reporting on the delawareboe.org website by going to: Home / Voter Information / Voter Reports (Figure 1.)

Once you have clicked “Voter Reports” you will be brought to the “Voter Reporting” page (Figure 2).

Here you will have the option of downloading either a Document file (.pdf) or a spreadsheet file (.csv). If you are familiar with basic spreadsheet usage, we strongly recommend the .csv file. Of course you can do both if you would also like it in document format. The reason we recommend the spreadsheet format is because it will make it easier to update and edit your Precinct List including adding Email Address information, as this information will not be included in the file you download.

The screenshot shows the 'Voter Reporting' web form. At the top, it says 'The Voter Information was last updated: 10/18/2017 5:24:18 AM'. Under 'Output Format', there are three radio buttons: 'PDF Labels (Avery 5160 Format, do not scale printing)', 'PDF Report', and 'Downloadable File (Comma Separated Values)'. The 'Downloadable File' option is selected and highlighted in red. There are also checkboxes for 'Household?' (unchecked) and 'Include Voter Districts?' (checked). Under 'Select Voters that only voted in:', there is a dropdown menu with 'No Election Filter' selected and highlighted in red. Under 'Include Voters with the following Current Party Affiliations:', there are checkboxes for 'Democratic', 'Republican', 'NonPartisan (Includes others)', 'Constitution', 'Green', 'Libertarian', and 'Socialist', all of which are checked and highlighted in red. Under 'Additional Filtering:', there are three radio buttons: 'Filter On Precinct', 'Filter On District', and 'No Filtering'. 'Filter On Precinct' is selected and highlighted in red. Below it, there are dropdown menus for 'Beginning Precinct: 001 ASHLEY' and 'Ending Precinct: 001 ASHLEY'. Under 'How would you like the output sorted?', there are four radio buttons: 'Alphabetical (sorted by Voter Name)', 'Precinct, Alphabetical (sorted by Precinct, then Voter Name)', 'Walking List (sorted by Voter Address)', and 'Precinct, Walking List (sorted by Precinct, then Voter Address)'. 'Alphabetical (sorted by Voter Name)' is selected and highlighted in red. At the bottom, there is a question 'Do you wish to include voter Mailing Addresses in addition to Residential Addresses?' with two radio buttons: 'Yes' and 'No'. 'No' is selected and highlighted in red. A 'Start Processing' button is at the bottom left.

Figure 2: Voter Reporting Page

It will also make it easier to exchange information with Delaware County Democratic Party (DCDP). Note that the DCDP may have some of this information and may be able to make it available to augment your list. Contact your Regional Representative for more information.

We recommend using the settings highlighted in red in Figure 2, though you may want to experiment with your own settings.

Once you have applied the settings, click “Start Processing”.

When the file processing is complete, you will receive a message that the file has completed processing. Click the “Download my File” button, and the file will be downloaded to your computer.

As mentioned above: do your best to augment the BoE data and DCDP data with your own “organically” collected precinct data. If you do collect new data on your neighbors, please make a point of contacting DCDP either directly or through your Regional Precinct Manager to provide DCDP with the updated information. DCDP maintains a county-wide list and relies on data from different sources to expand and keep the list up to date.

b. REGISTERING PEOPLE TO VOTE

Every Precinct Representative in the County should feel welcome to register voters. While an organized voter registration effort does not have to be going on in your area at all times, the opportunity to "register to vote" is a service the committee person should attempt to make available to all new residents of the community, to persons reaching 18 years of age, and any other interested, eligible residents.

The qualifications for registering to vote in Ohio are:

- You must be a citizen of the United States.
- You must be at least 18 years of age on or before the date of the next General Election.
- You must have been a resident of the State of Ohio for at least 30 days prior to voting.
- You must reside at the address from which you seek to register.
- You must not have been convicted of a felony, unless you have completed the sentence imposed, are on probation or parole, or have been pardoned.

NOTE: Registered voter lists are no longer exclusively used to select people for jury duty. Instead, lists of licensed drivers from the Bureau of Motor Vehicles may be used to select people for jury duty.

It would be a good idea to mail, drop, or personally deliver a voter information sheet and/or voter registration form to anyone who moves into your precinct. Offer to register them to vote. Or help them with a change of address and/or an absentee ballot request form. Offer to answer questions about the community, voting (poll) location, etc.

If your precinct (or parts of your precinct) is residential housing occupied by owners, talk with your area Realtors and ask them if they will supply you with the name and addresses of new homeowners.

In asking for this information, emphasize that you wish to provide the new resident with information on voter registration, voting locations and other information on a non-partisan or bi-partisan nature.

After the Realtor has agreed to help you, you should determine a convenient way to regularly obtain this information.

If parts of your precinct are multiple dwelling rental apartment buildings, talk with the resident managers in the complexes. As with the Realtors, emphasize non-partisan or bi-partisan activities such as voter registration, since many apartments are reluctant to allow election activities in the apartment areas: Explain that you are available to register new voters. If the resident manager will not give you permission to work in the complex, thank the individual politely and contact the County Party Headquarters for assistance.

If parts of your precinct are single dwelling rental units, you may not be able to get all the names from the sources described. However, please remember that there is just no substitute for walking the precinct.

In addition to actual registration, the Precinct Representative should also be prepared to assist with change of address requests and change of name requests by using the voter registration form. Just have the constituent fill out the voter registration form and check the appropriate box on the form.

It is the Precinct Representative's primary legal responsibility to return any completed voter registration cards (including change of address and or change of name requests) to the Board of Elections within at least 10 days after your receive them. Failure to do so is a violation of law.

c. GETTING OUT THE VOTE (GOTV)

The mandate of the Delaware County Democratic Party is to recruit the best Democratic candidates and exercise best efforts to get them elected. We need the assistance of the Precincts to help in the process of identifying and supporting good candidates, and just as importantly we need the Precinct assistance in using key resources to Get Out The Vote!

Precinct Representatives can plan on receiving a record of past voter turn-outs for their respective precincts. With added attention and diligence on the part of the Precinct Rep to help GOTV it is the expectation (hope) of the Party that there will be a gradual increase in the number of non-Republicans showing up to vote.

Messaging to Precinct constituents about upcoming elections (Primary, Special, or General). In the coming weeks before the election it is crucial to begin messaging about GOTV.

- Remind voters of the Issues and Candidates, whether for Primary, Special, or General Election.
- Remind of the importance and civic duty of voting and having your voice heard
- Reinforce the theme of working to turn the County blue one precinct at a time
- Remind of the opportunity to Early Vote; provide the address, days, and times of availability.
- Remind of absentee voting. Be prepared to explain the process when asked.
- Remind of polling locations and hours of operation.
- Identify those who may have trouble getting to the polls. Help arrange transportation if they would rather go to the polls than vote by mail with an absentee ballot.
- When helping local candidates canvass for votes use this as an opportunity to make sure they plan on voting. Ask if they have a plan for when they are going to vote, ask if others in the household are also going to be voting, and when. Make sure they know where their polling or early voting location is. THIS IS IMPORTANT!

d. ABSENTEE BALLOTS

In addition to actual registrations, the Precinct Representative should also be prepared to assist with absentee ballot requests for persons who are already registered to vote but will be unable to go to their voting location on Election Day. Although a form is not required in order for a voter to request an absentee ballot, a special absentee ballot request form is available for this purpose and copies can be downloaded from the Secretary of State's web site or obtained from your local Board of Elections website. After submitting the form, an Absentee Ballot will be mailed to the requestor. Please note the deadlines for submission of the absentee ballot (usually the day before Election Day).

e. EDUCATING ESTABLISHED VOTERS:

This part is very important to having a presence in your precinct. You can be of service to your community in the area of voter education in a number of ways. It is recommended that you assemble and distribute a Voter Information sheet to your precinct twice a year. We recommend that this be done one month prior to the close of voter registration, in April and in September. The Party will have a template for the Voter Information sheet which will make this easier for you.

This info sheet should include:

- The Precinct where the voter resides
- Date of Elections
- Voting Locations (building name and address)
- Early Voting/Absentee voting information
- Registration information
- Current office holders
- Candidates for upcoming elections
- Lists of relevant Ballot issues or Levies.
- List of online resources for the above information, such as Local Board of Election, Secretary of State, and other sites such as League of Women Voters, Vote411.org, etc.

Volunteer to give talks and/or presentations to civic associations, schools and church groups about voter registration. This information can help stimulate voter interest and, hopefully, increase political participation.

To help with this matter you should:

- Maintain an updated list of all officeholders (available at the Board of Elections).
- Maintain a list of candidates for each election (available at the Board of Elections).

f. COMMUNITY SERVICE

As an elected official at the grassroots level, the Precinct Representative is a valuable contact between a constituency and office holders. Attend public meetings such as the Neighborhood Area Commission, City Council or Township Trustee where neighborhood issues first surface. For example, street lighting, police protection, etc. Engage with the residents in your precinct. If there is a "hot" issue brewing in your neighborhood, you may want to bring it to the attention of the proper elected official(s).

The Precinct Representative can also be a valuable resource by providing information on government services that are available to precinct residents. Always try to refer residents in your precinct to the proper government agency if they are in need of a particular government service.

g. SUGGESTIONS FOR PUBLIC SPEAKING PRESENTATIONS:

At times, you may want to give a short talk to a group in your precinct regarding voter registration, absentee voting, getting out the vote (GOTV), a particular government service that is available, etc. Not everyone enjoys speaking in front of a group, but this is often the best way to communicate with a significant number of constituents in a relatively short period of time. If you prepare some basic information on your topic and talk about the things you are familiar with, the experience can be a rewarding one. These few tips are designed to assist you in planning your program.

Speak for only a brief period of time (about 15 minutes). Allow time for questions and answers.

Speak from personal experience. Don't try to be an authority on every aspect of government services or politics. Talk about your personal involvement in the community and why you enjoy meeting residents in the community, registering people to vote, serving as a central committee member, working in politics on the grassroots level, how a particular government service has helped you or someone you know, etc.

Be sure of all the information you give. Check the facts. Always make an effort to find the answers to questions you couldn't answer and follow up with the questioner.

Offer to provide a service at the end of your presentation. It might be voter registration or merely offering to leave some literature for the audience to look through.

Be informal. You're an elected official and the Party's representative at the most basic level. Let people feel welcome to approach you with questions and problems.

Don't get involved in an issues debate or political shouting match. If a member of the audience wants to argue, be as polite as possible and steer the conversation in another direction. If necessary offer to meet with that person at a later time to discuss particular problems.

2. YOU AND ELECTION OFFICIALS

Purpose: [Top of Document](#), [next section](#), [previous section](#)

One function of the Precinct Representative is to assist in the recruitment of Election Officials for all elections. The purpose of this section is to inform you of the legal responsibilities of these Election Officials, and to make suggestions for involving these people in the precinct organization.

a. TASKS, PROCEDURES, AND INFORMATION

Election Officials (also called Poll Workers) are those hired to work on Election Day and are paid a set fee established by the Board of Elections within certain guidelines set down by the State Legislature. Currently the average pay for an Election Official is approximately \$150 including paid training.

The number of workers in each Precinct is determined by the Board of Elections within established guidelines. However, each precinct will normally have an even number of workers (usually two from each political party). The Voting Location Manager is appointed by the Party whose candidate for Governor received the majority of votes in that precinct in the last Gubernatorial Election.

The Polls on Election Day are open from 6:30 a.m. to 7:30 p.m. All workers report to the assigned precinct at 5:30 a.m. and stay until all work has been completed, usually by 8:00 p.m. The work will be completed when Polling Location has been closed and all required end of day tasks and checklists are completed and the Voting Location Manager has left the polling location with a member of the opposite party to deliver the results to the Board of Elections.

b. RECRUITMENT

Recruitment of Election Officials is the primary responsibility of the County Board of Elections. A Precinct Representative who is familiar with the constituents in their local precinct is in a good position to assist the County in identifying potential Election Officials. The Election Official position, and its potential for income, \$300 or more per year depending on the number of elections (up to four elections per year), should be considered a patronage position used to reward loyal party workers. The County Party recognizes that having two, qualified, loyal Democrats in each precinct is a desirable situation, and that to reach this level requires participation of Precinct Representatives in the recruitment process. Election Officials should understand that they are appointed as a DEMOCRATIC Election Official and that in addition to talking their Poll Worker duties seriously, they should be willing to commit themselves in other ways:

- Financially support the County Party in some way
- Display a yard sign for an endorsed Democratic candidate
- Volunteer to help the County Party with a special project or activity.

Every Election Official should support the County Party in some way. County headquarters should supply Party fund raising information to all Precinct Representatives so that it can be passed along to Election Officials sometime during the year. If Election Officials wish, they may choose to volunteer some of their time to help the Party with a special project or a candidate in their area in lieu of any sort of contribution to the Party. These volunteer hours should be reported by the Precinct Representative who recruited the Election Official to the Party.

c. APPRECIATION

Accomplishing these tasks will be easier if you are visible with Election Officials. Let these individuals know you appreciate the job they do. Consider any or all of the following

- Thank you note or call following each election.
- A survey asking their opinions on their Election Day experience.
- Coffee or donuts delivered personally on Election Day.
- A special "Election Officials Reception" given by the local Democratic Party.

Be sure that the Election Officials are comfortable with their assigned tasks. If they have questions or concerns, contact the Board of Elections and/or the County Party Chair and see that they get answers.

Please Contact the Board of Elections with Election Official recommendations:

740-833-2080

3. YOU AND THE DEMOCRATIC PARTY

PURPOSE: [top of document](#), [next section](#), [previous section](#)

To operate effectively, each Precinct Representative must have the support and assistance of the county organization. It is the County Party's responsibility to provide every Precinct Representative with the information, training, and materials necessary to do the job.

It is the responsibility of the Precinct Representative to see that these tools are used effectively. The purpose of this section is to acquaint you with some of the many tools that should be available from the county organization and how to use them.

a. GENERAL INFORMATION AND MATERIALS

The County Party should play a key role in assisting the Precinct Representatives in the development of the precinct political organizations. Your Party Chair or RPM will contact you on a scheduled basis to keep you up to date on Party happenings. The Precinct Representative is encouraged to contact the Party for assistance and information.

Each Precinct Representative should expect to receive or have available to them on the DCDP website (ohiodeladems.org) or the Delaware County BoE website a list or calendar of events, important dates, and/or newsletters. The information will include such things as the candidate filing deadlines, voter registration deadlines, regular Party meetings, and any scheduled fundraisers or related events planned by the County Party and/or its candidates.

b. REGIONAL PRECINCT MANAGERS (RPM)

Since there are more than 160 precincts in Delaware County, the county has been divided into six regions. Each region will have a Regional Precinct Manager (RPM) who will be your primary point of communication for information from the County Party office (DCDP). Your RPM will be responsible for training, and providing necessary and related information and updates for organizing the Precinct. Please see Addendum II for the list of Regions and the accompanying Precincts that fall within that region.

<u>Region</u>	<u>2017 Precincts</u>
Delaware	29
Dublin-Powell	31
Orange	30
Westerville	25
Buckeye Valley	19
Big Walnut	18
Total	152

[Insert Map of Regions either here or as an addendum]

c. TRAINING SESSIONS

Formal training sessions may be periodically offered by the County Party either directly or through the RPMs to orient new Precinct Representatives who are appointed to the Central Committee as to their roles and responsibilities. Other members of the committee should be welcome to attend these sessions in order to stay "focused." Also, a list of Central Committee primary responsibilities (see Addendum III.) should be handed out and reviewed at this meeting.

d. CENTRAL COMMITTEE/PR MEMBERS LIST

One of the keys to working together effectively to build a strong Party organization is getting to know one another. For this reason, each Precinct Representative should be periodically provided with

an updated list from the DCDP of other Members (Precinct Reps) of the Central Committee including addresses and telephone numbers. This list is also available on the DCDP website: <http://www.ohiodeladems.org/cc-members-list>. Take a few minutes from time to time to look over the names of your fellow Central Committee members and introduce yourself to them at regular meetings. Make recommendations to the Party to help fill vacant precincts. And when a vacancy on the Committee is filled, update your list and make an effort to welcome the new member(s).

e. ENCOURAGE PARTY MEMBERSHIP

There are two basic components of Party membership.

1. Central Committee members/PRs—those members who are either elected within their precinct or appointed.
2. “At-Large” members, those who are members of the Party but who do not have Precinct Management responsibilities.

Any registered Democrat living in Delaware County can join the Party. Requirements for at-large membership are attending at least three Central Committee meetings and paying a nominal membership fee. As a member of the Party you are entitled to vote in all elections except County Chair, which is voted on only by the Central Committee members.

f. VOTER REGISTRATION MATERIALS

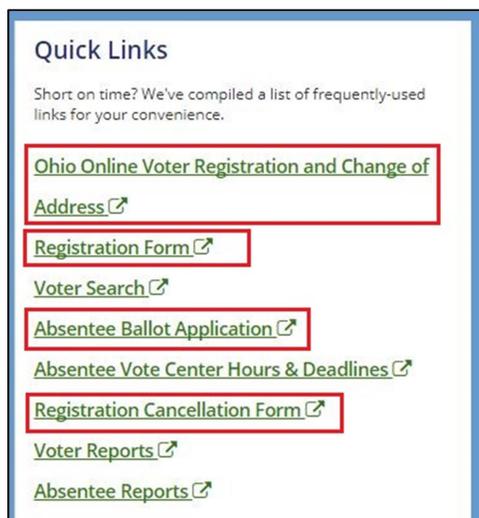


Figure 3. Links to voting materials

Every Precinct Representative is responsible for downloading a sample voter registration form, sample absentee ballot form, and any other relevant voter information from the Delaware County Board of Election website (<http://delawareboe.org/voter-information/>). See fig

g. FUNDRAISING INFORMATION

Every Precinct Representative is expected to support the County Party financially in some manner. This can be done by contacting headquarters and requesting a list of Party fundraising event dates and locations and then making plans to attend one yourself, and encourage others in your Precinct(s) to do the same. You can also host a Blue Block Party (see section 4.a.) and encourage nominal donations from attendees (\$5 or \$10). Or simply mail a check once or twice a year to the Party Treasurer (minimum expectation is

\$100). Funding is critically necessary to support the DCDP infrastructure, but importantly the money being raised also supports the campaigns of our great Delaware County Democratic candidates!

4. ORGANIZING YOUR PRECINCT

Purpose [Top of Document](#), [Next Section](#), [Previous Section](#)

- Help build the database for the DCDP by getting accurate and current data through interactions with your neighbors
- Help the Party to:
 - Identify and promote future candidates
 - endorse and promote ballot initiatives
 - inform about the local ballots
 - get out the vote
 - organize petition drives
 - recruit poll workers
 - Increase party membership
- Help the Democratic Party keep their finger on the pulse of the County by feeding information up and down the chain (from Constituents to PRs to RPMs, to Party Leadership and back)
- Assist with an “Adopt-A-Precinct” model that allows precincts without representation to still participate in precinct-level events and information transfer.
- Host mini-fundraisers to help the County Party grow into a force that will have an increasing impact on the Democratic character of Delaware County.
- Create “Township mergers” (Ex. grouping all of the Genoa Township precinct groups together) to help ease workload burdens on Precinct Reps and organize political action on a larger scale.

Although we don't expect everyone to be as involved as we are in partisan politics, many are not involved for three basic reasons:

- They have not been asked.
- They are unaware of the channels presently open to them (political clubs, organizations, etc.).
- They are cynical about politics and politicians.

This means there is a willing audience and a unique opportunity to organize our precincts.

a. BLUE BLOCK GATHERINGS

(also see: SUGGESTIONS FOR HOSTING A CANDIDATE HOUSE PARTY/COFFEE MEETINGS in the next section)

One recommended method for connecting with your precinct constituents and raising funds is to host a “Blue Block” party once or twice a year. At these events, attempt to collect a nominal donation from attendees (\$5 or \$10). Remember, each Precinct Representative is responsible for collecting at least \$100 per precinct or groups of precincts.

There are two main ways to interact face-to-face within our precincts, and both are very important.

1. Door-to-door canvassing.
2. Blue Block Gatherings, which can range from small parties in a home to larger parties at a venue or park. Both ways start with locating your Blue neighbors. [Use your voter reports created from the Board of Elections site to create invitations or canvassing lists.]

Blue Block Gatherings are primarily social, allowing your neighbors to get to know each other better, and to know that they are not the only Democrats on the block. Try to keep Blue Block Gatherings as simple, mid-afternoon or after-dinner-style events, so that repeated gatherings don’t become a burden, and so others will volunteer to host.

For some of your neighbors, this social engagement is as much activism as we are ever going to get. But even with this, we create an ever-expanding wave of progressive dialog and in so doing, improve the Democratic brand. However, a Blue Block Gathering is good for so much more.

Second only to getting to know each other, is collecting contact information. Ask for their names, phone numbers, emails, and whether or not they are on Facebook. And if on Facebook ask to follow/like/join your local Precinct Page (if you’ve created one) and the DCDP Facebook page. Voter lists do not indicate party affiliation for those who do not vote in primaries, those that cross-over in primaries, or new move-ins. Always have a separate form for guests to tell if they know of others in the Precinct who are Democrats. Some may be uncomfortable with providing the contact information, if so ask them to reach out to those people and have them contact to you.

Blue Block Gatherings are also a way to distribute information. In addition to county Party membership forms, we provide links, contact information and event information for local Democratic and progressive organizations. At the meetings, you simply make the information available to the guests. Show them that Democrats are on the move and that it’s easy to get involved.

b. FACEBOOK GROUPS: MAINTAINING YOUR PRECINCT’S FB PAGE

Work on three areas to maintain interest in your Precinct Facebook page and keep people engaged:

1. Information
2. Promotion
3. Connecting with Constituents

Information

You will need to post politically up-to-date information for your network. We try to focus on local representatives, local political news at the county and state, and federal levels. In order to accomplish this you will need to FOLLOW sites in your own newsfeed and repost them into the group page.

- Follow your local state and congressional representative's Twitter Feed or FB posts. On Facebook, go to FB Town Hall and add your address to see your statewide office holders (<https://www.facebook.com/townhall/>). Just click the Follow button on their FB or Twitter page.
- Follow the Ohio Democratic Party and the Delaware County Democratic Party for up-to-date local news and events.
- Follow Indivisible OH District 12, Ohio Democratic Women's Caucus; State Resistance Network; Fair Districts Ohio, Progress Ohio, Westerville Progressive Alliance and other Democratic & Progressive sites
- Follow other News Sources, suggestions: Washington Post, NY Times, Reuters, The Hill, Huffington Post, Think Progress, The Guardian, C-Span, MSNBC/NBC News, Slate, CNN, Southern Poverty Law Center, Politico, Wall Street Journal, NPR, Salon, Bloomberg, 10TV.
- Follow local papers like Columbus Dispatch, Sunbury News, Delaware Gazette
- Follow your Township, City, or Village websites
- Follow something humorous, like political cartoons, to break up all the serious stuff and add levity.

Using your Precinct Facebook Group to promote activities

Promote the activities of the people in your group and promote the precinct in your own political activities. Post picture of rallies you attend, or speaking engagements; post card campaigns, letters to the editor, etc. It will go a long way to encourage others to stay engaged and be politically active. Encourage comments on the newsfeed posts; ask questions, set up surveys.

Promote the activities of the Delaware County Democratic Party and the Ohio Democratic Party. Give your constituents Central Committee updates, promote upcoming events, and invite people to come with you. Promote candidates and fight or promote legislation. NOTE: try to remain consistent with the positions of DCDP and Ohio Democratic Party (ODP). Have a social event and ask them to support or sponsor the county party. For those who want to become members, help them make arrangements with the county party headquarters or encourage them to visit the website to sign up.

c. BUILDING RELATIONSHIPS WITH YOUR CONSTITUENTS

Set up book-shares or book clubs sharing poignant reading (like Handmaid's Tale, 1984, Why We March, or We Are the Change We Seek). Meet for social gatherings, like a Blue Block cocktail party or a Blue Block Brunch.

You are a resource for them. If they have a political interest, see what you can do to help them get into it. If you don't know how to help them, contact your RPM or the Delaware County Democratic Party, as they are a wealth of knowledge.

Find out what kind of volunteer and community service activities people may be interested in and help facilitate and organize an activity with them.

In any political climate, most people want to do something; help match their talents and desire to help with meaningful work. We have found that even shut-ins want to help and will work on postcards. This is all about relationship-building. Help them get their voice heard.

Feel Free to Ask for help

If you need help setting up the FB page and getting things lined up. Feel free to contact your RPM or [?]. You will be notified of Precinct Organizing Workshops at headquarters, so keep a look out for the dates.

d. USING E-MAIL

This is a group E-mail that you can send out upcoming events in your local area, or for posting Precinct Updates periodically if that is something you wish to do (See Sample). We recommend creating two separate E-mail groups: ALL CONTACTS and E-MAIL ONLY. You can use the ALL CONTACTS group for social, political or volunteer events. The E-MAIL ONLY group is for those that are not on social media but want to stay in touch with the precinct group. If you are moving scheduled FB events into E-mail you will have to Cut-n-Paste them.

Add a statement, that if they wish to be removed from this E-mail communication, to inform you and you will remove them.

Note: if your email list gets above 20 people, consider using a free email service such as MailChimp's 'Free Plan', which offers easy ways to maintain and manage email lists, send emails, and track opens and click rates.

e. USING PRECINCT LIST TO CONNECT VIA "SNAIL-MAIL"

There will be some constituents who may not have access to nor regularly use Social Media and Email; we don't want these people to be left out. More often than not, they are elderly and they want to be involved and welcome the interaction. Try to get their phone numbers and keep in contact with them if you can. Consider mailing out a Precinct Update periodically.

5. YOU AND DEMOCRATIC CANDIDATES

PURPOSE: [Top of Document](#), [Previous Section](#)

As a Democratic elected official, one of your primary responsibilities is to help other Democrats who are running for office. Your primary goal should be to help get votes in your precinct for endorsed Democratic candidates.

This section will provide suggestions to you on how to effectively gather votes in your precinct on behalf of Democratic candidates. The emphasis in this section will be on efforts tied directly to partisan election activities.

a. CANDIDATES AND THE PRECINCTS

CANDIDATE INFO:

At the beginning of each election season, the Party should provide a list of all Democratic candidates to Precinct Representatives. NOTE: for non-partisan elections a candidate may choose not to identify with a particular party. Please respect their choice in so doing. Candidate information is available on



Figure 4: Button on front page of the DelCo BoE website. May change from year to year.

the Delaware County Board of Elections website: <http://delawareboe.org/>. As bio sheets become available from candidates they should be distributed to Precinct Reps by the County Party. Representatives should in turn be knowledgeable about Democratic candidates and help spread the word in their precinct(s).

The Precinct Representative should serve as the candidate's link to the voters in the precinct. You are encouraged to assist the candidates in any way possible. Candidates will be asked to make every effort to keep you informed of their activity in your precinct. This would include any door to door canvassing or literature being distributed by the candidate or the candidate's committee or any special community group meetings in your precinct they plan to attend.

1. Literature Distribution: The Party will establish a starting date for literature distribution (approximately three weeks before each election). All candidates will be asked to have their literature delivered by that date. You are not obligated to distribute literature that is delivered to you by the candidate after that deadline, but every effort should be made to be of assistance to Democratic candidates.
2. Yard Sign Locations: Call or connect via Social Media or Email to contact Democrats in your precinct and ask them if they would be willing to have a yard sign for a particular candidate in their yard. Make sure the candidate has ordered yard signs before you start, though. After your calls are made, forward the name, address and phone number of those who are willing to have a yard sign in their yard to the appropriate candidate's campaign.
3. Letters to The Editor: Write a "Letter to the Editor" of your local newspaper urging people to support a certain candidate based on his or her accomplishments. Be sure to sign your name and put a phone number and/or email address on the letter.
4. House Party/Coffee Reception: Invite a candidate to your home to speak to a group of your friends and/or fellow Democrats in your precinct. Once you have a date confirmed, call or write to your friends and/or group of Democrats in your precinct inviting them to your home to meet the candidate (no cost to attend). Make sure to include the address, date, time, and what will be served.
5. Volunteer recruitment. The DCDP may have lists of volunteers in your area. Ask your Regional Rep or inquire directly. Whether or not a list of volunteers exists, we ask that you reach out to your constituents to recruit volunteers. Maintain a list of any volunteers and provide that list back to DCDP.

Candidates may contact you from time to time for general information about your area or to ask for help with one of these activities. Feel free to help. However, any requests for walking lists, or other materials should be referred to Party headquarters.

You can prove valuable to candidates by listening and observing the activities of opposition candidates in your area. Save copies of literature, invitations to events and other related materials and see that they are forwarded to headquarters or the candidates' campaign office. Any upcoming civic or community events that might be appropriate for candidates should be telephoned to headquarters and/or the candidates. Try to have as much info as possible: date, time, location etc.

b. UNDERSTANDING LITERATURE DISTRIBUTION

Literature Distribution is a time-consuming task. The more volunteers you help to recruit, and the more organized you are, the easier the job becomes. There are two basic types of literature distribution:

The Literature Drop:

- The material is left on the doorstep, in the screen door, behind the mailbox, etc. No attempt is made to personally contact the voter.
- Literature is usually left at every home in the precinct, rather than with just registered voters.
- This is the quicker of the two types of distribution. The time necessary to drop one precinct depends on the size and physical layouts of the precincts. However, most precincts can be covered by a two person team in two or three hours.

The Canvass:

This is the more sophisticated of the two types of distribution.

- Volunteers, usually using walking lists, knock on the door of each targeted voter (the area coordinator will help you decide whether to target Democrats, Independents or both) in an attempt to visit each household and deliver the literature.
- While the personal contact is desirable, the canvass may take two people four to five hours to complete in one precinct.
- It is desirable that the precinct be canvassed at least once a year, either by you and a volunteer in your precinct. This is necessary to meet new residents, renew old acquaintances and generally to increase Party visibility in the precinct. Consider having a calling card or fact sheet printed about the Party and the neighborhood as a means of introduction.

c. SUGGESTIONS FOR LITERATURE DISTRIBUTION

There are certain recommended procedures to follow to ensure a literature distribution effort goes smoothly. As you are aware, people can quickly perceive if an effort is organized or not. The more a volunteer perceives an effort to be organized the better the results will be. The recommended procedures for organizing a literature distribution effort are:

1. Every two people recruited cuts down the time needed to cover an area by 2 to 5 hours. Poll workers, friends and neighbors are obvious sources of volunteers. Often, individuals who do not have the time to take on a major responsibility are willing to join with others from the neighborhood for one afternoon of work and fellowship.
2. If at all possible, assemble volunteers in one location before beginning the distribution. This will allow an opportunity to give any special instructions, to review the guidelines and to let each volunteer feel like part of a group. This will greatly increase the amount of control you have over what happens with the distribution in each precinct. The further away you get from the volunteer, the less control and direction you are able to give. In most cases, literature should be left with the volunteer for distribution at a later time only if absolutely necessary. If this does become necessary follow-up with this volunteer is critical to see that the material was distributed and that no problems or questions came up.
3. It is very important that you be organized before the volunteers arrive. People have a limited amount of time and shouldn't be asked to stand around while literature is counted etc. Before beginning the literature distribution, you should assemble the following materials:
 - a. Volunteer Instructions: Jot down a few basic guidelines that volunteers will need to know about literature distribution. (How much time will be spent on distributing literature today, do's and don'ts, why distributing literature is important, etc.)
 - b. Area Map/Walking List: Accurately denote the assigned areas. Have volunteer verify which portion of targeted area(s) were reached with literature.
 - c. Campaign Literature: The amount needed will depend on the type of distribution planned. More literature is needed for a house to house drop than for a canvass. Have volunteer return unused portions of literature.
4. Please observe the law and rules of common courtesy when conducting a literature distribution effort. Some general rules to keep in mind are:
 - a. Literature is not to be placed in mailboxes.
 - b. Literature should be placed in a secure location so that it will not blow away.
 - c. Do not walk on lawns.
 - d. Obey any posted signs (i.e., "Beware of Dog" or "No Trespassing").
 - e. Smile and Speak to everyone you see.
 - f. Do not distribute literature after dark.
 - g. Do not argue. Keep moving.
 - h. Do not go inside the house.
 - i. Campaign stickers or t-shirts should be provided for each volunteer.

- j. Do not pick up or remove the opponent's literature or yard signs
- k. NOTE: Canvassing or distributing literature is not “Soliciting”. Soliciting is prohibited in some neighborhoods. If someone asks you to stop, politely explain that you are not Soliciting. If they get argumentative, just leave.

d. SUGGESTIONS FOR MAKING PHONE CALLS

The telephone is an ideal tool for elections, but one of the least utilized. The following are some ideas on how to properly make calls on behalf of candidates:

1. Identify who you are to the person you're calling. You could say something like, "Hello, this is [your name] I'm the Central Committee representative for our precinct and I'm calling this evening to ...”
2. Be polite. Don't be rude and argue with the person you're calling. Don't get involved in an issues debate or political shouting match. If the person you've called wants to argue, be as polite as possible and offer to talk with that person at a later time.
3. Listen to the person you've called. Don't do ALL the talking. Answer any questions and go over details again if asked.
4. Be brief and make sure you have a clear message. No one likes to listen to a person who rambles on and on and doesn't really say anything.

e. SUGGESTIONS FOR PUTTING UP YARD SIGNS

Yard signs are a major part of many local and county wide elections. The following are some tips for effectively putting up yard signs in your precinct:

Make sure signs are put up securely and in a location that is visually pleasing to the homeowner or business owner. The signs may have to be up for several weeks.

1. Make sure you have permission to put up the yard sign.
 - a. Do not put a yard sign in anyone's yard without their permission.
 - b. Do not put a yard sign in a business' window, yard or parking lot without the owner's permission.
2. Do not tear down another candidate's sign under any circumstances. It is illegal.

Each municipality usually has a different set of regulations governing the use and/or placement of yard signs. Be aware of any sign regulations in your area.

In the city, you should not place a yard sign any closer than six feet away from the street. Anything closer could be taken down by the city.

In the county, you should not place a yard sign any closer than six feet away from the road. Anything closer could be taken down by the County Engineer's Office or blown over by a fast moving car.

On state routes you should not place a yard sign any closer than 20 feet away from the pavement. Anything closer could be taken down by the Ohio Department of Transportation (ODOT).

On Interstates Freeways you should not place a yard anywhere near it. The signs WILL be taken down by the Ohio Department of Transportation (ODOT) and they may file a complaint against the candidate.

f. SUGGESTIONS FOR WRITING LETTERS TO THE EDITOR

1. Be Brief Address your letter to the Editor of the Newspaper. Your letter should have a beginning (i.e. Dear Editor.), one or two main points, and an ending.
2. List Your Reasons for Supporting/Not Supporting A Candidate. Don't expect people to support the Democratic candidate or not to support the Republican candidate just because you tell them so. Tell them WHY they should do it. List the specific job qualifications, experience, or stance on issues that the Democratic candidate has; or the lack thereof in regards to the Republican candidate.
3. Stick To The Issues. A campaign should be about issues, not personalities. Point out how you feel about a particular issue why you support the Democratic candidate or do not support the Republican candidate.
4. Sign your letter and include your home phone number. The newspaper will probably call you to confirm you wrote the letter.

g. SUGGESTIONS FOR HOSTING A CANDIDATE HOUSE PARTY (also see Hosting a Blue Block Gathering in the previous section)

You may consider hosting a candidate party/coffee meeting in your home around election time. Often several Precinct Representatives may join together to sponsor one meeting. These meetings give the voters in the area an opportunity to meet and question the candidates and to talk with you about neighborhood happenings. You should consider the following when setting up a candidate house party/coffee meeting:

1. Location: Your home would be fine. Make sure you have a room large enough for several people to meet in and enough chairs for everyone to sit in.
2. Date: Decide on a couple of dates that would be convenient for you and your family. Have the candidate confirm one of the dates.
3. Inviting Voters In The Precinct: Call or send an invitation, flyer, or card to voters in your precinct to come to your house and meet the candidate. Feel free to invite your personal friends and/or relatives.
4. Supplies: Buy enough coffee, punch, snacks, and or dessert items for the amount of people who are planning to attend.

5. Event Reminder: Two days before your house party/coffee meeting call the candidate or campaign committee and give them a status report. Confirm the time and directions to your home. Ask if there are any other last minute items or details to go over regarding the event. Call people who have indicated they will be there to confirm their attendance.
6. At The Event: Make sure everyone at the event introduces themselves to the candidate before starting. Then introduce the candidate to the group. Have the candidate speak to the group. Leave time for questions and answers. Thank everyone for coming to the event.

6. Addendum

I. Setting up Your Facebook Page

YOUR PRECINCT’S CLOSED FACEBOOK PAGE

This is where all the action will be. You will need to create a closed Facebook (FB) page. A closed FB page means that only the members in the group will be able to see anything posted to the group. It is a secure page and you will need to keep it secure, by vetting new members, to keep out any trolls. When you post things, you will need to post them to the group page, not your own page. Here is a check list of things to do during construction:

- Page Picture uploaded
- Use Edit Group Settings at the ... Ellipse at the top of the page (recommended settings below)
- Group Name (“PRECINCT NAME” Dems is pretty easily identifiable)
- Create a Description and Group Type (see example below)
- Set Administrators (The Organizer is one and anyone else needed to keep the site running)
- Create Action Toolboxes for your precinct (Pre-made toolboxes are available for Delaware County, State of Ohio, US Congressional, and Issue Activist). But these are customizable as you go and will help serve the political needs of your neighbors.
- Create a WELCOME pinned post (see example)

Item	Recommended Settings
Group Name	Powell B Democrats
Group Type	<p><u>Pick a Group Type</u></p>  <p><u>Neighbors</u></p> <p>Group types help people see what the group is about.</p>
Currency	<p><u>US Dollars</u></p> <p>Prices of sale posts will show up in this format.</p>
Privacy	<p>Closed Group. Anyone can find the group and see who's in it. Only members can see posts.</p> <p><u>Change Privacy Settings</u></p>

	Admins of groups with fewer than 5,000 members can change the group privacy settings at any time. Learn More
Membership Approval	Any member can add or approve members. Any member can add members, but an admin or a moderator must approve them.
Web and Email Address	Web: https://www.facebook.com/groups/genoaF/?ref=group_cover Share this link to help people find your group. Email: genoaF@groups.facebook.com Emails sent to this address will appear as posts in the group. Change Address
Description	Potential members see the description if privacy is set to public or closed. Description Example All Politics is Local! Stay up-to-date. This is a neighborhood network for Democrats and like-minded Independents in Precinct Genoa F in Delaware Co. It is a closed group and a safe place to discuss political issues and concerns and to keep informed.
Tags	Remove
Posting Permissions	Members, moderators and admins can post to the group. Only admins can post to the group.
Post Approval	All group posts must be approved by an admin or a moderator.

Pin Post something like this so it stays at the top of your page:

“Welcome to Genoa F Dems! I attempt to keep the site up to date on local, state, and federal level politics with a focus on our local representatives and the county party. But this is your space too. Feel free to post whatever politically interests you. This is a closed FB page, so it is a safe place to blow off steam or passionately discuss hot issues with other members, join together in political action, or just lurk. Please find toolboxes in <FILES> at the top of the page to use to help you be as politically active as you want to be. If there is a tool (link) you need, let me know and I will add it in. Also there is a Delaware County Democratic Party Calendar of Events available as well. And check out <EVENTS> at the top of the page for any upcoming political events that I can find locally and feel free to add any you find.”

You can add administrators under the <MEMBERS> button at the top. Administrators can change things throughout the page and also accept new members. Add Action Toolboxes to <FILES> for

your precinct network to use. These tools make things easy to get to and use right from your FB page.

To invite new members you simply need to add their E-mail under ADD MEMBERS on the home page. To keep the site secure, we strongly recommend vetting new members. We recommend using the Delaware County Board of Elections Voter Search (see Figures 3-6).

<http://delawareboe.org/voter-information/>

You will see how the person voted in the primaries, their party affiliation, and their voting history. If you like what you see, send them an invite.

Keep an eye out for new members and welcome them in. If you do not get a response from your first invite, you can resend it a week later under <MEMBERS> <Invited>.

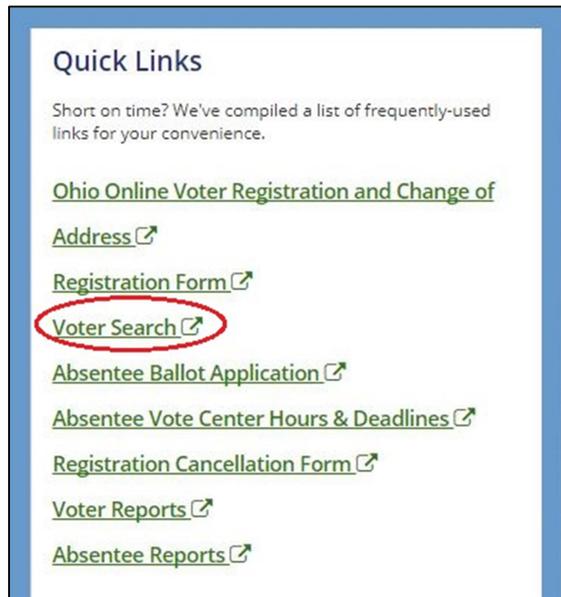


Figure 5: Select 'Voter Search'

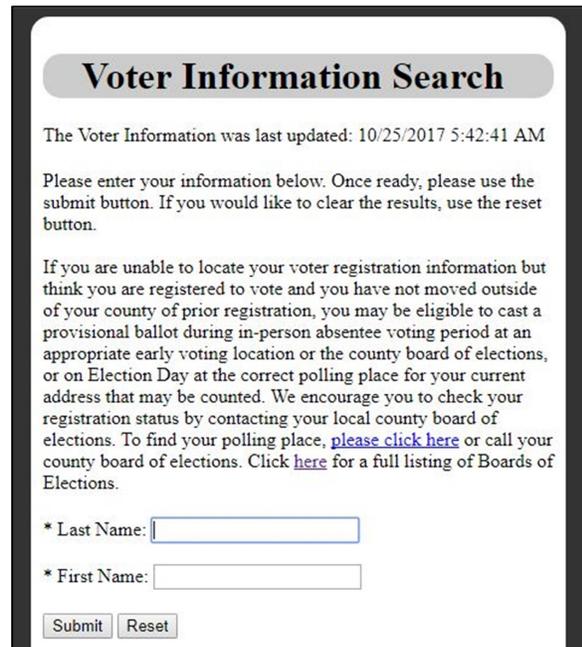


Figure 6: Fill in Name (Last name first)

Full Name
[Voter Name]
Birth Year:1958
Voter Details

Figure 7: Click on 'Voter Details'

Mailing Address on File: Same as Residence Address
Year of Birth: 1956
Party: DEM
Voting History: Voted:x - 11/08/16 General Voted:D - 03/15/16 Primary Voted:x - 11/03/15 General Voted:x - 11/04/14 General Voted:d - 05/06/14 Primary Voted:x - 11/05/13 General Voted:x - 05/07/13 Special Voted:x - 11/06/12 General Voted:d - 03/06/12 Primary Voted:X - 11/08/11 General Voted:x - 11/02/10 General
Precinct: 054/1 - DELAWARE CITY 4-C
Polling Place: WILLIS EDUCATION CENTER 74 W WILLIAM ST DELAWARE, OH 43015

Figure 8: Party Affiliation/Voting Record