

# **Four Steps to Organize your Precinct**

## **Principles of an effective Volunteer program**

- All politics are personal and local.
- Volunteers create community connection.
- Volunteers are critical to create grassroots organization on a neighborhood level.

## **Four Steps to Organize Your Precinct**

1. Understand your area
2. Get some help
3. Organize and train your volunteers
4. Work your area

### **Step One: Understand Your Area**

- Know the geography
  - Precinct map
- Know the people (including delegates/number of voters, etc.)
  - Elected Precinct Officer and Delegate list
  - Caucus attendee rolls
  - List of all registered voters in the precinct
    - Each time someone new moves in, register them to vote and notify the Precinct Secretary.
    - Keep track of voters who do and do NOT want to be contacted by the Party.
  - Keep a list of anyone interested in volunteering, including the types of efforts they want to work on.
- Know the County Party rules
  - Give Precinct Officers and delegates a list of Party rules related to campaigns, etc.
- Know the law
  - Give all volunteers a list of laws related to volunteer efforts.

### **Step Two: Get Some Help**

- Know your needs for volunteers
  - Determine how to divide the work (see Step 3).
  - Determine how frequently the network needs to get out on each campaign/issue.
- Know who to recruit: understand why people volunteer
  - Find people who:
    - Are devoted to a candidate or the Party.
    - Care about an issue or cause.
    - Want to get involved/make a difference.
    - Are interested in personal or professional advancement.
  - Have them fill out a Volunteer form (keep it simple) so you can involve them in activities that interest them.

- Know how to recruit
  - Ask
    - Ask often
    - Ask with a specific purpose in mind
  - Recruit through many sources and lists
    - Personal contacts
    - Republican Party
    - Previous campaigns
    - Elected Officer and Delegate list
    - Caucus Attendee list
    - List of registered voters in your precinct
  - Look for people involved in many other organizations
    - Business
    - Charity
    - Civic
    - Community/Neighborhood
    - Schools
    - Churches
    - Veterans

### **Step Three: Organize and Train Your Volunteers**

- Organize
  - You might want to identify a precinct point person for volunteers; this could be:
    - The Precinct Vice Chair
    - The Secretary
    - A Committee Member
  - You might assign someone to lead each part of your volunteer effort:
    - Understand your area
    - Recruit volunteers
    - Train volunteers
    - Work your area
  - You could identify a precinct point person for each campaign or issue.
  - You might assign a volunteer to be a candidate liaison.
  - You could assign a point person for each of the ideas listed in the *Precinct Meeting* document.
  - You might divide your precinct geographically with Block Captains.
    - Use your precinct map.
    - Define “blocks”.
    - Assign a Captain to each block.
    - Divide areas so that your volunteers are primarily talking to their own friends and closest neighbors.
    - Give Block Captains ongoing assignments for their area.
      - Know who is in the area.

- Know who would like updates (e.g., email) from the local GOP. Find out what kinds of information they are interested in receiving.
  - Register new move-ins and get contact information.
  - Invite new move-ins to fill out a Volunteer form.
  - Give new move-ins an overview of Republican efforts to identify, register, educate and motivate residents of the precinct.
  - Notify Precinct Secretary of move-outs and move-ins so s/he can keep precinct records up-to-date.
- Keep Records
 

The Precinct Secretary can help keep Volunteer efforts organized by:

  - Receiving reports of new move-ins and move-outs and recording these on the precinct voter list.
  - Keeping track of all volunteers and recruiting efforts.
    - Receiving Volunteer forms
    - Organizing Volunteer information in a useful way (e.g., a database in which they can be sorted by 1) where they live, 2) what types of activities they are interested in helping with, etc.).
  - Receive and record updates from the Precinct Chair regarding Precinct Officer and Delegate information).
  - Keeping track of each Block Captain's geographic assignment.
  - Keeping the Caucus Attendee Roll.
  - Providing each volunteer with an "Area Book" containing information relevant to their assignment.
  - Providing meeting minutes (including assignments) to Precinct Officers and volunteers.
  - Keeping track of completed and outstanding assignments.

**Note:** The Precinct Chair may prefer to keep some of these tasks (e.g., keeping track of volunteers) or delegate them to the Precinct Vice Chair, rather than the Secretary.

- Train Volunteers
  - Help them understand and feel part of the bigger picture:
    - How they fit into the precinct volunteer organization
    - What other volunteers in the precinct are working on
    - The priority of their assignments
  - Let them know what is expected of them.
    - Specific assignments
    - Specific dates, times and locations
  - Inform them of available support/resources:
    - Ideas/support from Precinct Chair/Vice Chair
    - Records from Secretary
    - Any budget allocated to their efforts (if applicable)

### **Step Four: Work Your Area**

- Guide, encourage and follow-up with volunteers
  - Provide volunteers with adequate advance notice whenever their efforts are needed.
  - Keep records of all assignments (completed and in-process).
  - Always follow-up on assignments so that volunteers know their efforts matter.
  - Find out if a volunteer needs additional support before the deadline.
  - Communicate through:
    - Precinct meetings
    - Email, phone call, postcards
    - Facebook/Twitter
- Maintain your volunteer base

Keep your network fully organized so that you can get a message out immediately anytime you need to.

  - If a volunteer moves or takes a break, replace that volunteer in the precinct organization.
  - Communicate regularly with Precinct Officers, delegates, and volunteers.
  - Keep the enthusiasm going. Your hard work now will pay off in the future.
  - Maintain personal contact with each volunteer.
  - Be positive. Make sure volunteers feel appreciated.
- Maintain contact with voters
  - Keep close communication with voters. Don't just push information out to voters; have volunteers bring information/perspectives back from voters, as well.
  - Deliver the Republican message (platform and values).
  - Keep precinct educated and informed.
  - Organize precinct events.
  - Encourage people to attend caucus.

**Note:** If you want to raise money in your precinct to fund your precinct's volunteer efforts, your Precinct Treasurer should work that out with the Party Treasurer before fundraising begins.