

Precinct Organizing: Recruiting Your Precinct Team



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Tonight's Trainers



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Night School Host



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Night School Host

2 Questions? Email training@democracyforamerica.com



Goals for this Session

- 1) Recognize volunteer motivations
- 2) Create a volunteer recruiting list
- 3) Begin building a local Democratic community

3 Questions? Email training@democracyforamerica.com



Good Advice

The only way I know how to organize people is to talk to one person, then talk to another person, then talk to another person...

--César Chávez



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No Organizer is an Island

- **More volunteers = more work done**
 - More voters contacted
 - More Democrats registered
 - More voters persuaded
- **It's not just numbers; it's community**
 - Quality of connections as important as quantity
 - You're not alone



Do not:

- Try to do everything by yourself!
- Wait for help to come to you!

5 Questions? Email training@democracyforamerica.com



You can't always get what you want...

Recruitment Pitfalls

- 1) We don't ask for help
- 2) We only ask within our comfort zone

Recruitment Solutions

- 1) Embrace the 'no'
- 2) Cast a wide net
- 3) Understand volunteer motivations

...but if you try sometimes...you get what you need.

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Questions? Email training@democracyforamerica.com



What's My Motivation?

- Every volunteer has a reason to get involved
- Find it and draw it out
- What motivates you?



A Volunteer's Motivations

- Partisan
- Civic
- Social
- Issues
- Candidates

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Questions? Email training@democracyforamerica.com



Making a List

First: Relational - Family, Friends, Neighbors

- Start close to home — literally
- Friends, co-workers, neighbors
- Utilize social networks
 - The best recruiters are current volunteers

Primary Motivation

Personal ties to the one asking

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Questions? Email training@democracyforamerica.com



Making a List: Second: The Voter File



- Contact info & voting history of your precinct
- Which strangers on your block vote in every election?
- Which ones vote in Democratic Primaries?
- Bulk of your list

Primary Motivation

Sense of civic or partisan duty

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Questions? Email training@democracyforamerica.com



Making a List:

Third: Public Displays of Affiliation

- Look for signs, stickers, statements
- Displays political passions publicly
- Caution: It's easier to wear a button than to act on it



Primary Motivation

Passion for an issue or candidate

10 Questions? Email training@democracyforamerica.com



Listener Submitted Questions

Many volunteers in my area are already working on a presidential or local campaign. How can I get them interested in organizing in my precinct as well?



-Jenna from Buffalo

11 Questions? Email training@democracyforamerica.com



Listener Submitted Questions

I have no idea where to get access to a voter file in my town. Where do I find that data?

-Glen in Oklahoma



11 Questions? Email training@democracyforamerica.com



Listener Submitted Questions

Is there a general formula for the number of people that should be working a precinct? For example the number of volunteers vs. number of voters?



-Judy

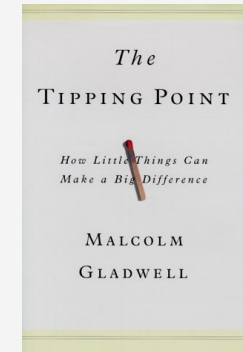
11 Questions? Email training@democracyforamerica.com



Develop a Volunteer Goal

- Dunbar's Rule

- A person can only have meaningful relationships with up to 150 people



- **The Tipping Point, Malcolm Gladwell**



- So a 1000 voter precinct would ideally have 6-7 volunteers

12 Questions? Email training@democracyforamerica.com



Let's Get Together

- Community is about face time
 - See each other
 - See the context
 - See the plan



- Invite your list over
 - Lit drop invitations to your list
 - Call to follow up
 - Informal, intimate, neighborly setting to gather



13 Questions? Email training@democracyforamerica.com



Initial Meeting Agenda

The 5 C's

- 1) **Connect** – Build connections, socialize
- 2) **Context** – The numbers, goals, and big picture
- 3) **Commitment** – Identify roles and delegate tasks
- 4) **Catapult** – Plan out specific activities
- 5) **Confirm** – Schedule regular check-ins/meetings

14 Questions? Email training@democracyforamerica.com



Delegate!

- Invest your team members into the plan
- Ask each person for an individual commitment
- People can take on multiple roles
- *Everyone* belongs to a block team

Common Precinct Roles

- Block Captain
- Data Director
- Research Director
- Early Vote Coordinator
- Poll Captain
- Social Chair

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Always Be Recruiting

Build volunteer recruitment into all your precinct activities

- Canvassing
- Socials
- Conduct new recruitment drives every 6 months



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Keep Them Coming Back

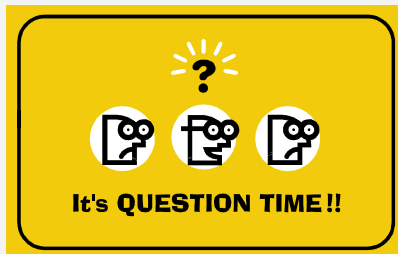
- Your team is valuable — Let them know!
- Always provide the context for any action
- Specific tasks and clear goals
- Keep it social, keep it fun

Remember what motivated them to come the first time.

Listener Submitted Questions

I'm not really in a position to host a meeting in my home. So which is better, holding the meeting at a local restaurant or ask someone to hold the meeting at their home?

-Sheryl in Pierce County



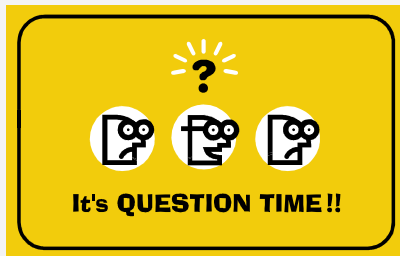
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Listener Submitted Questions

We want to have a volunteer house party to get things started, but we have no money. What do you recommend?

-Megha



18 Questions? Email training@democracyforamerica.com



Homework

- 1) Make a list of the potential volunteers in your precinct
- 2) Invite 2 people from that list over for next week's Night School

www.dfalink.com/makinganimpact

19 Questions? Email training@democracyforamerica.com



Our 4 Part Series

Getting Started & Recruiting Your Precinct Team

Audio for both available online

www.democracyforamerica.com/nightschool

Making an Impact

Tuesday, September 25th - 8:30pm Eastern

www.dfalink.com/makinganimpact

Building Networks Across Precincts

Tuesday, October 2nd - 8:30pm Eastern

www.dfalink.com/buildingnetworks

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Thank you for joining us!



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