

Communicating with the Precinct

Why communicate?

- The Precinct Chair is the main liaison between the Party and precinct residents. The precinct leadership and volunteer network may be the only source of Party information for some residents, so communication is vital.
- The Precinct Chair is responsible for directing voter identification, education, registration and motivation programs within the precinct.
- Communicating with the precinct helps residents become politically informed and will inspire many to become more involved within the precinct and within the Party.
- Communication makes it easier to find volunteers to assist with Party programs within the precinct.
- Precinct voters elected the Precinct Chair to represent their interests to the Party; communicating with the precinct helps the Precinct Chair understand the precinct's interests, concerns, and needs.

How to communicate?

- Precinct Chairs should facilitate two-way communication within the precinct by not only distributing information to precinct residents but also by receiving input from them. Precinct Chairs should communicate in a variety of ways. For example:
 - Email (blind copy email addresses)
 - Newsletters
 - Phone
 - Mail
 - Podcasts
 - Blogs
 - Precinct meetings
 - Social networking websites (Facebook, Twitter, etc.)
 - Door-to-Door
 - Make precinct business part of your everyday conversation with your friends and neighbors.
- Begin by communicating with your Precinct Officers, delegates, and caucus attendees; ask other neighbors if they would like to receive communications.
- Communicate in a helpful, respectful manner.
- Keep communications concise and people will be more likely to read them.
- Respect the wishes of those who do not want to receive communications.

What to communicate?

- Precinct residents may wish to receive communication about topics such as:
 - Elections (dates, how to register to vote, where to vote, get-out-the-vote reminders, candidate names, election results).
 - Precinct caucuses (what are they, where are they, how to participate).
 - Meet the Candidates events and debates.

- Party and precinct volunteer needs.
- Reports from meetings such as conventions, Central Committee meetings, etc.
- Discussion of the Party Platform.
- Invitations to attend Party events.
- Fundraising opportunities.
- Precinct meetings.
- Precinct Chairs may wish to find out (perhaps by survey, etc.) what specific types of information are interesting to precinct residents and then provide ways for them to subscribe to communications covering those topics.

When to communicate?

- When information is timely (to provide adequate notice of activities, volunteer needs, current events/issues, etc.).
- Precinct Chairs may wish to communicate on a regularly set schedule (such as with a monthly newsletter).
- Strive to strike a communication balance – enough to keep people informed, but not so much that they stop reading.
- Precinct Officers and delegates should be open to receiving input from precinct residents at any time.