

NCDEMOCRATS

COUNTY PARTY
CHAIR GUIDE *2020*



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how to **BASICS**

PRECINCT ORGANIZATION

Precincts are the foundation of the North Carolina Democratic Party and the key to political victory. President Truman himself said “the most important job I ever had was Precinct Captain.” Committed and well-trained precinct chairs will be a strong component in Democratic victories throughout North Carolina.

This section provides a basis for precinct organization: you’ll find materials, definitions, responsibilities, goals, tips, and other information to help county chairs, precinct officers, and precinct workers understand the nature and structure of precinct work.

What is a precinct?

The basic unit of organization of the North Carolina Democratic Party is the voting precinct. It is a geographical subdivision of a county, town, or city for election purposes. It is the most basic and most important building block of a successful Democratic Party, and is crucial to the success of the Democratic Party and Democratic candidates for all levels of government.

A precinct consists of the voters who live within that geographical boundary; its character is made up of the kinds of people, churches, businesses, schools, etc. who make that precinct their home.

What is precinct organization?

The precinct organization, called the Precinct Committee—consists of at least five (5) active Democrats who reside in that precinct. They shall elect a chair, vice chair and secretary/treasurer. The precinct organization provides continuity for the communication of Democratic values, and an ongoing structure for party activities and organized campaigns.

It elects delegates to County Convention, and provides support for campaigns, party fundraising, voter registration drives, etc.

Duties of Precinct Officers

Duties of the precinct officers are outlined in the Party’s Plan of Organization (Section 1.00) and are provided for your benefit here.

Chair – The duties of the precinct chair are:

1. Establish an organization of the Party within the precinct.
2. Delegate duties to Precinct Committee members.
3. Attend County Executive Committee meetings and convey the information at those meetings to Precinct Committee and precinct workers.
4. Carry out duties assigned to him or her by the County Executive Committee.
5. Recommend Precinct Judges and Special Registration Commissioners to the County Chair.
6. Obtain materials for precinct organizing: maps, voter lists, and party workers;
7. Begin regular precinct meetings. Plan calendar of precinct campaign activities and assign specific responsibilities to precinct committee members.

PRECINCT ORGANIZATION

8. Expand the precinct committee, bringing in workers from all areas of the precinct. Try to involve newcomers in the area.
9. Coordinate precinct activities with the county party. Attend county executive meetings and county or district workshops bringing information from these meetings back to precinct workers.
10. Work with the county voter registration coordinator to arrange special registration events or door-to-door registration in the precinct.
11. Oversee improvement of voter lists: adding of phone numbers and voter histories, deleting of voters who have died, noting those who have moved so they can be contacted in their new location.
12. Arrange for the distribution of literature and campaign materials in precinct;
13. Work with the precinct treasurer in preparing a budget to support county operations and to cover such precinct committee expenses as mailings, materials for workers, and neighborhood fliers.
14. Assist in fundraising for county and state parties: selling tickets, promoting Sustaining Fund, etc.
15. Encourage strong participation in precinct meetings and in the county convention;
16. Oversee activities of the coordinated campaign as they are carried out in the precinct.
17. Work with GOTV coordinator to plan precinct's role in GOTV program: staffing county phone bank, home phoning, etc.
18. Obtain street canvass lists for GOTV phoning and make certain undecided or ticket-splitting voters are visited.
19. Transmit all records pertaining to the office to successor within ten (10) days of vacating office.

Vice Chair – The duties of the precinct vice chair are:

1. Preside at precinct meeting in the absence of the chair.
2. Serve as the publicity chair for the precinct utilizing local newspapers, door-to-door leaflets, etc. to announce political activities and/or accomplishments to voters in the precinct.
3. Attend meetings of the County Executive Committee.
4. Carry out other duties as may be assigned by the County Executive Committee.
5. Transmit all records pertaining to the office to successor within ten (10) days of vacating office.

Secretary/Treasurer – The duties of the precinct secretary/treasurer are:

1. Keep all records, including minutes of the precinct committee.
2. Issue all meeting notices within the timeframe outlined in the Plan of Organization.
3. Prepare all correspondence.
4. Maintain the Precinct Treasury at an insured commercial bank.
5. Provide assistance to the county treasurer in fundraising activities.
6. Maintain records for funds contributed to the county treasurer by the Precinct Committee.
7. Prepare and file such financial reports of the Precinct Committee as may be required.
8. Perform any other duties that may be assigned by the Precinct Chair.
9. Transmit all records pertaining to the office to successor within ten (10) days of vacating office.

PRECINCT ORGANIZATION

Committee Members * – The duties of the precinct committee members are:

1. Participate in activities and events of the Democratic Party.
2. Carry out the duties as assigned by the precinct chair.
3. Carry out duties as may be assigned by the County Executive Committee.

*The Committee is constituted of at least two additional members elected at the precinct meeting. The Committee also consists of city or county Democratic elected officials as well as members of the North Carolina General Assembly who reside in the precinct.

Being an Effective Precinct Leader

Know your precinct

Know the boundaries, the number of houses and apartment houses, the churches, the businesses, the schools and the polling place. Make a map of the area and study it. Get to know the people in your precinct: the economic makeup, number of union members, veterans, teachers, small business owners, students of voting age, total Democratic population, and various ethnic groups. You may obtain this information by canvassing your precinct (including outside the bounds of GOTV season) and by checking voter registration lists which may be obtained from your county party.

Know your neighbors

Get acquainted with people in your precinct, meet their families and learn their interests, their political leanings, their problems. Know which people will be away from home, who is homebound and who will need special assistance to vote. Keep track of young people who will be 18 years old before Election Day and get them registered to vote.

Know your local election laws

Keep the dates for registering for primary and general elections. Keep informed on laws concerning poll workers, vote counting and electioneering. Know the facts about city elections, school board elections and bond elections. You can keep up to date with law changes through your county party, including the party attorney if your party chair has appointed one. The local board of elections also keeps record of relevant election laws, including placement of signs during the election cycle.

Know the issues

Using a variety of resources, including local print and radio media, can help you learn the major concerns of the people in your precinct. Regularly interacting with voters through outreach is another valuable method. Know the issues that concern your community, and how the majority of people in your precinct feel about those issues. Find out what the Democratic Party positions are on issues that concern your area. If the local Democratic Party doesn't have a position, you can help draft a resolution for the party to consider.

PRECINCT ORGANIZATION

Persuade voters

As a precinct leader, you know your constituency. You are the precinct opinion influencer. This means that neighbors and elected officials come to rely on you for information, advice and help in solving public problems.

Pre-Convention Precinct Meetings

Precinct meetings are the main opportunity for grassroots organizing.

Precinct meetings are scheduled prior to the County Convention at the precinct polling place, the home of a precinct voter, or another location within the precinct. Meeting places for each precinct are announced to the general public in the media, usually with the aid of the county Democratic Party

Precinct-convention meetings are held to:

- Select delegates to attend County Convention and vote on county party officers and referendums.
- Debate and consider resolutions to send to the County Convention.
- Begin or continue the process of precinct organization for upcoming elections.

Guidelines for pre-convention meetings:

- Arrange meeting place so that it can be included in the press release to the media.
- Gather Precinct Committee and other precinct Democratic friends and telephone as many Democrats in the precinct as possible, urging them to come to the meeting. Not everyone sees the announcement in the media. Use lists of active Democrats and Democratic Voters. Remember that a quorum of five (5) is required for an official meeting. The county party can also help publicize meetings through social media and their official party listserv or email list.
- On list of active Democrats, please add corrections for new people and those who have moved, died, left town, etc. Return the corrected list to the party secretary, so postage or volunteer efforts won't be wasted in the future. It's important to note those who have passed away as it can be painful to receive inquiries about departed loved ones.
- Hold the precinct meeting as scheduled, using the provided agenda as a guide. Make sure that all attendees sign the Precinct Reporting Form, and make sure that all precinct officers and delegates to the County Convention are clearly noted.
- After the meeting, return the Precinct Reporting Forms and the corrected list of active Democrats promptly to the party secretary to be entered into VoteBuilder. Typing is not required.

NOTE: You can hold multiple precincts meetings at one location. This is sometimes called a joint, cluster, or regional meeting. If your county party does not hold these, you can join with neighboring precincts to secure a meeting location.

PRECINCT ORGANIZATION

Precinct Meeting Proposed Agenda

- Sign-in on Reporting Forms
- Welcome and Call to Order: Announce a quorum if 5 Democrats residing in Precinct are present. If fewer, continue meeting on unofficial basis, and turn in reporting forms anyway. (a make-up meeting will need to be scheduled in accordance with the Plan of Organization)
- Pledge of Allegiance to the Flag
- Read letter from the Governor
- Read letter from State Party Chair
- Review County Democratic Calendar
- Review and discuss Job Description of Precinct Leadership positions
- Elect any Precinct Officers (officers are elected in odd numbered years; vacancies can be filled in the even numbered years or any properly called precinct committee meeting)
- Elect Delegates to County Convention
- Nominate Delegates to County Convention: Encourage all interested to sign up, even though not sure they can attend because you get those votes anyway and can vote your full strength and thus have greater influence
- Other Precinct Business or Program: e.g., formulation of resolutions, general discussion of political situation, feedback to County Officers, plans for the year in the Precinct, etc.
- Announcements: Final reminder of key dates from Calendar and Other Announcements
- Adjournment

Be sure the Precinct Reporting Form is filled out clearly, including identification of current Precinct Officers and elected Convention Delegates (each precinct can elect up to twice the number of delegates they're allotted). Return promptly, along with your corrected list of Active Democrats to county party secretary.

Precinct Meetings - Not Just an Annual Event

As Democrats, we have certain legalities to follow regarding precinct meetings, but there is lots of room for creativity and fun. As long as you:

- Publish your location in a timely manner in the local papers, including the weeklies, and ensure your county party publishes the list of precinct meetings on their website and social media
- Have a quorum and record the proper information; you are free to have the meeting in a home or office, a park or wherever you think neighbors would like to gather if the polling place is not available. You might even ask a local Democratic elected official to speak to group. Does the neighborhood have a collective concern? It's a good idea to prepare information together to present to your elected officials at the Democratic Convention. Are there many young families

PRECINCT ORGANIZATION

in your precinct? Have a kid-friendly meeting. You get the idea...a precinct meeting doesn't have to be dull. It does, however, have to be welcoming and inclusive.

- Consider teaming up with other precincts in the area to hold multiple meetings at one central location that way you can have greater camaraderie and increase your chances of getting a great speaker or a fun potluck!

Precinct meetings are not just for once a year! Sure, we have to get together once a year to elect delegates to the convention but precinct organizations really should get together quarterly or at least semi-annually, to talk about issues important to our constituents, updates on the election cycle, invite local officials to talk to us and hear concerns, and just enjoy being with fellow Democrats! Ask members of the group to host or plan one of the gatherings. This will also help with community outreach and building your volunteer base

WRITING RESOLUTIONS

Definition and Requirements

A resolution is a formal expression of opinion, will, or intent by an official body or assembled group. Precincts are the beginning of the resolution process. This guide will aid you in crafting resolutions. All resolutions should be in writing, preferably in electronic form, such as a Microsoft Word document (this will help in the editing and consolidation process). Handwritten or verbal resolutions should not be accepted for consideration.

Process

The process for resolutions starts at the precinct level. Once a resolution is passed by the precinct and submitted to the county party secretary, the county party chair may appoint a county resolutions committee to edit, consolidate, or otherwise consider resolutions from the precinct and submit the report to the county convention. A similar process may play out at the congressional district level. Once resolutions are passed by the district conventions, they are sent to the State Party's Resolutions and Platform Committee for consideration on items such as timeliness, germaneness, and if it establishes or changes a state party position.

Submission to State Executive Committee

For a resolution to be considered by the State Executive Committee through normal rules, it must be submitted to the State Party's Resolutions and Platform Committee. That committee reviews all of the resolutions submitted and recommends whether they should be considered by the full State Executive Committee. The committee is composed of representatives appointed by the State Chair, auxiliary presidents, and committee members elected by each congressional district.

WRITING RESOLUTIONS

To submit resolutions to the Resolution and Platform Committee, email your resolution as a Microsoft Word document attachment to resolutions@ncdp.org. If you are not able to send them electronically, mail them to NCDP headquarters.

All resolutions must be received three hours prior to the start of any Resolutions and Platform Committee meeting if they are to be considered at said meeting.

Structure of Resolutions

A resolution usually is written in four parts: a succinct title, a preamble, a resolving clause (or clauses), and a submission statement or action to be taken.

Title

A succinct title reflecting the content of the resolution should appear centered and in capital letters. The resolution title should begin with the words "A RESOLUTION ..."

Example: "A RESOLUTION CALLING FOR A STYLE GUIDE FOR FUTURE RESOLUTIONS"

Preamble

A preamble is a brief statement of background or rationale coming before the resolving clause(s). The purpose of a preamble is to provide information without which the point or the merits of a resolution are likely to be poorly understood, or where unusual importance is attached to making certain reasons for an action a matter of record, or the like.

Although it is not mandatory to include a preamble with every resolution, the inclusion of such information usually strengthens the understanding and importance of the resolution. However, a preamble generally should contain no more clauses than are strictly necessary. Too many clauses often detract from the force of the resolution. A good rule of thumb is that the total text of a resolution not exceed more than one page with 12-point Times New Roman font and standard 1 inch margins.

Each clause in a preamble is written as a separate paragraph. It begins with the word "WHEREAS" followed by a comma, with the next word beginning with a capital letter. The preamble, regardless of how many paragraphs it has, should never contain a period. Each clause ends with a semicolon.

The last paragraph of the preamble should close with a semicolon, after which the connecting expression "now, therefore, be it" is added.

WRITING RESOLUTIONS

Structure:

WHEREAS, The ... (text of the first preamble clause); and

WHEREAS, ... (text of the next to last preamble clause); and

WHEREAS, ... (text of the last preamble clause); now, therefore, be it

Example:

WHEREAS, Resolutions are an important part of the North Carolina Democratic Party and its proceedings; and

WHEREAS, There are various templates used to write resolutions in state, local and international government; and

WHEREAS, The process for writing a resolution for consideration by the North Carolina Democratic Party is unclear; and

WHEREAS, Members of the North Carolina Democratic Party would find a guide to writing resolutions useful in their activism; now, therefore, be it

Resolving clauses

A resolving clause indicates what action(s) is to be taken given the "WHEREAS" clause(s) in the preamble.

Each resolving clause, written as a separate paragraph, begins with the word "RESOLVED" followed by a comma and the word "that" with a capital "T." If there is more than one resolving clause, each of them should begin with the words "RESOLVED, That" just as in the first resolving clause.

However, the final resolved clause can begin with "BE IT FURTHER RESOLVED, That," but this is optional.

WRITING RESOLUTIONS

Structure:

RESOLVED, That ... (stating action to be taken);

RESOLVED, That ... (stating further action to be taken);

BE IT FURTHER RESOLVED, That ... (stating the last action to be taken).

Example:

RESOLVED, That the North Carolina Democratic Party staff will consult Roberts' Rules of Order and other documents to gain an understanding of the resolution-writing process; and

RESOLVED, That the State Party staff will produce a style guide to writing resolutions to be considered by the precinct, county, district, and State Executive Committees; and,

BE IT FURTHER RESOLVED, That we Democrats commit our actions, time, ideas, energy, treasury and prayers toward ensuring electoral success for Democrats up and down the ballot henceforth and forevermore.

Submission statement

At the end of the resolution, the following submission statement must be included to clarify who is submitting the resolution and to which body it is being submitted.

Structure:

Submitted to the [name of Part Entity] by
[Person(s) submitting the resolution and county]
[Date]

WRITING RESOLUTIONS

Sample Resolution

A RESOLUTION CALLING FOR A STYLE GUIDE FOR FUTURE RESOLUTIONS

WHEREAS, Resolutions are an important part of the North Carolina Democratic Party and its proceedings; and

WHEREAS, There are various templates used to write resolutions in state, local and international government; and

WHEREAS, The process for writing a resolution for consideration by the North Carolina Democratic Party is unclear; and

WHEREAS, Members of the North Carolina Democratic Party would find a guide to writing resolutions useful in their activism; now, therefore, be it

RESOLVED, That the North Carolina Democratic Party staff will consult Roberts' Rules of Order and other documents to gain an understanding of the resolution-writing process; and

RESOLVED, That the State Party staff will produce a style guide to writing resolutions to be considered by the precinct, county, district, and State Executive Committees; and,

BE IT FURTHER RESOLVED, That we Democrats commit our actions, time, ideas, energy, treasury and prayers toward ensuring electoral success for Democrats up and down the ballot henceforth and forevermore.

Submitted to the Fourth Congressional Executive Committee by

Mr. John Democrat, Donkey County
March 12, 2015

Sources:

- Robert's Rules of Order – Newly Revised
- Texas Library Association
- NCDP Plan of Organization

COUNTY PARTY TIMELINE

Odd Numbered Year (e.g. 2019)

Month	Task
January	Publicizing Precinct Meetings, County Convention information SEC Meeting to elect new state party officers
February	Precinct Meetings (election of precinct officers and county convention delegates; consideration of precinct resolutions)
March	County Conventions (election of county party officers and district convention delegates; consideration of resolutions from the precincts)
April	District Conventions (election of district party officers; consideration of resolutions from the counties)
May	Beginning the process of setting up a strategic plan for the county, with input from precinct officers and elected officials in your county. Identify the goals you'd like to achieve in the next two years.
June	County chair identifies Board of Elections nominees (subject to a vote of the county executive committee) to forward to the State Democratic Party.
July	Municipal candidate filing
August	County chair submits a list of recommended precinct judges to represent to the Democratic Party to the local Board of Elections for appointment. County party makes a request to the local Board of Elections for early voting times, days, and locations.
September	County party ramps up GOTV in behalf of turning out the vote for Democratic candidates in municipal races; party hosts forums or other meet the candidate events. Begins the process of setting poll greeter schedules for early voting and election day.
October	County party continues GOTV and staff tables at early voting locations. Poll judges are trained and names submitted to the local Board of Elections.
November	Election Day – County party ensures precincts with voting are properly staffed and runs rides to the polls programs for anyone needing a ride. Provides and coordinates voter protection efforts with the State Party.
December	Planning for Precinct Meetings Candidate filing for federal, state, and local offices

COUNTY PARTY TIMELINE

Even Numbered Year (e.g. 2020)

Month	Task
January	Publicizing Precinct Meetings, County Convention information.
February	Precinct Meetings (election of county convention delegates; consideration of precinct resolutions)
March	Federal, state, and local primaries. County Conventions (election of district and state convention delegates; consideration of resolutions from the precincts)
April	District Conventions (election of district party officers; consideration of resolutions from the counties)
May	Beginning the process of setting up a strategic plan for the county, with input from precinct officers and elected officials in your county. Identify the goals you'd like to achieve in the next two years.
June	County chair identifies Board of Elections nominees (subject to a vote of the county executive committee) to forward to the State Democratic Party State Party Convention (election of at large delegates, alternates, & PLEO delegates for the DNC convention; during presidential years)
July	Democratic National Convention (during presidential years)
August	County chair submits a list of recommended precinct judges to represent to the Democratic Party to the local Board of Elections for appointment. County party makes a request to the local Board of Elections for early voting times, days, and locations.
September	County party ramps up GOTV in behalf of turning out the vote for Democratic candidates in municipal races; party hosts forums or other meet the candidate events. Begins the process of setting poll greeter schedules for early voting and election day.
October	County party continues GOTV and staff tables at early voting locations. Poll judges are trained and names submitted to the local Board of Elections.
November	Election Day – County party ensures precincts with voting are properly staffed and runs rides to the polls programs for anyone needing a ride. Provides and coordinates voter protection efforts with the State Party.
December	Planning for Precinct Meetings Candidate filing for federal, state, and local offices

COUNTY EXECUTIVE COMMITTEE

There shall be a county executive committee in each county composed of:

1. The chair and vice chair of the several precinct committees in the county;
2. The elected officers of the county executive committee;
3. The presidents of the duly organized and chartered county chapters of state auxiliary organizations. The respective presidents of the state auxiliary organizations shall determine those duly organized auxiliary organizations within a county and certify the name of the county auxiliary organization president to the state chair. State Party Headquarters shall provide the county chair with the name of the presidents of duly organized county chapters of state auxiliary organizations within their county. Should a precinct chair or vice chair be elected as president of an auxiliary organization, some other member of said organization shall be certified as the representative of that organization on the county executive committee. In addition, the county Teen Dem advisor shall be a member of the county executive committee and equally share the vote of that organization with the county Teen Dem president unless the county executive committee authorizes an additional vote.
4. Any member of the state executive committee from that county, not a member of the county executive committee by virtue of holding some other office, shall be an ex-officio, voting member of the county executive committee.
5. All Democratic state, county, and city elected officials (whether elected in a partisan or non-partisan election) and Democratic members of the North Carolina General Assembly residing in the county shall be ex-officio, voting members of the county executive committee. Said ex-officio members shall not be counted in determining the number for a quorum or whether a quorum is present at a meeting. Any elected or appointed judge shall not be a member of the committee.
6. The county chair shall determine what shall constitute a duly organized Democratic Men's Club within a county and the president, or some other person designated by the Club shall be a member of the county executive committee.
7. Any elected or appointed officer of a district executive committee or the state executive committee residing in the county.
8. A county party Attorney, appointed by the county Chair and serving at the Chair's pleasure

TOOLS FOR ACTIVISTS

Grassroots Activists are the heart of the Democratic Party. The activists are the ones who win the close elections, touch real people and key constituencies, know the central issues and embody the Democratic values we fight for. They are the ones who make the calls, knock on the doors, turn out for popular support, give the money and carry our message. Below we list some important things that activists can do before the campaigns begin to build the Democratic Party, prepare for future campaigns and to build democracy.

Recruit Other Activists

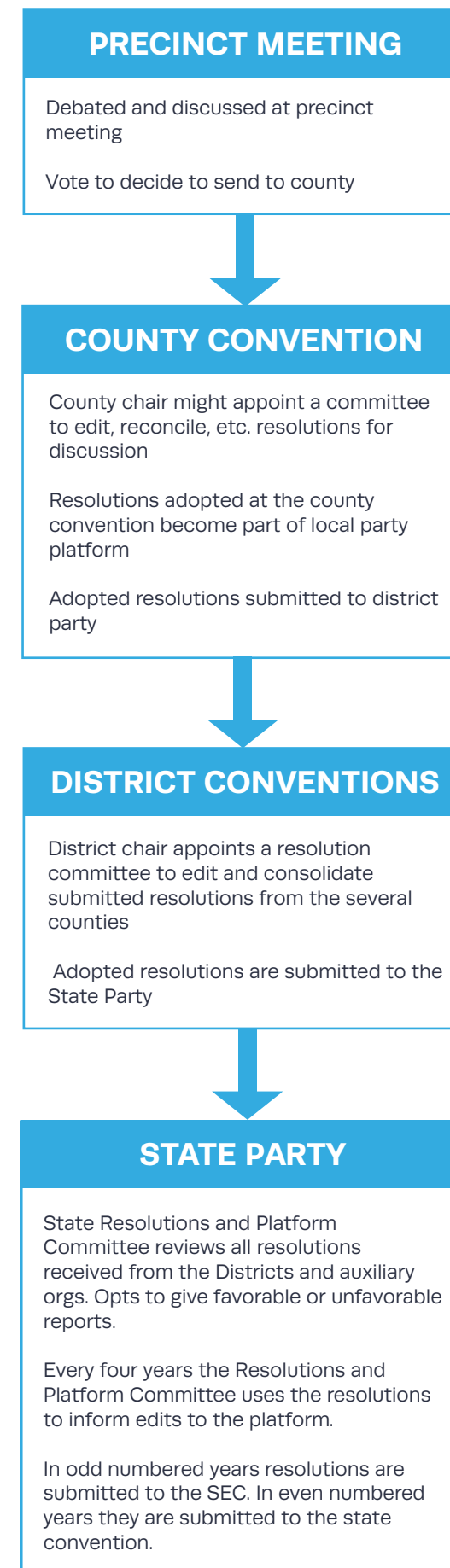
We are the party of the people and need to be listening to, talking with, and recruiting people to join us. In every precinct we should try to recruit a local community leader. In every constituency, such as the Latino and African-American communities, there should be Democratic constituency contacts. Wherever people are, we need to find more people who want to be part of the Democratic campaigns. Set a goal for recruiting 1 more (or 5 or 50 more) activists who will volunteer to build the Democratic Party in the precinct, support Democratic policy, and work for Democratic candidates.

Spread the Democratic Message

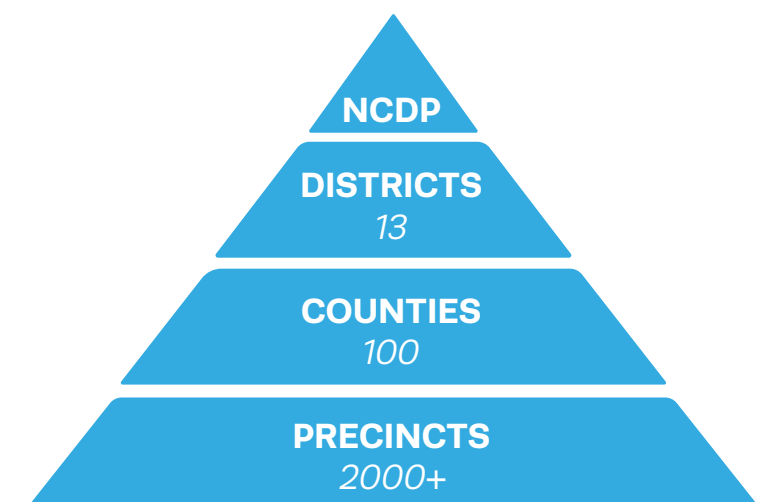
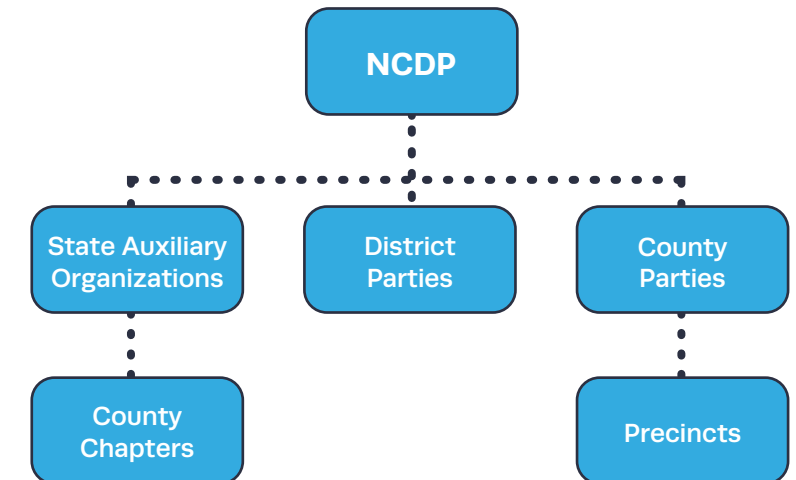
We have such important things to share with our neighbors, community and area. Grassroots activists can spread our message in a variety of ways. Utilize social media, newspapers, and local radio to have your voice heard and promote the Democratic message. Including a personal story or example that highlights your position can often times make your message even more impactful.

Raise Dollars for Democrats

We all know that modern campaigns cost a great deal. We need to support our candidates and party financially. Raising money at the grassroots level helps to level the playing field with the Republican wealthy special interests. For example, if you try to raise \$100 in the course of 10 months, that would mean raising \$10 a month for each month. You could do that with one \$10 contribution each month, or ten people who gave \$1 each – or so many other variations. Then you need to have a plan for who to ask and when. In fact, it sounds so easy, you can probably raise much more than this. This is part of grassroots power. Contact your state or county party as you develop your plan and to handle campaign compliance issues.



PROCESS MAPS: PARTY STRUCTURE



how to COMMS

COMMUNICATIONS 101

A clear, concise message is the most important step you can take to connect with voters on a personal level. Your message should originate from your values and priorities, not your policy prescriptions. Those values are the backbone of your message, the focal point of telling a compelling, authentic story that creates a personal connection with the voter.

We're here to help! Reach out to the NCDP Communication team (see contact page) if you have questions, want to prep for a big interview or discuss your message, or any other issue.

In a crisis? CALL US. Say something you didn't mean to? Responding to an attack? Get a tough question from a reporter? We're the cheapest crisis communications consultants in NC.

Talking to the Media

The media, especially local media and television, are an important conduit to reach voters and spread your message. However, talking to the media carries risks. Below are some quick tips to help you navigate and be successful with the press.

Remember: you can decline to comment and you do not have to answer their questions. It is important to be responsive to reporters and to maintain a friendly, professional relationship but they are a channel to reach voters. You do not owe them responses that explicitly answer their questions.

Before the interview

Before speaking to a reporter, you or your staff should have clear answers to these questions:

- Is this on the record (every word is reportable and attributable), on background (can be reported but is not directly attributed to a specific person), or off the record (neither reportable nor attributable)?
- Is this over the phone or in person?
- What is the reporter's angle for this story? How are they approaching it?
- If the reporter reached out to you, what is their deadline? How quickly do you need to respond?
- What is my objective for this interview?
- What is my "home base" – the message I can always return to if I get lost in the interview?

Once you have those questions answered, prepare by saying your message out loud, writing out your talking points, and doing sample Q&A. For TV, it can be helpful to record your mock Q&A as well and review how you look on camera.

COMMUNICATIONS 101

For TV: For an on-camera interview, your team should take a minute to think through the optics – what are you wearing (no patterns or white shirts), what’s in the background, what’s the angle of the shot – and your soundbite. TV stories are often only 1-2 minutes, meaning you get 2-3 soundbites at most. What do you want voters to see?

During the interview

- **Take a breath** or a pause before answering to collect and organize your thoughts.
- **Eliminate pause words** like “um” or “yeah...” and focus on your core message.
- **Be authentic, passionate, and confident**, and do not be afraid to repeat your message.
- **Repeat your message.** Think through a few ways to say your central message. Or just repeat it.
- **Express your values**, not policy prescriptions. Couch your answers in terms of your morals and values not your 10-point plan.
- **Be quotable and concise**, especially with your “home base” message. Avoid long, winding, and bland stories.
- **Keep a confident, aggressive posture** and try not to get put on the defensive or explain in-depth. You should drive the message, not your opponent.
- **Pivot off of tough questions** by bridging topics from negative topics to your message. This is a crucial skill but it’s tricky. Pivoting too early can look like you’re dodging the question altogether, prompting follow up questions. Examples of pivots/bridges include:
 - “That’s an important issue, but what this topic is really about...”
 - “I’m going to Raleigh to solve problems, and one of the problems I think is most important is...”
 - “I can’t speak for X, but I can speak for the [COUNTY] Democratic Party which is focused on...”
 - “What people should know about our party is...”
- **Avoid speaking in absolutes**, including giving simple “yes/no” answers. Absolutes are easy pitfalls and can paint you into a box with little room to maneuver.

COMMUNICATIONS 101

- **Stick the landing.** At the end of each answer, hit your message and stop talking.
- **Don’t speak just because there’s silence.** If you’re happy with your answer and stuck the landing, don’t feel like you need to speak more just because there’s silence.
- **Finish the interview by repeating your central message**, even if you have to force it in by saying, “Before we leave, one thing I really want to make clear...”

After the interview

- **Watch out for the “live mic”!** You are still being recorded, including any crosstalk before or after an interview, until the reporter puts the microphone away.
- **Thank the reporter** and mention that if there’s anything they’d like to clarify or if they have additional questions to reach out.

Getting comfortable with the media takes practice and patience, so don’t worry if it doesn’t feel natural at first. The important part is nailing down the home-base message that you can always return to and coming in with a clear, confident vision about the outcome of the interview.

Editorial Calendar

It is a good idea to use an editorial calendar to plan your upcoming communications. Your editorial calendar should include important events and dates that you need to promote or respond to. It should also include dates that offer opportunities to respond and spread your message. For example, Teacher Appreciation Day and Equal Pay Day.

For a sample editorial calendar template, [click here](#). For a calendar of important dates, [click here](#).

COMMUNICATIONS 101

Earned media is news coverage gained through publicity, as opposed to media that you pay for. Getting earned media is hard. Local news outlets are struggling with fewer resources and reporters, meaning getting their attention gets harder every year.

One way to make news is to host an earned media event. These events can be tightly controlled and structured to ensure you get media on your terms and force your opponent to react.

Examples of earned media events

- Press conferences
- Stand up interviews
- Roundtable discussions
- Touring local businesses
- Meet-and-greet
- Speeches at popular local events
- Inviting a reporter to knock doors with you
- Lunches with community leaders on a certain topic
- Rallies

Before your media event

- Scout your location and work through logistics
- Confirm and prep yourself and any other speakers and participants
- Create signs and visual materials if necessary
- Send your media advisory 48–24 hours in advance, have your manager call reporters the day before and morning of to confirm receipt (see sample advisories)
- Prep a press release to send right after the event and hand out to local reporters

Day of the media event

- Resend your media advisory to local reporters that morning
- Send your press release digitally and hand out onsite
- Do one-on-one and follow-up interviews as needed
- Follow up with reporters who attended event

SAMPLE PRESS RELEASE

Press releases are your main method of communicating with the media and releasing updates, such as major endorsements and statements reacting to the news. Because you control every word, press releases are the most controlled and safest way to communicate with the media.

Typical press releases are less than 350–400 words and include a header with a media contact, subject line, body, and quote that the media can use for their articles. There are three different types of press releases: 1) Traditional Press Release; 2) Media Advisory; 3) Statements.

Writing A Press Release

Start at the beginning with a header and subject line. The header informs the media who is sending the information to them, and includes “For Immediate Release,” the date, and the name and contact information for a media contact.

A clear and concise headline lets the media know what the news release is about, so use basic phrases that call attention to your release.

The body of the press release is the meat and should always include a quote. Remember to have another member of your team read for errors and typos before it gets sent out:

- **Introduction** – the first paragraph (or the “lede”) should contain the most important information – what news you’re announcing. It’s important to put the news upfront and center and not bury it.
- **Body** – further explanation, statistics, background, or other relevant details.
- **Statement** – Always include a statement for the media to use in their write up. Statements should be short (usually around two sentences) and quotable. This is the most important part of the press release and the part that will make the news. Include who is making the comment and their title.

NOTE: Press releases often get lost in the shuffle. Don’t assume that the media will print the news just because it was sent to them. If it’s important, follow up with local reporters with a phone call to make sure they saw it.

SAMPLE PRESS RELEASE



FOR IMMEDIATE RELEASE

December 13, 2017

Contact: Robert Howard, RobertHoward@ncdemocraticparty.org

NCDP Files for an Injunction to Stop Senate President Pro Tem Berger, Speaker Moore From Eliminating Judicial Primaries in 2018

NCDP Chair: "Legislative Republicans are rigging the system, not creating a better system of selecting judges."

Raleigh – Yesterday, the North Carolina Democratic Party filed for an injunction to prevent the elimination of primaries in the 2018 judicial elections and to protect the First and Fourteenth Amendment rights of North Carolina citizens to cast a ballot for their preferred judicial primary candidate.

The injunction was filed in the United States District Court for the Middle District of North Carolina against Senate President Pro Tem Phil Berger, House Speaker Tim Moore, the North Carolina Bipartisan State Board of Elections and Ethics Enforcement (SBOE), and SBOE Executive Director Kimberly Strach. A copy of the [complaint can be found here](#); the [motion for preliminary injunction here](#); and the [memo in support of the motion here](#).

"Speaker Moore and Senate President Pro Tem Berger's cynical move to eliminate judicial primaries deprives the people of North Carolina of their most fundamental right – the right to vote," **NCDP Chairman Wayne Goodwin said**. "Legislative Republicans are rigging the system, not creating a better system of selecting judges. North Carolinians have a right to make an informed decision about who they want as their judicial nominee. This move unjustly eliminates that right and should be immediately struck down."

In addition to canceling an election, the move would cause unnecessary and harmful confusion at the ballot box. In 2014, after an appellate judge unexpectedly retired too late in the election process for a primary election, 19 people ran for his open seat. The winner received less than 24 percent of the vote in an election the N.C. Bar Association [called](#) "very bad news for the voters."

"Legislative Republicans have yet to offer any compelling reason for eliminating judicial primaries other than their own desire to bend our court system to their will," **Chairman Goodwin continued**. "The result will be unnecessary chaos and confusion at the ballot box. The courts should strike down this unconstitutional political move and ensure that North Carolina voters get to cast a vote for the judge of their choice in the primary."

###

SAMPLE ADVISORY & STATEMENT

Media advisories are set up just like press releases – header, subject line, etc. – but instead of announcing news, media advisories announce an upcoming event the press can cover.

Use them to invite press to events you want them to cover, such as other earned media events. Media advisories at their most basic rely on four things: **the who, what, when, and where**.

Note: Getting media to attend an event requires a boost from the sender. Call the outlets and ask if the advisory was received and if they expect to attend the event.



FOR IMMEDIATE RELEASE

March 23, 2018

Contact: Robert Howard, RobertHoward@ncdemocraticparty.org

NCDP Statement Celebrating the Anniversary of the Affordable Care Act

Raleigh – Today, North Carolina Democratic Party Chairman Wayne Goodwin released the following statement on the eight-year anniversary of the Patient Protection and Affordable Care Act (ACA), which has helped more than 20 million previously-uninsured Americans gain health insurance:

"Eight years ago, President Barack Obama signed into law one of the greatest Democratic achievements of the last fifty years, the Affordable Health Care Act. Since then, 20 million Americans have gained access to better care, including hundreds of thousands of families here in North Carolina, while countless others have benefited protections for pre-existing conditions and more.

"Republicans in the General Assembly have stood in lockstep with Washington Republicans to undermine these achievements. General Assembly Republicans continue to deny care to 650,000 North Carolinians while DC Republicans' sabotage efforts have resulted in millions losing health insurance and higher premiums. This year, Democrats promise to hold Republicans accountable for their attacks on our health care and build on the successes of the ACA to ensure that every North Carolina family has access to affordable, quality health care."

###



FOR PLANNING PURPOSES ONLY

May 11, 2018

Contact: Robert Howard, RobertHoward@ncdemocraticparty.org

ADVISORY: Democratic Leaders Blue, Jackson Join Democrats Across the State to Launch New 2018 Agenda and Priorities

Six simultaneous events from the mountains to the coast will kick off 2018 General Election season

Raleigh – On Monday morning, Senate Democratic Leader Dan Blue and House Democratic Leader Darren Jackson will host a press conference as part of a statewide effort to launch a new positive, unified 2018 agenda and priorities for North Carolina Democrats.

Sen. Blue and Rep. Jackson will discuss the overall platform which includes Democrats' promises to a healthier and safer North Carolina, a stronger economy, a more transparent government, and safer, stronger schools.

The press conference will be one of six events Democrats across the state are holding to launch the unified agenda and priorities. The events come less than a week into the General Election season, where Democrats are poised to ride a blue wave to make deep gains in the legislature.

WHO: Senate Democratic Leader Dan Blue, House Democratic Leader Darren Jackson

WHAT: Press Conference to Launch 2018 Agenda & Priorities

WHEN: Monday, May 14, 2018, 11:00am EST

WHERE: North Carolina Democratic Party Headquarters, 220 Hillsborough Street, Raleigh, NC

###

Statements are quicker than press releases and put the quote front and center. They can be used as rapid response, to add your comment to articles that have already run, or to celebrate anniversaries or special occasions.

Statements look the same as press releases – header, subject line, etc. – but are more direct. One of the most important factors for statements is to be timely; they should be sent before an event or shortly thereafter.

how to DIGITAL

NOTE: What is posted on the internet cannot be erased. Please use your utmost discretion when posting on the internet. Remember you are representing the Democratic Party when you post on websites/social media owned by the party or your own social media pages.

Why is Digital Important?

It helps win elections. Digital media offers the opportunity to engage directly with supporters and the media in the most persuasive form of communication—word of mouth. It helps you expand your fundraising, communications, and field programs:

- Raise money online
- Recruit volunteers
- Talk to voters / spread your message

Components of Digital.

There are three components of digital – fundraising, messaging and branding, and organizing and GOTV.

Levels of Engagement.



Set Goals.

Create a plan for both content and growth. For example:

- Grow Facebook page by 5%/month
- Start Twitter account by end of month
- Tweet 3x/day
- Grow email list by 1.5%/month or 200/month
- Fill 10 volunteer shifts
- Write 3 evergreen posts for Facebook & Twitter about your values

GETTING STARTED: SOCIAL

Intro to Facebook

Facebook should be your primary social media platform. Facebook is the largest social platform and boasts users of all ages and demographics, allowing you to reach more of your constituents than Twitter or Instagram. To grow your online presence, invite your friends and family to “Like” your page. If a post is particularly popular, invite the people who engaged with the post to “Like” your page as well. The people who like your page will be more likely to see your updates in their newsfeed.

Things to Know

Create a County Facebook Page. You should always create an official Facebook page. [Here's how.](#)

Plan, plan, plan! Use your social media calendar to plan regular posts and more on big, exciting days. Because Facebook uses an algorithm to display your posts on others’ newsfeeds not everyone who likes your Facebook page will see everything you post. The best way to increase engagement is to experiment with different types of content and see what resonates with your audience.

Images do well on Facebook. Even if it’s just a photo or a graphic, images catch the user’s eye as they scroll through their newsfeed. Use photos for whatever you can – news, articles, events.

Keep it brief. Aim for 100 words or fewer on text posts, or 30 words or fewer for graphics. Less is better!

Have an approval process. Is your county chair handling your social media pages? A volunteer? Assign roles to those with social media account access. Questions to think about: Who generates/drafts the content? Who has the final approval? Who posts it?

REMINDER: You do not need to engage with everyone who sends you a message or comments on your posts.

POSTING ON SOCIAL

Intro to Twitter

Twitter is largely for breaking news, journalists, politicians, and influencers. Twitter can help you stay up-to-date with the news of the day and establish your presence among reporters, especially on the #ncpol hashtag. However, it is not your best tool to influence average voters. By following relevant accounts and using tools like [Tweetdeck](#), Twitter can help you monitor your opponent, the General Assembly, the news of the day, and other events in real time.

Posts on Twitter are short – 240 characters or less – and can be more casual than Facebook. Be careful when directly responding to another person’s tweet and remember, **you do not need to engage with everyone who tweets at you or sends you a message.**

Posting on Social

You can post almost anything – text, pictures, and videos. The key to high engagement on Facebook and Twitter is relevant content about your local, state, or national party, like articles, photos, events, and volunteer opportunities. For a full list of content ideas, view our post content grid.

Here are some examples:

Positive Content

- **On the Ground:** Include photos of your events such as phone banks and block walks and ask people to RSVP to volunteer opportunities.
- **Local Candidates or Representatives:** Legislative achievements, local events, speeches, interviews, letters to the editor or other relevant articles, how to donate.
- **Issues:** Tweet a relevant article about an issue the party is passionate about. Paraphrase or quote part of the article. Include the link to the article or tag the author/publication if you have room.

Negative Content

- **Hold the GOP Accountable:** Posts articles about the Republican Party or Republican lawmakers and their misdeeds, ethical issues, bad bills, and other related content.

Don’t be afraid to share content! Some great resources for relevant content are the DNC, NCDP, and your local Democratic legislators.

EMAIL 101

Best Practices

Get a mass email client. Get a CMS or mass email provider to send your emails.

- Use ActionNetwork, Salsa Labs, NGP, Blue State Digital
- Don't use your personal email accounts.

Properly brand your email.

- Include a logo, a disclaimer, your P.O. Box, a county party email address, etc.
- Keep it simple, easy to read, and mobile optimized
- Include an unsubscribe link

Don't spam: Have a clean email list.

- Get your emails legitimately -- a legitimate list will perform better
- Beware of "list swaps" and consultant "lists"

Always have an ask.



Keep it short and put your ask above the fold.

- Remember: people don't read everything
- Put your primary link/ask above the fold
- Make your ask very clear
- Images are great -- but keep it mobile friendly and think of screen readers

IMPORTANT: CHECKLIST YOUR EMAILS

Remember: Your emails are going to dozens, hundreds, or thousands of supporters -- make sure all your links are live, you've spell-checked, you're sending it to the correct audience, etc.

SAMPLE EMAIL CHECKLIST

Easy-to-Forget Elements

- From: Who is the email showing as being from?
- Subject line: Is there one? Typo-free? Is it catchy?
- Template/Logo: Do the background and header all look right?
- Personalization: If you've added any personalization (e.g., first name in the "Dear" line), does it reflect the correct name? What's the default if the system doesn't have a first name for someone?
- Footer: Does your footer include an unsubscribe link? Does it include your **legally required disclaimer language**?

Content

- Graphics: Do they show up properly? Placed on the page correctly?
- Read the email out loud. Does it sound right? Engaging?
- Read every sentence for spelling, grammar, etc.
- Click every link. Does it go to the right place?
- Take every action. Does the sequence work?

List

- Is it the correct list of individuals to receive THIS email?

Don't Forget...

- Every single time you make an edit, send a new test email and proof it.
- Ask someone who didn't write it to proofread your email. Do NOT forward a test. Send them their own test to their email.
- Have someone go through the external checklist on a mobile device.

CONTENT CREATION

Content Creation Tools

Canva: Create social media graphics, flyers, posters, postcards, and much more for free if you don't have Photoshop! Learn more: <https://www.canva.com/>

Adobe Spark: Create social media graphics and video using the free Adobe Spark application. Learn more: <https://spark.adobe.com>

Social Media Image Size Cheat Sheet: If you're creating graphics from scratch, make sure you use the right dimensions. Learn more: <http://blogs.constantcontact.com/social-media-image-sizes/>

Design Requests: The North Carolina Democratic Party's digital team has access to premiere, professional software and the ability to help you create beautiful digital graphics and print materials. Submit your design request at ncdp.io/designrequest

Content Ideas

When and What to Post: Plan your digital strategy with your messaging/communications and field strategy. Your digital presence should be strategic -- so every post/email should have a specific audience and have an action you want them to make.

Create a Content Calendar: Use the content grid on the next page to start filling up your calendar. Start with dates/events you already know: When does early vote start? The General Election? Important dates to commemorate? Plan to sit with your team to discuss your content calendar at the beginning of the month and schedule follow-up discussions once a week to discuss any changes.

When and What to Post

- Don't schedule. Save to drafts & publish
- Don't post content during tragic breaking news
- Don't fundraising on Thanksgiving, Christmas, Easter, etc.
- Don't link your Twitter and Facebook accounts together. It's inauthentic.

CONTENT GRID

Message

- Beliefs, hopes, & values
- Endorsements
- Poll Results
- First TV ad buy
- TV/Radio/Newspaper Interview
- Published Letter to the Editor
- Debates/Opposition to GOP Candidate

Mobilization

- Candidate Filing
- Primary Election
- Primary Runoff Election
- Election Day

Fundraising

- End of Month/End of Quarter Deadlines
- Donor match
- House parties
- Merch/Swag

Election

- Volunteer events
- Phone Bank Kick-Off
- Canvass Kick-Off
- Voter Registration Deadline
- First day of early vote
- Last day of early vote
- Vote by Mail/Absentee Voting
- Last day to request Absentee Ballot
- Last day to turn in Absentee Ballot

Other Opportunities

- First day of school
- Major national holidays
- Religious holidays
- Anniversaries of major national/local events
- Gatherings of major constituencies in your district
- Major festivals, parades, fairs, local events

how to FUNDRAISE

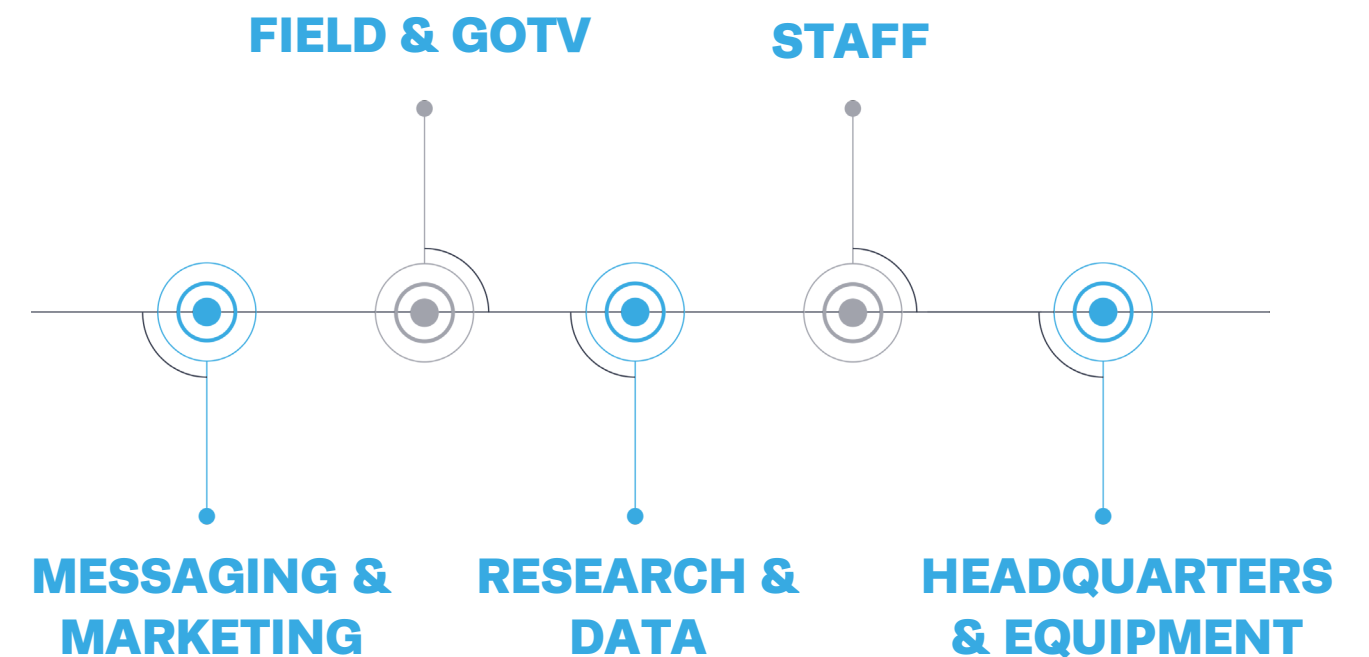
FINANCE 101

Establishing a sound fundraising plan is an essential component of every campaign and organization – and often the most dreaded. Remember that it is a stepping stone to telling your constituents who you are and why they should vote for Democrats in November. The plan effects how and when you can purchase GOTV literature, send mailers, and purchase ads. But with a solid plan, you will be able to realistically set goals and predict how much money you will have to work with.

As you start to build your plan, there are a few items that should be checked off your list first.

Before You Start

Before you start to lay out your finance plan, you must first determine your plan. Then, you can determine how much money you need to raise and when you are going to spend it.



FINANCE 101

The Plan Before the Plan

Asking for a contribution is only one step to a successful fundraising plan. Before the first dollar is in the door, you need to determine how you will track and report contributions.

A few questions to ask before you begin are:

- How will you keep records? Tracking Methods include:
 - NGP
 - Quickbooks
 - Excel
 - Access
 - Google Drive
- What is the process for receiving and recording contributions? (Don't forget in-kinds!)
- What are the methods of payment? Will you accept credit cards?
- Who is reconciling the accounts?
- How will you file SBOE reports?
- How will you set and track your budget?
- How will you track gifts and donors?
- How will you acknowledge gifts?
- How will you track progress?
- Has your treasurer completed the required training?

Reporting Items to Consider:

- Monetary Contributions
- In-Kind Contributions
- Expenditures
- Disclaimers
- Prohibited Contributions

www.ncsbe.gov

- **Reporting Schedules & How to File Reports**
- **Reporting Forms**
- **Compliance Training Manual**
- **Searchable Reports**

campaign.reporting@ncsbe.gov

919-814-0700 or 866-522-4723

FINANCE 101

Creating a Finance Plan

Your finance plan is a living, breathing document that will change daily. You should have both a high end and low end goal to strive for each area of giving. Questions to ask:

County analysis

- Who knows you?
- What issues has your county championed?
- Who are your political allies? Who is in the rolodex of yourself and your executive committee?

Fundraising analysis

- Why do people give?
- What is your perceived viability?
- Do you have a strong local donor base?
- Legal limits
- Assumptions about your activities

Donor groups

- Make a list of donors or groups of donors targeted for solicitation
- What circle of benefit does each donor or group of donors fall in?
- What message will you use with each donor or group of donors?
- What tools best fit this group?
- How much will you raise from each group?
- Who will solicit them?

Projecting income

- Figure out the total number of prospects per donor group (N)
- Figure out what tool you will use to solicit each member of the donor group (chair call or visit, event, internet, direct mail, resolicitation, etc.)
- Multiply the number of prospects by the assumed response rate for each tool (N x .60 for call time, etc.=R)
- Estimate what the average contribution will be for tool (A)
- Multiply the estimated response rate, R, by the estimated average contribution, A, to equal the projected income for each donor group (RxA=I)

FINANCE 101

Creating a Finance Plan, Cont.

Calendar

- Who will make the calls?
- How much call time will you need per week, per month or per quarter? **BLOCK OUT THIS TIME.**
- Create an event schedule
- Create a schedule for direct mail creation and drops
- All tool activities should take into account the assumptions about cash flow

Donor research

- Who are the largest employers in the county?
- Read local newspapers and business journals
- Look at the political landscape
- Look at the demographics of the district: ethnic, social, cultural, religious

Fundraising Methods

Methods Move Money – Which ones are you using?

Low Dollar

- Direct Mail (DM)
- Digital
- Telefunding
- Membership Program
- Sustaining Donor Programs
- Merchandise Sales

Medium & High Dollar

- Events
- Allies
- High \$ Donors (Call Time!!)
- Membership Program
- Finance Committee
- Other



FINANCE 101

Sample Finance Plan

The below is a sample for a high-dollar fundraising plan, but it provides a template for organizing your plan.

	Estimated High	Estimated Low	Pledged	In	Out	Notes
Events						
Event A	\$ 30,000.00	\$ 15,000.00				
House Party Smith	\$ 5,000.00	\$ 2,500.00				
Valentine's Event	\$ 2,000.00	\$ 1,000.00				
Young Professional Mixer	\$ 2,000.00	\$ 1,000.00				
Giving Circles						
Personal						
Partners/PACs	\$ 30,000.00	\$ 15,000.00	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	
Call Time - \$1,000 to \$5,000	\$ 20,000.00	\$ 7,500.00				
Call Time - \$500 - \$999	\$ 10,000.00	\$ 2,000.00				
Call Time - Up to \$499	\$ 1,000.00	\$ 200.00				
Online/Digital						
Email	\$ 12,000.00	\$ 5,000.00	\$ 4,118.27	\$ 4,118.27		
Social Media	\$ 10,000.00	\$ 5,000.00				
Direct Mail						
Winter	\$ 10,000.00	\$ 5,000.00				
Spring	\$ 20,000.00	\$ 10,000.00				
Summer	\$ 10,000.00	\$ 5,000.00				
Fall	\$ 20,000.00	\$ 10,000.00				
Other						
Misc	\$ -	\$ -	\$ 650.15	\$ 650.15		
TOTAL	\$ 182,000.00	\$ 84,200.00	\$ 6,768.42	\$ 5,768.42		

[Click here for a Finance Plan template.](#)

Sample Event Tracking

Fname	Lname	Ask	Call Date	Pledge	Received	Listing	Level	Notes	Pledge Reminder
John	Smith	100	16-Feb	50		Dr. John Smith	Ticket	From call time	Sent 3/1
Maggie	Howard	500	18-Feb		500	Maggie and Steve Howard	Patron	From Save the Date Email	N/A paid over phone
TOTALS		600		50	500				

[Click here for an Event Tracking template.](#)

FINANCE 101

Call Time 101

Raising money through call time is one of the most important parts of fundraising, but it can also be one of the most daunting. That's why it's so important to have a plan! There are 4 B's for making the most of call time:

- Be prepared
- Believe in yourself
- Believe in your program
- Best follow-up possible

The first step towards successful call time is being prepared. This means finding the right people to call.

Establishing the Contact List for You and Your Finance Committee

Here are some places to start as you build your donor base:

- Previous donor lists and past county donors
- Past schedule/calendar appointments
- Holiday card list
- Professional achievements and contacts
- Rolodex/Outlook
- Club memberships
- Finance Committee
- Your friends!
- Other candidates' past donors

Knowing your Contacts

Here are resources to better get to know prospective donors:

- State Board of Elections information
- Emily's List membership
- Lillian's List membership
- DNC records
- Opensecrets.org
- Followthemoney.org
- Secretary of State
- Google
- Guidestar

FINANCE 101

Call Time 101, Cont.

Identifying a Good Prospect:

- Where do they work? Who have they given to before? How much?
- Do they vote? In a primary?
- What connections do you have to this person?
- What do they care about? Find common ground.

Create a call database and call sheets; see samples.

Once you have found the perfect people to reach out to, next figure out what you are going to say. To make a real connection on your calls and make the best ask possible, it is crucial that you craft your appeal:

- Why is your county party a good investment?
 - Why are you raising for the party?
 - What sets you apart from other organizations?
 - What are your goals?
- With whom can you collaborate?
- What programmatic things do you want to do that cost money?
 - Staff
 - Digital
 - Website
 - Voter Outreach
 - Advertising
- What common ground between you, your party, and the prospect can you mention on the call?

FINANCE 101

Call Time 101, Cont.

Finally, it's call time! Being an engaged, active listener on the call while simultaneously presenting your own creative ideas is the best way to get someone interested in your county party.

Make a Specific Ask:

- Know what you are going to ask for before to push the dial button. Whether this is an event invite or a specific dollar amount request, do not go into the call "empty-handed."
- Similarly, do not accept a vague pledge, such as "Oh yes, I'll do something." Get specifics! This not only reinforces the promise behind the pledge but allows you to more realistically and confidently fill out your finance plan.

Take Notes During the Conversation:

- What did the prospect say?
- Was the prospect interested in the conversation?
- Did they sound happy?
- What was the result of the ask?

Leaving a Message:

- Have a script. See the sample on the next page.
- What information do you want to give the person? Cell phone number, email, status of new program, etc.
- Do NOT make an "ask" on a voicemail.

Follow up!

- Refresh your memory with your notes.
- Send a pledge letter and/or email, OR a "Sorry I missed you" if you left a voicemail.
- Put pledge amount and date in your database.
- Send thank you for the pledge immediately.
- Mark follow-up date if pledge has not been received (generally two weeks at most for first follow-up)
- Send thank you letters weekly.

[Click here for a Sample Call Sheet.](#)

[Click here for a Call Script Template.](#)

FINANCE 101

Call Script Template

Good Morning/Afternoon/Evening! Is _____ available?

Hi _____, my name is _____, I'm calling from the <<COUNTY>> Democratic Party in regards to our upcoming <<EVENT>> in <<LOCATION>> on <<DATE>>. We're thrilled to have <<NAME>> joining us as a special guest. I'm calling to see if you would be interested in joining us there.

YES: That sounds great! Individual ticket options this year range from \$100 to \$250, with sponsorship levels starting at \$500. I can help you through the process right now if you'd like to purchase tickets or find out more about sponsorships.

They seem interested, but do not want to commit: That's ok! I completely understand. I'd love to email you information so you can choose which seat you'd like. What is the best email for you?

NO: I understand. This is a busy time of year! As a vital part of our team, your support is critical in ensuring that we start out <<YEAR>> with a bang! Now more than ever, we're positioned to make a significant impact on the issues we care about such as improving education, creating jobs for middle class families, and protecting access to the ballot. Would you be willing to support << COUNTY >> Democrats with a contribution today? I can take your payment over the phone today or I can send you a reminder.

IF STILL NO: I understand. Thank you so much for your time, <<NAME>>. I want you to be involved and informed as we build a successful future. If you haven't already, please check out our website at <<LINK>> for the latest updates and to join our mailing list.

Contribution Details:

You can mail your check made payable to <<COUNTY>> Democratic Party to <<ADDRESS>>. You can also contribute online at <<LINK>>.

If you get a voicemail:

Hi <<NAME>>, my name is <<NAME>> and I'm calling from the <<COUNTY>> Democratic Party. I wanted to invite you to our upcoming <<EVENT>> in <<LOCATION>> on <<DATE>>. We're thrilled to have <<NAME>> joining us as a special guest. For additional details and to purchase tickets please visit <<LINK>> or feel free to give us a call at <<PHONE NUMBER>>. Thank you and we look forward to seeing you on the <<DATE>>!

FINANCE 101

Call Plan By Month

	Week 1 (10/3 - 10/9)	Week 2 (10/10 - 10/16)	Week 3 (10/17 - 10-23)	Week 4 (10/24-10/30)	Total
HOURS					
Hours Scheduled	16	16	20	20	72
Hours Called	10.2	11	7.25	6.5	34.95
CALLS					
Target Calls Dialed	320	320	400	400	1440
Calls Dialed	135	157	86	70	448
Circles	Personal	Personal	Personal	Ideological/Personal	Ideological/Personal
RESPONSES					
Expected Responses	128	128	160	160	576
Responses	51	60	28	28	167
Expected Positive Responses	70.4	70.4	88	88	316.8
Positive Responses	46	41	18	23	128
INCOME					
Projected Call Income	\$ 14,080.00	\$ 14,080.00	\$ 17,600.00	\$ 17,600.00	\$ 63,360.00
Actual Call Income	\$ 11,700.00	\$ 11,300.00	\$ 6,600.00	\$ 7,000.00	\$ 36,600.00
Projected Fundraiser Income	\$ -	\$ 5,000.00	\$ 10,000.00	\$ 1,000.00	\$ 16,000.00
Actual Fundraiser Income	\$ -	\$ 3,000.00	\$ 9,000.00	\$ 870.00	\$ 12,870.00
PROJECTED TOTAL INCOME	\$ 14,080.00	\$ 17,080.00	\$ 26,600.00	\$ 18,470.00	\$ 76,230.00
ACTUAL TOTAL INCOME	\$ 11,700.00	\$ 14,300.00	\$ 15,600.00	\$ 7,870.00	\$ 49,470.00
EXPENDITURES					
Rent	\$ 1,800.00	\$ -	\$ -	\$ -	\$ 1,800.00
Phone Line	\$ 250.00	\$ -	\$ 250.00	\$ -	\$ 500.00
Fundraising Expenses	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 200.00
Travel	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 200.00
Office Supplies	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 200.00
Miscellaneous	\$ 250.00	\$ -	\$ 250.00	\$ -	\$ 500.00
TOTAL EXPENDITURES	\$ 2,600.00	\$ -	\$ 800.00	\$ -	\$ 3,400.00

PROJECTED NET INCOME \$ **72,830.00**
ACTUAL NET INCOME \$ **46,070.00**

CASH ON HAND \$ **154,000.00** \$ **16,000.00** \$ **174,000.00**

[Click here for a sample Call Plan.](#)

FINANCE 101

Writing a Fundraising Appeal

The bedrock of any fundraising effort has to be a well thought-out, persuasive ask. It can come in the form of a letter, email, or phone call, but any fundraising appeal should be specific and let the donor know why it's crucial they get involved.

Name the issues(s)

- What is the problem that your county party must solve? Are you raising money to turn North Carolina blue, hire new staff, host a fundraising event?
- Make it clear (1) what the issues are and (2) what change is needed to fix them – never assume that the reader understands the nature or complexity of the issues.
- Don't use "SAT words" – write the letter as though you are speaking to the person to whom it is addressed – with fundraising appeals you can be much more flexible with grammar rules – keep it simple and conversational.

Solving the issues

- How will your county solve the issues you've presented? Be clear that there is a solution (ex: "We can elect x who will create more jobs, protect middle class families, fight for equality and more!")
- What does your county party do to advance the cause at hand?

Include an ask (and include it again, and include it again)

- The biggest mistake you can make in a fundraising appeal – whether in a letter, by phone, or on the web is not making a concrete ask.
- There are many ways to do this – you can ask for one amount, you can ask for a range (ie: "Chip in \$5, \$10, \$25 or whatever you can today so that we can take back our state!" or "That's why I'm asking you to give \$50 today so that we can elect x who will do x for our city/county/state/etc.")

Writing a Fundraising Appeal, Cont.

Reiterate how the money will help

- Make it clear again how the donor's gift will help the issues/opportunities presented in the letter. You can draw on failures of the opponent/Republicans, reiterate your party's strengths, etc.
- Although flagging/earmarking money does not comply with FEC/SBE fundraising rules you can demonstrate what the donation can "buy" – examples include \$25 "buys" X hours of phone banking or \$1,000 gets X number of doors knocked. Or you can keep it general (ex: "Your contribution today will help elect Democrats from the court house to the N.C. Senate who will create good jobs, preserve our natural resources, and invest in public education – but we can't do it without your help." See sample fundraising letters for additional language.)
- Ask more than once – place several asks throughout your letter (see sample letters)

Urgency

- Why is it important for the donor to give today?
- Make sure you include urgent language in your appeals (example "...today so that we can do x") demonstrate what will happen if they don't give today (example: "HB2 has already cost North Carolina billions in lost revenue and thousands of jobs. Simply put, our state cannot afford one more second of Pat McCrory's failed tenure as governor. That's why I am asking for your help today so that we can build a stronger North Carolina that works for all families – not just the select few.")

Helpful One-Off Tips:

- Use short sentences
- Write conversationally – as if you were speaking directly to the donor
- Use bolding, italics, and underlining to emphasize important points (see sample fundraising letters)
- Build up the donor – make them feel important, necessary and demonstrate how they can effect change by chipping in
- Use words and phrases such as "unity," "together," "with your support," "because of you" etc.
- Mail merge names and addresses into your letter so that your letter feels more personal and is addressed to a specific person
- Use a P.S. that emphasizes the essential point of the letter – this is often a good time to reiterate your ask, direct people to your website, or ask for assistance in other ways (ex: "To win big in November we need all the help we can get – and our best resource is YOU! Can you get 5 friends to match your donation today?") etc.
- Don't use hard to read fonts – suggested fonts: Arial, Calibri, Times New Roman – 12pt is best
- Don't ignore your reply card or reply envelope – make sure you include an easy way to give (ie. online, returning the enclosed envelope, etc.)
- Remember to thank your donors (either by phone, email or letter/postcard)
- Steward your first-time donors – if you receive money from an individual who has never given before, make especially sure to thank them and cultivate them so that you can retain them. The same goes for lapsed donors – if they used to give but haven't given in years, welcome them back! A quick phone call from an intern or volunteer to say "thank you" goes a long way and often results in more money down the line.
- BE CAREFUL! There's a fine line between urgency and panic – you want to be urgent, you want to demonstrate that we can and will reverse course on the NCGA's failed policies if we all work together today, but you don't want to guilt or shame the donor (ie. DON'T use language like "Because you haven't given this election is on the line." Or "If you don't give today we will lose" – stay far away from that language)

FINANCE 101

Use Other Fundraising Appeals to Your Advantage

- Keep a digital folder (Google Drive) of all email fundraising appeals (or at least fundraising appeals that you consider well written and effective)
- Keep a physical folder of all fundraising appeals (political and nonpolitical) that you receive in the mail. Use these as samples or for creative ideas! Is there language you can borrow and tailor to your needs? Do you like the structure or layout of a certain letter?
- Keep invitations that list sponsors – these are a great resource for cultivating new donors or getting plugged into an area of the state you may be less familiar with (eg: if someone hosted a party in eastern NC but you're from central NC and you'd like to raise money in the east – reach out to the host and ask for their advice on where you should start/who you should talk to)

[Click here for a sample fundraising letter.](#)

[Click here for a fundraising letter template.](#)

Compliance

Political party committees are not subject to the \$5,400 contribution limit. The required disclaimer for any paid piece of communication must read **“Paid for by the <<COUNTY>> Democratic Party.”** The disclaimer on your contribution page must include the latter and the following:

“Contributions are not tax deductible. North Carolina law requires our committee to report the name, mailing address, employer, and occupation for each individual whose contribution exceeds \$50 per election cycle.

Contributions from corporations, business entities, labor unions, professional associations, insurance companies, political committees not registered in NC, or anonymous contributions cannot be accepted.”

FINANCE 101

Compliance, Cont.

The state's Campaign Reporting Act applies to all candidates for public office, all political party groups and political action committees, all groups organized to support or oppose a referendum, every person or group participating in activities that support or oppose the nomination or election of one or more clearly identified candidates, or a political party or a referendum. [Click here more information regarding general campaign finance rules.](#)

[Click here for more information regarding county reporting schedules.](#)

Other Important Links:

[Campaign Treasurer Compliance Schedule](#)

[Electronic Filing Software Manual](#)

[Electronic Filing FAQs](#)

WORKING WITH OUTSIDE GROUPS

Numerous grassroots activist groups have mobilized in the past two years with the goal of supporting progressive causes and candidates. While we appreciate the enthusiasm and efforts of these activists, it is important to be mindful of limitations imposed by campaign finance law, such that your organization can avoid inappropriate entanglement with unregistered political committees and not-for-profit organizations.

Receipt of Contribution: It is important to remember that your party may only receive contributions (things of value) from individuals or registered political committees. Put differently, it is inappropriate to accept contributions from unregistered "committees." It is unlawful to accept contributions from nonprofit corporations, independent expenditure committees, for profit corporations or entities.

Coordination with Independent Entities is Prohibited: The other substantial risk that organizations have with these very enthusiastic groups is the risk of coordination with an entity not permitted to contribute, for example a not for profit corporation or independent expenditure committee. "Working together" with an entity not permitted to contribute to coordinate expenditures or allocate tasks or resources could give rise to an inference of coordination and is strictly prohibited.

Stay Away from Non-Partisan Organizations: Unmentioned above are 501(c)(3) organizations, which may not engage in any partisan political activity. They may, however, engage in nonpartisan voter registration and GOTV work. This is a technical area and county parties should steer clear of attempting to work with 501(c)(3) organizations.

Ask Your Party If You Are Unsure: If you are approached by a group and are unsure if your county party can engage with said group, please reach out to NCDP's Executive Director.

The state's Campaign Reporting Act applies to:

- all candidates for public office;
- all political party groups and political action committees;
- all groups organized to support or oppose a referendum;
- every person or group participating in activities that support or oppose the nomination or election of one or more clearly identified candidates, or a political party or a referendum.

[Click here more information regarding general campaign finance rules.](#)

WORKING WITH OUTSIDE GROUPS

DO's *and* DON'T's

DO ask who the organizers of a group are and look up the group on the State Board of Elections or County Board of Election website to confirm that the group is legally registered and active in North Carolina.

DO report the receipt of anything of value, whether in-kind contribution or monetary donations, on your quarterly reports with the NCSBE.

DO accept volunteer services from individuals.

DON'T accept contributions from any unregistered entity.

DON'T accept contributions from any corporate or business entity. Building funds are an exception.

DON'T engage with 501(c)(3) organizations. They are attempting to do their work on a non-partisan basis.

DON'T coordinate with independent expenditure organizations.

DON'T share access to party assets (i.e. Votebuilder, mailing lists, etc) with unregistered groups. Similarly, don't accept shared access to assets owned by unregistered groups.

DATA & FIELD

how to

FIELD 101

Why is Field Important?

Field is all about person-to-person interaction to communicate our message to voters. TV, digital and ads are all great ways you can communicate with voters, but none are as effective as knocking on someones door or talking to them on phone. It is important that you are using targeted lists to talk to voters. You may do two types of field engagement in your district.

Persuasion Conversations are meant to move people closer to supporting you on Election Day. We start to talk to persuadable voters earlier on in the campaign cycle.

Mobilization Conversations are meant to ensure people turn out and vote. Many of these people are democrats and will only vote for you have an effective conversation. Mobilization Conversation help to push turnout.

Palm Cards

It is a good idea to have palm cards for you and your team to hand out while canvassing. Palm cards should be simple and feature your county party name, logo, some key issues, and a disclaimer. If there's space, you can also include your social media properties. You can create a palm card using online design tools like canva.com.

Example:

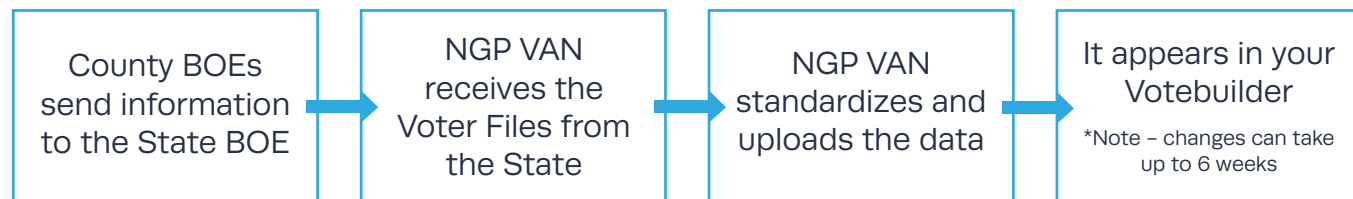


VOTEBUILDER 101

Why Votebuilder is Important

- Using Votebuilder can help you recruit people to your precinct meetings, volunteers for GOTV, and targets for GOTV activities
- This information helps all other campaigns in the area better target voters and ensure voters aren't called multiple times.
- When your local leadership changes, the new leadership does not need to build from scratch. They can build off of the hard work you have already done.

Where Votebuilder Data Comes From



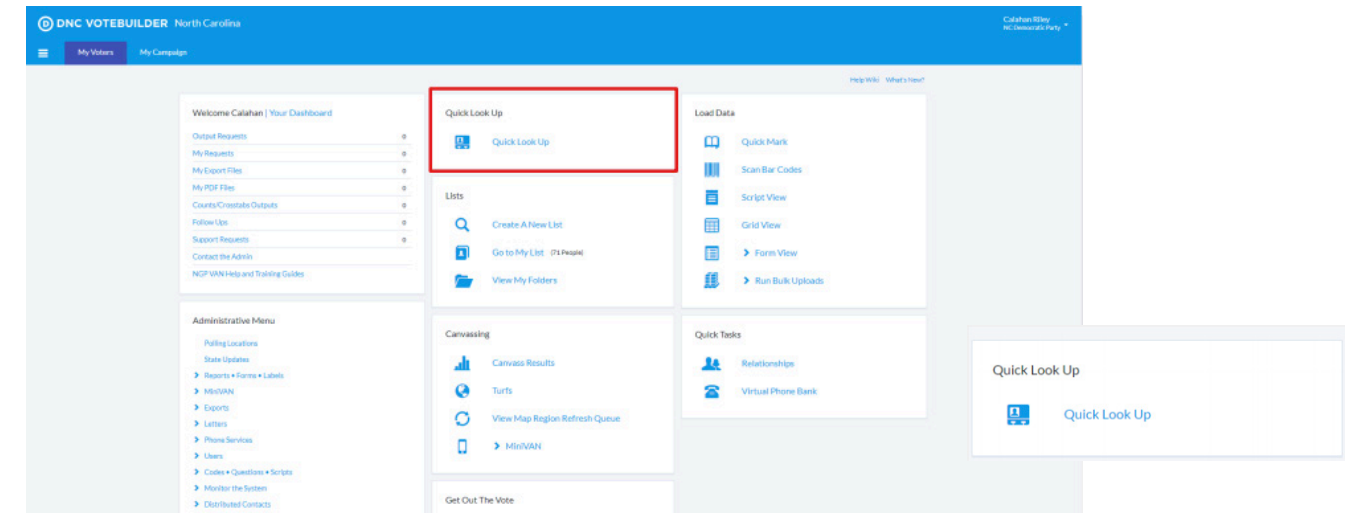
Things that cannot be edited on the MyVoters profile and have to come from the Voter File Update:

- Voting Address
- Party Affiliation
- Districts and Precinct
- Name (excluding Salutation)
- Voting History

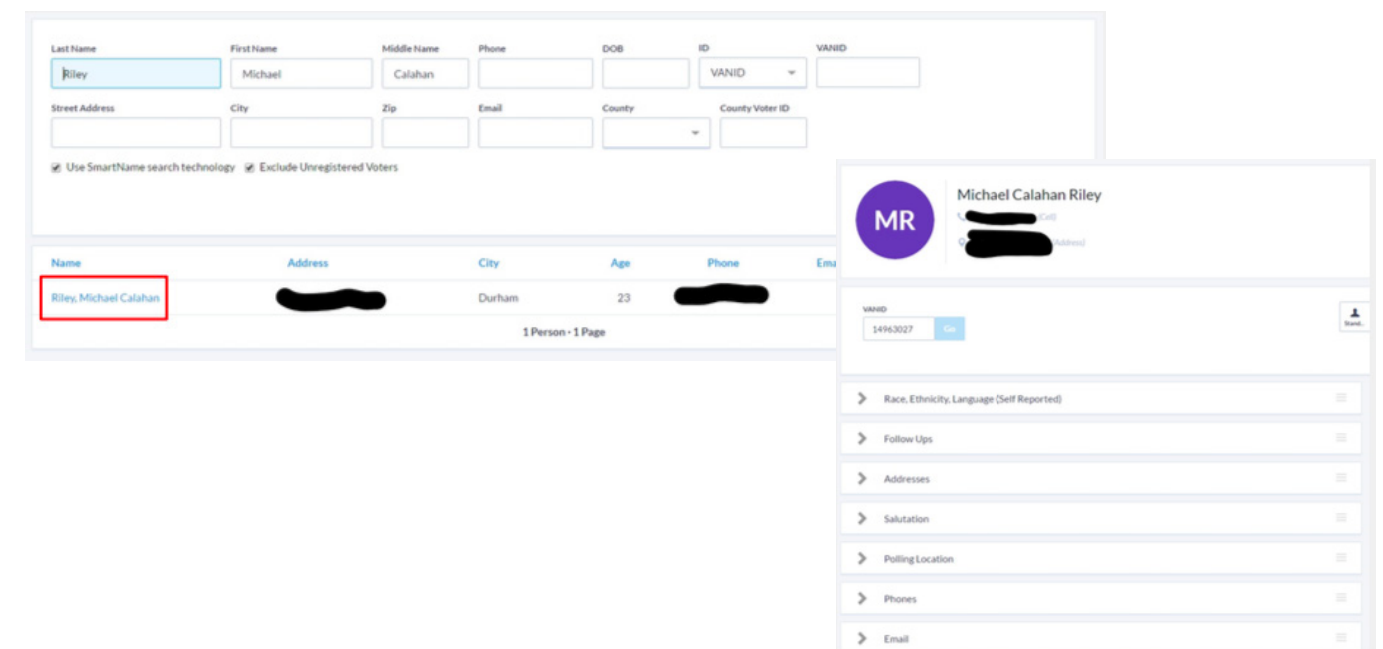
VOTEBUILDER 101

Quick Look Up

To find a voter's profile, click the Quick Look Up icon in the middle of the main page.



To search in Quick Look Up, type the information into the corresponding boxes to find who you are looking for. Hit the search button. More information can help narrow to the correct person. In the profile you can tag someone with an activist code, enter an email address, and more.



VOTE BUILDER 101

Activist Codes and Survey Questions

The difference between survey questions and activist codes:

Activist Codes

Activist codes are generally to classify what people have done or different groups they might be associated with.

i.e. Precinct Chair, Data Entry Volunteer, County Democratic Women Member

Survey Questions

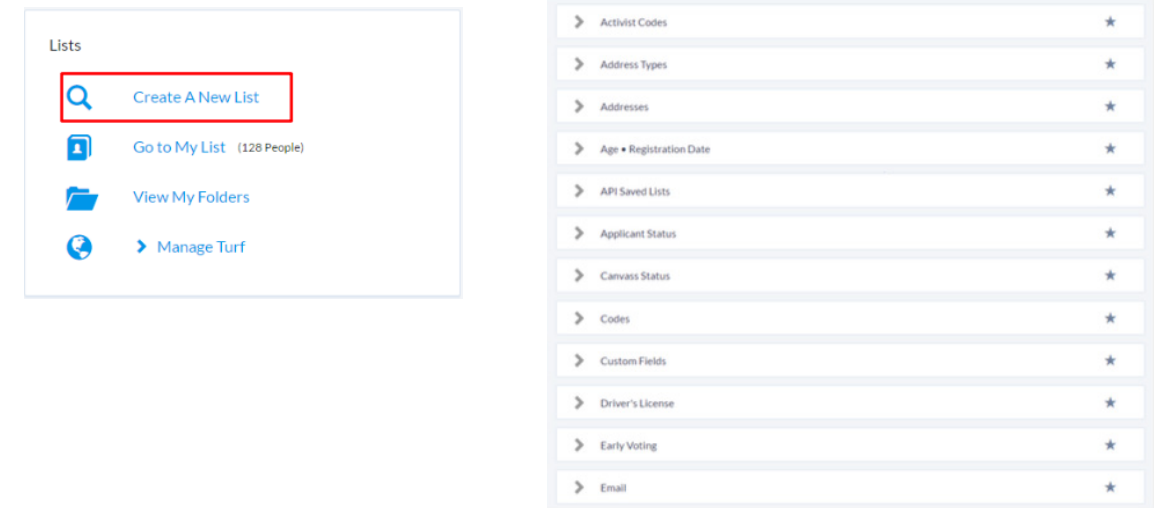
Survey Questions are generally something we mark everyone with to gauge their interest in attending an event or their support of a candidate. There are multiple ways they can be answered.

- On a scale of 1–5 how much do you support this candidate?
- Would you be willing to attend this local county party event? Yes, No, Maybe

VOTE BUILDER 101

Creating a List of Voters

To **create a new list** select Create a New List under Lists on the main page. Under this page there are many different ways to create a list including choosing activist codes, survey questions responses, voting history and more.



TIP: You can pin sections for criteria you use often by clicking the star to the right.

Adding a step can help make complex searches more manageable rather than selecting a ton of options in only one step.

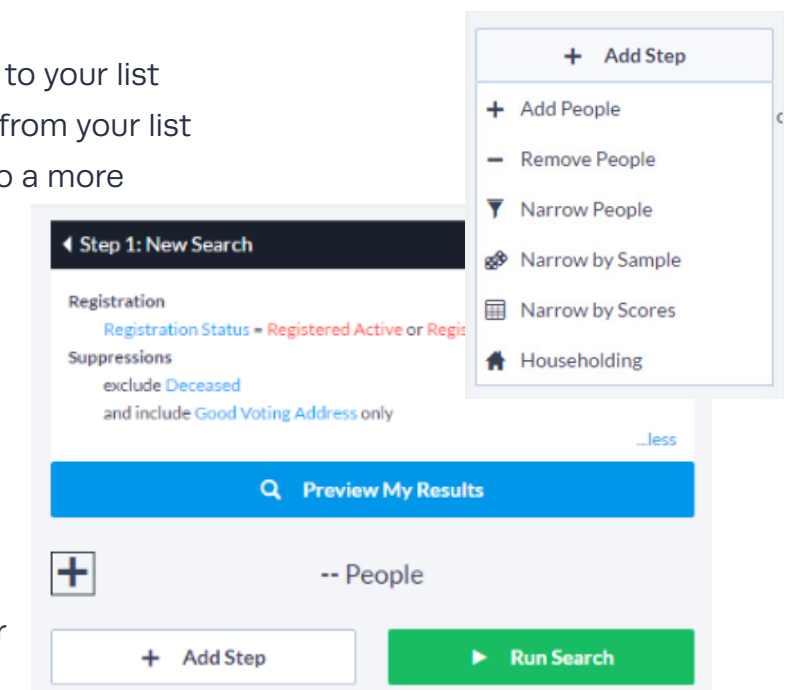
Add People: Adds a new group of people to your list

Remove People: Removes select people from your list

Narrow People: Narrows your selection to a more specific group

To **run your search** click the green Run Search button on the side.

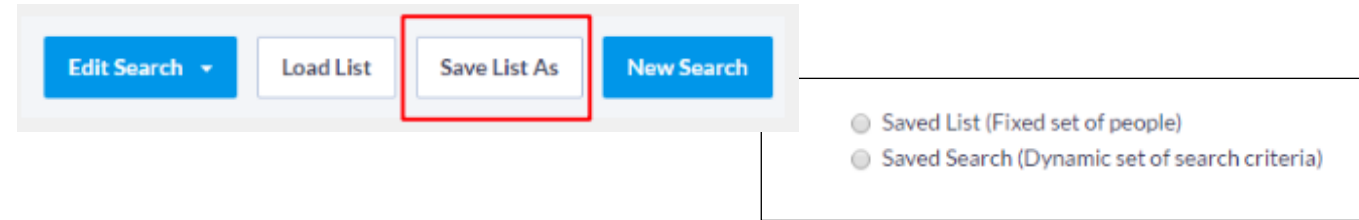
Choosing the blue Preview My Results button allows you to see how many people would be returned if you ran your search without actually running it.



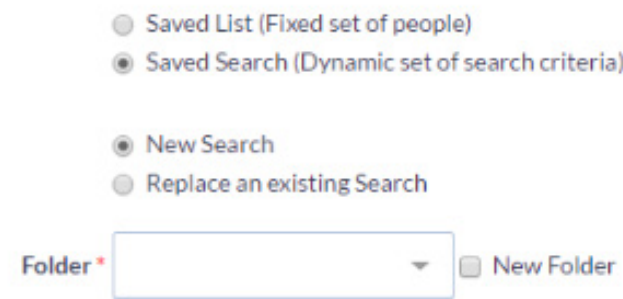
VOTEBUILDER 101

Saving a List

To save a list you ran for later, after you have run your search select Save As in the top right corner. Choose to save as a list or a search.



Select the name of the folder to save in and name the search or list.



Differences Between a List and a Search

Saved List

A list is static it saves only the people currently in it

- i.e. A list of people in a precinct. Those people will be in the list forever even if they move out of the precinct

Saved Search

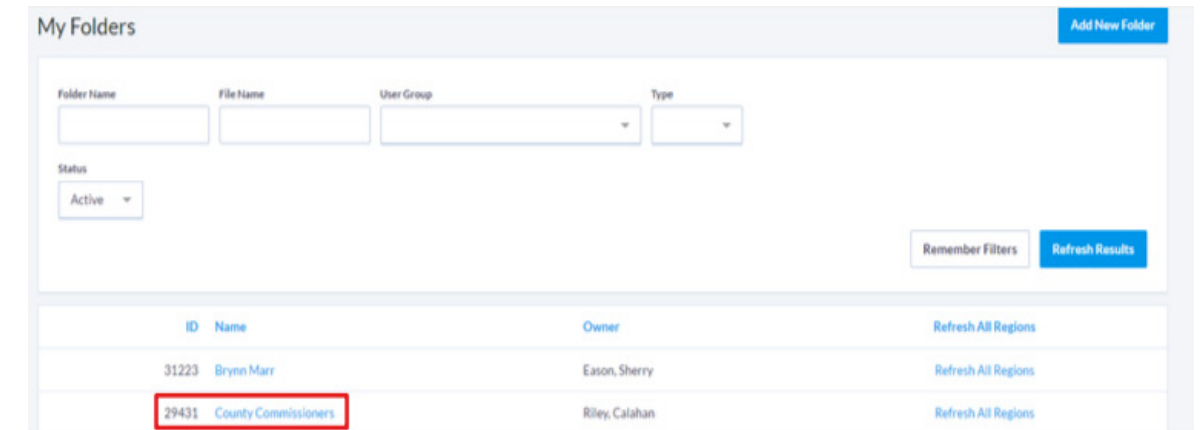
A search is a set of criteria that can update people

- i.e. A search of people in a precinct currently. When people move in they will be added, when they move away will be removed.

VOTEBUILDER 101

Sharing a Folder

To share the lists or search you've saved with others on Vote builder, select View My Folders on the main menu. Select the folder you would like to share.



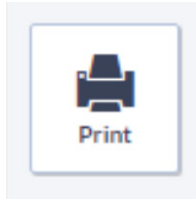
Select Edit Folder in the top right hand corner. Scroll down to see the Users with Access. Click on the user you would like to add in the Users without Access and select the add button.

Once you have shared everyone you want on the folder, scroll back up and select the blue Save button.

VOTEBUILDER 101

Printing a List

After you have run your search select the Print option.



- Select the Report Format you are using
- Select how people were contacted
 - Loads a preset sort order
- Give your list a new title as well

Selecting the Preview button allows you to see what Report Format you have chosen will look like before you print.

TIP: The NCDP provides a selection of predesigned Report Formats for counties to use.

You can change how your list is sorted when printed by changing the sort order options

- Page Breaks will make it so when printing the page will end when there is different record for that option
 - i.e. Page breaks on Precinct will make it so every time there is a different Precinct there is a page break
- Sort order should go from largest grouping to smallest
 - Precinct, Street Name, Street Number, Apt. Number

VOTEBUILDER 101

Printing a List (Cont.)

To access the list you just printed either click My PDF Files on the next page or My PDF Files on the main page.



Welcome Calahan	
Account Requests	0
Output Requests	0
My Requests	0
My Export Files	0
My PDF Files	1
Counts/Crosstabs Outputs	0
Follow Ups	0
Support Requests	5
Contact the Admin	
Request a User Account	
NGP VAN Help and Training Guides	

On the next page click the blue Download File which will download your list and take you to your PDF where you can print it off.

VOTEBUILDER 101

Entering Data from an Event or Canvassing

The two most efficient ways to enter data from your Phone Bank or Canvassing are 1) by looking up a list of people using Grid View. Both of these options can be found under load data on the main screen. Quick Mark is beneficial for a sign list that wasn't made in Votebuilder, while Grid View is beneficial when you have a list from Votebuilder paired with a script.

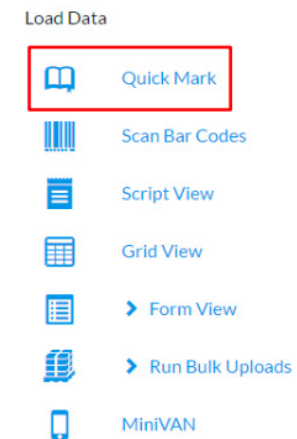
Entering Data By Person

This method is slower, but requires no set up before the event. After selecting Quick Mark on the main menu select what option you would like to mark people with. Then, select the blue Next button.

On the second page select the Activist Code or Survey Question you would like to tag people with.

- Select the date you collected the information
- Then select the Canvasser or Add a New Canvasser if they are not there
- Select how you collected the information
- Then select the blue Finish button

You will be redirected to a page that is similar to Quick Look Up. Enter the information for the person you want to tag with an activist code and select the blue Save/Search button.



VOTEBUILDER 101

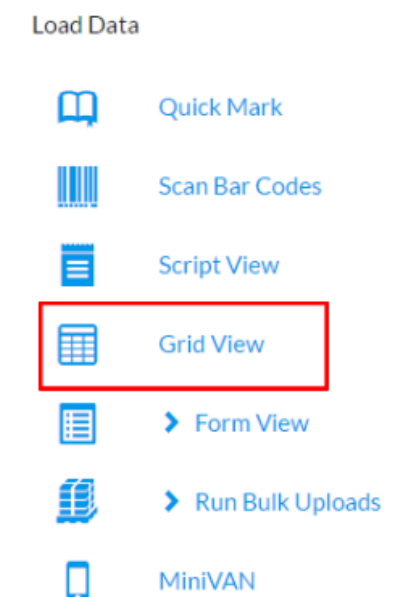
Entering Data By Person (Cont.)

Once you have found the person simply select the correct response next to their name and then select the Save/Search button again. After that you can search for the next person on your list.

A screenshot of the 'Quick Mark' form. The form has several input fields for personal information: Last Name (Riley), First Name (Michael), Middle Name (Calahan), Nickname, Phone, and DOB. Below these are fields for ID, Voter File VANID, Street Address, City, Zip, Email, County, and County Voter ID. There are checkboxes for 'Use SmartName search technology' and 'Exclude Unregistered Voters'. At the bottom right, there are buttons for 'Remember Filters', 'Clear', and 'Save / Search', with the 'Save / Search' button highlighted in a red box. Below the form is a table with columns: Survey Response, Name, Address, City, Age, Phone, and Email. The first row shows '1 Strong Democrat' in the Survey Response column, 'Riley, Michael Calahan' in the Name column, '900 E Six Forks Rd Unit 202' in the Address column, 'Raleigh' in the City column, '24' in the Age column, and '(919) 475-7313' in the Phone column. The footer of the table says '1 Person - 1 Page'.

Entering Data Using a List of People

This method is faster, but requires set up before the event.



VOTEBUILDER 101

Entering Data Using a List of People (Cont.)

After you have selected the Grid View option on the main page either enter the List Number in the bottom left hand corner of your Call or Walk packet or use your correct list loaded in Votebuilder. Then select the blue Next button.

1. Choose Script that matches your Report Format (Your team will need to create this.)
2. Who Canvassed the Packet
3. When it was Canvassed
4. How they were contacted
5. Then make sure to choose the correct sort order so that it is in the same order as your packet
6. Then select the blue Next button

If you selected the correct Sort Order on the previous page, you can now enter the data from your packet in the order your packet appears in front of you. Simply select the correct responses for each person.

VANID	Name	Address	City	Party	Age	Phone	Result	Canvasser	2017 Cty Con Attend
3039222	Alford, Anne Maureen	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	Last Name, First Name	[REDACTED]
10308906	Anderson, Jeanne Cannady	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	Last Name, First Name	[REDACTED]

VOTEBUILDER 101

Entering Data Using a List of People (Cont.)

Once you have finished entering the data on the page hit the Save button in the top left hand corner and the Next button to move on to the next page. Once you have completed all of your entry hit save once more and you can go back to the Main menu.

You can change the default amount of rows shown when entering data by clicking the gear button above the save button. Then change the Default rows to the same amount on your packet and hit the blue Save Changes button.

Benefits of MiniVAN and Virtual Phone Banks

- No need to enter data after completing your canvass or call list
- Don't need to worry about people meeting in one location to get their packets. They can receive them anywhere.
- You do not need to worry about shredding your packets to protect people's information

voter PROTECTION

VOTER PROTECTION

For the first time ever, The North Carolina Democratic Party has a full-time voter protection team in place prior to the Democratic Primary. This team, comprised of attorneys and organizers will work with local county parties and community organizations to:

- 1) educate voters about voting rights;
- 2) advocate for pro-voter early voting plans and other reforms at County and State Boards of Elections;
- 3) monitor and combat voter suppression, intimidation, and misinformation; and build a statewide organization of voter protection volunteers.

County Party Chairs play a vital role in protecting the vote across North Carolina. The voter protection team relies on your leadership, local knowledge, and organizing prowess to monitor local Boards of Elections, report voter suppression and misinformation efforts, and build a voter protection program from the precinct level, up. Perhaps, most importantly North Carolina law vests the power to appoint inside poll observers with County Party Chairs. NCDP's voter protection program will rely on these poll observers to identify and resolve problems at the polls during One-Stop Early Voting and on Election Day.

VOTER PROTECTION

VOTER PROTECTION

In order to protect the rights of voters across North Carolina, the voter protection team needs your help in these six ways:

1. Build Relationships with your County Board of Elections and BOE Staff

County Party Chairs and other active members of your County Party's leadership should proactively build relationships with your Democratic County Board of Elections members and the County Board staff. By building these relationships early, County Party organizations can better advocate for pro-voter early voting plans and other reforms, resolve voting issues before they come to a head, and generally stay informed about local election matters.

2. Advocating for Pro-Voter Early Voting Plans and Other Reforms

NCDP is committed to fighting for fair, inclusive, and accessible early voting plans and other pro-voter reforms in all 100 North Carolina counties. The voter protection team needs your help, as a local partner and advocate, to ensure that early voting plans include voting sites and voting hours that will make it as easy as possible for voters to cast their ballots.

3. Encouraging Community Members to Serve as Poll Workers

The best way to protect voting rights at the polling place is to ensure that Board of Elections poll workers are knowledgeable about voting rights and capable of performing in their difficult role. North Carolina has more than 2,700 precincts. Every year, local Boards of Elections struggle to find enough community members to serve as poll workers. County Party Chairs can ensure that their county has competent, helpful, and pro-voter poll workers by encouraging members of their community to apply for those jobs with their county boards.

4. Sharing the NCDP Voter Assistance Hotline Number with Volunteers and Voters

Beginning in February, the voter protection team will launch a Voter Assistance Hotline that will stay active through the November 2020 General Election. Voters can use this hotline to (1) find information about where, when, and how to register and vote, and (2) report incidents of voter suppression, intimidation, misinformation, or other voting issues. You can help us share this number with voters by including it on canvassing materials, sharing it on social media, and otherwise promoting it within your county.

5. Working with NCDP to Recruit and Train a Voter Protection Team

The NCDP voter protection team will be recruiting and training volunteer poll observers, county leads, and voter protection attorneys all across the state. The voter protection team has a goal of having a volunteer voter protection attorney and at least 10 poll observers in every county. In order to ensure your county has adequate voter protection coverage, we will need your help identifying and recruiting volunteers.

6. Appointing Inside Poll Observers

Inside poll observers are the voter protection program's eyes and ears inside the polling place. They alone are positioned to identify such issues as aggressive or incompetent poll workers, broken machines, long lines, and other polling place issues. By law, inside poll observers can only be appointed by County Party Chairs. The voter protection team will work with County Party Chairs to recruit and train inside poll observers, but we need your help to make sure observers have been appointed.

Contact: If you have any questions about voter protection, voting rights, or access to the polls, please contact Seth Morris, NCDP's Senior Counsel and Voter Protection Director, at smorris@ncdp.org or (704) 640-8878.

NCDP Voter Assistance Hotline: 1-833-VOTE-4-NC
(1-833-868-3462)

additional PRODUCTS

ADDITIONAL PRODUCTS

The North Carolina Democratic Party makes it a priority to create, test, demo, and negotiate prices on digital tools and services. Here are our recommendations:

Email Platform/Management Database

Action Network: Action Network is a digital organizing platform. It's main tool is an email client (learn more about using Action Network as a digital organizing tool below). Here's what you can do with Action Network's mass mailer:

- **Send Mass Email:** Keep in touch with your membership, volunteers, activists, and voters using the built-in mass mailer feature.
- **Segment Your Email List:** Want to send an email to donors or non-donors, volunteers, or action-takers only? You can segment your emails and create customized audiences to get your message out to the right people.
- **A/B Test:** Test subject lines, call to actions, senders, and copy easily with Action Network's mass mailer feature.

NGP: NGP is an advanced-level email client and constituent management system. Here's what you can do with NGP:

- **Process Contributions:** Organize, target, and communicate with donors and file your required finance reports with NGP's database.
- **Segment Your List:** Use integrated features to communicate with supporters via snail mail, call-time, or the mass mailer feature with specific ask amounts based on giving and pledge history.
- **A/B Test:** Test subject lines, call to actions, senders, and copy easily with NGP's mass mailer feature.

ADDITIONAL PRODUCTS

Online Fundraising

ActBlue: ActBlue is an optimized, easy-to-use online fundraising platform. Because ActBlue works with progressive partners nationwide exclusively, donors are familiar with the platform -- and most importantly, they trust it's security. With ActBlue, you'll get:

- **Quick Setup:** Take advantage of big moments in digital fundraising by setting up Contribution Forms in minutes
- **Unlimited, Branded Forms:** Customize Contribution Forms to match your brand or design special branding for your fundraisers
- **Ticketed Events:** Set ticket prices and supporter levels, add event details, and give each host their own tracking number, and access your guest list. You can even use your cell phone to scan tickets at your event using the AB Events.
- **ActBlue Express Lane:** Online donors with ActBlue Express accounts can donate to you in a single click increasing your conversion rates! On average, 40% of existing donors are ActBlue Express users and are 79% more likely to donate using ActBlue Express.
- **Message testing:** Boost your conversion rates with built-in A/B testing tools.
- **Mobile-Optimization:** Don't worry about making your Contribution Forms mobile-friendly – ActBlue does it for you!
- **Compliance & Data Integration:** ActBlue makes compliance easy! ActBlue offers real-time data integrations with ActNetwork, ActionKit, and Blue State Digital. You can also import your data right into NGP.

AccelerateDems: Accelerate Dems is an online, self-service email library platform that allows you to purchase email templates on various topics and issues. With AccelerateDems you can:

- Download emails from an extensive list of end of quarter, rapid response, issue-based email library.
- Customize and tailor emails to your county.
- Receive HTML/Plain Text versions of your custom emails to insert into your email platform.

ADDITIONAL PRODUCTS

Digital Organizing

Action Network: Action Networks digital organizing tool set includes:

- **Petitions:** Create beautiful, functional, and embeddable petitions to help your constituents to take action on the issues they care about and help you grow your email list.
- **Forms:** Create surveys, collect stories, and ask voters to answer detailed questions so that you know more about your audience.
- **Events:** Use the accessible, fully-featured events tool to help you recruit for field events.

Text Out: Text Out is a peer-to-peer SMS platform that allows you to send text messages to voters.

- **Mobilize Voters:** Send personalized text messages to reach voters, build your volunteer capacity, and cultivate donors.
- **A/B Testing:** Send text messages to see which message is most effective.
- **NGP VAN Integration:** Pull your audience list straight from VoteBuilder and sync response data right back in.
- **Discounted Rate:** The North Carolina Democratic Party has negotiated a special rate for all of our counties so you can text voters for cheaper.



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