

NOW THE HOW!

**Let's Make Precinct
Chairs Great Again!**

**What makes Precinct Chairs the most potent
weapon the Republican Party has?**

ENGAGEMENT

Engagement

“Engagement” is: contacting voters;
determining if they are our voters or are
persuadable, confirm their intention to
vote; learn their issues...

AND knowing how to reach them when it
comes time to vote.

- **ENGAGEMENT is what we should be doing 50 weeks a year**
 - Contact people and determine if they are our voters
 - If not, no further contact –Hard Democrat
 - If they are persuadable – find out their issues, then contact again
 - If they consider themselves Independent - ask why?
 - ❖ If they will discuss, you will know if they fit 80-20 rule
 - ❖ If they don't and aren't persuadable – Democrat column
- **Capture Data!!**
 - If they are with us or persuadable voters, **be sure you can contact them again.**
 - Ask them if they are going to vote! If they are a R and don't plan to vote – find out why

Organizing Your Precinct

- Build a Voter Base:
 - Use whatever data you have to start
 - Find the “Hard Republicans” in your precinct
 - Use your friends and contacts for leads
 - Catalog and save everything you find
- “Canvassing” is contacting voters:
 - Three types of voters you should canvass,
 - Hard Republicans
 - Soft Republicans
 - Swing
 - Block walking – Not for rural areas, generally
 - “Gate Hangers” and post cards. Do not put anything in Mail Box!
 - Train volunteers for canvassing activities

What do I say??

Hard Republicans:

- Thank you for being a committed Republican.
- Would you like to get involved in our local Republican Party?
- Would you like to volunteer for a campaign?
- Do you know any other committed Republicans in your area?
- Can we count on you to vote in the upcoming election?

Soft Republicans:

- I see you have supported Republicans in the past, will you be supporting Republicans in this election?
- What are things you care about? (ISSUES)
- Would you like to visit with or be contacted by any certain candidate or local official?
- Will you be supporting Republican Candidates in the upcoming elections?
- Would you like to get involved in our local Republican Party?

Swing:

- Would you consider yourself more aligned with Republicans or Democrats? (if they say Democrats, thank them and move on)
- If they say Republican, ask them what issues are most important to them.
- If their issues are Republican issues/priorities, explain how the local Party is working on those issues.
- Ask them if they would like to work with the Party on any of those issues.
- Ask if they would like contact from Republican Candidate or local officials.
- Ask if they will be voting for the Republican candidates in the next election.

Canvassing voters in your Precinct

- Document answers when talking to Voters (CRM.)
- LISTEN to their answer, make notes regarding the issues that are important to them. **What you learn will be critical for your local candidates in Gen. Election**
- Take Action
 - Invite them to a meeting or social event
 - If at first you don't succeed – try, try again!
 - Keep asking, but remember you want to leave them with a positive impression! You will know when its time to quit.

Recruiting Volunteers

- Recognize motivations
 - Issue based
 - Candidate based
 - Social interaction
- Recruit Special Talents
 - Computer Geeks
 - Engineers – Great with Excel
 - Event Planners
 - Communications People
- Best way to motivate people is to give them **a title and a task**
 - If you don't have a specific job for a volunteer ,create one
 - ❖ Not busy work, you want folks to feel they are making an impact
 - Best way to keep a volunteer is to appreciate them!

“ The reason most people do not volunteer is because they were never asked.”

Working With Volunteers

- **The *BEST* way to keep a volunteer is to appreciate and feed them!**
 - Say “thank you”
 - Be respectful of their time
 - Recognize their contribution – Let them know how important they are.
 - Build a personal relationship
 - We are in this to change hearts and minds – treat people like people
 - Remember something about them
 - Work just as hard as they do!
 - Never ask a volunteer to do something you are not also willing to do

Examples of other ways you can impact your Precinct

- Campaign Sign Depot
- Register new Republicans in your area
- Block Walk/Phone Bank
 - Walk to distribute party or campaign literature
 - Identify motivations of general election voters
- Serve as Election Worker or Poll Watcher
 - Participate the Election Judge or Clerk
 - Poll Watcher can serve on behalf of the party or a campaign
- Always be a VOTER!

Do Your Homework

Familiarize yourself with one or two facts about the 5 issues you are most interested in or the pressing issues of the day.

- Be confident and positive when discussing issues with Voters.
- Understand local issues well.
- Not just the “Conservative Comeback” but also facts to back it up!
- Other groups will have similar “talking points” have something original not just “I saw it on Fox News”
- **Once you are informed and armed with facts you are automatically more confident, this will attract people!**

Community Involvement

Everything you do should be engagement related – don't forget to capture voter information!

- Shows Republican Party support for local causes and charities
- Show voters which Party actually supports their Community
- Voter Registration Drives
 - One of the best way to ID voters
 - Identify the table as REPUBLICAN

- **Parades** – very important in small towns and rural areas
 - “They may not remember if you were there, but they always remember when you aren’t.”
- **Local Civic Clubs**
 - Many of these groups give back to the community personally instead of looking to government to solve problems
 - It allows you to expand your circle of influence to a new group of voters

- **Fairs and other local gatherings**

- Provides a larger pool of voters that are not already involved.
- Excellent opportunity to introduce candidates. Ask them to help work the booths.
- If possible, always have something to give away:
 - ❖ Flier
 - ❖ Piece of candy
 - ❖ A piece of candy stapled to a flier
 - ❖ Drawing \$10-\$20 gift cards
 - ❖ Use ticket information for your local database

New Mover List

- **Voting history is compared against the US Postal Service national change of address list.**
 - There are new residents in your county *with Republican voting history*, but are ***not yet registered to vote***
- **Divide & Conquer**
 - Assign sections of the list to local campaigns, precinct chairs, TFRW Club, and other volunteers
 - Fastest and easiest way to increase Republican votes in your county!

Holding Your Elections

- Be willing and ready to serve as Election Judge or Alternate Judge for your voting precinct.
- This is a critical role in **election integrity** and is helpful in getting to know your voters.
- If you can't serve as Election Judge, serve as a Clerk on election day or as a Clerk or Judge during early voting.
- Look into serving as a member of your Ballot Board.
- Work outside a polling place on election day handing out literature.
- Be a Poll Watcher.

“How do you overthrow a constitutional, federal republic without firing a shot?”

“You systematically, persistently and institutionally undermine the integrity of the election process to the point where it’s so weak that you can effectively steal one, single, critical election by leveraging all the weaknesses you’ve built into the system.”

Example of why Alternate Judges are important

“The Democrat election judge in that precinct had been running the elections there for over 40 years.

She laid masking tape on the floor of the polling place and told the poll watchers they could not cross that line. I told her that was a violation of the election code with a criminal penalty attached. We called the director of elections for the county clerk who told her that I was correct and directed her to pick up the masking tape.

She was not a happy camper. She told me that since I was such an expert on election law, I must know that she could assign me the duties of a clerk, even though the county commissioners had named me the alternate judge. I told her she was correct.

So, to punish me, she placed me in charge of both poll books for that election in that precinct. That day, roughly 3,300 votes presented themselves to cast a ballot. About 1,500 of them were not in the poll book for that precinct. I required the election judge to advise each voter on where they were supposed to vote in order to have their vote count.

If I had not been there, each of those 1,500 voters would have been allowed to vote a regular ballot by having their names placed on what was then called the omissions list.”

Wrap Up

- Organize all the information you have then expand it with your activities.
- Recruit volunteers to help you do your job better.
- Outreach and Engagement. CAPTURE DATA!!!!
- Be involved in the election process by holding the elections in your Precinct or by participating in some other ways.