



DEMOCRATIC PARTY

OF KENDALL COUNTY

Precinct Chair Manual

Summary

- **June:**
 - Recruit Volunteers
- **July:**
 - Identify New Neighborhoods
 - Do Voter Registration to Identify Democrats
 - Train Volunteers
 - Start Canvassing
- **August:**
 - Canvass Using Tools -- Hustle, Voter Circle, Commit-to-Vote Cards, Mailings
- **September:**
 - Canvass
- **October:**
 - Canvass
 - Begin Newspaper Ads
 - Early Voting--get folks to the polls, monitor who is voting, have booth at Annex
- **November 7:**
 - Party

Democratic Voter Goals by Precinct 5/31/2018

Precinct	2016 Clinton Votes	Potential Democratic Voters*	Final	Goal 1 - June- Recruit Team	
			Vote Goal	Volunteers needed(Min)	Precinct Chair
1010	415	593	425	6	Meek
1110	508	726	525	7	Dollar
2020	227	324	240	3	de Berg
2080	423	604	450	6	Beam
2120	443	633	460	6	Caldwell
3030	245	350	265	3	TBD
3040	461	659	480	6	Jones
3060	63	90	65	1	Orr
4050	391	559	410	5	Ballard
4070	34	49	35	1	Speed
4100	433	619	460	6	Layton
Total	3643	5204	3815	50	

Turnout 2016 70%

0.7

*Clinton votes/0.70

Turnout History - Votes

Primary

General

2018	1031		
2016	851	3643	(Hillary)
2014	313	2131	(Leticia)
2012	302	3043	(Barack)

Note to Precinct Chairs: we need and want your feedback on **ALL** of this material. This is a collaborative effort, not “stone tablets from on high.”

Precinct Chair Duties

- Attend at least four meetings of the County Executive Committee (CEC) every year. (Note: we are currently meeting monthly to prepare for the election, and we encourage you to attend as many meetings as you can.) The CEC governs the Kendall County Democratic Party (KCDP).
- Official Duties of the CEC:
 - Appointing a new county chair (if vacated) and fill precinct chair vacancies when they occur
 - Select nominees for the ballot when a candidate withdraws or dies
 - Make decisions on local party activities
 - Perform oversight on party business and finances
- Unofficial/non-statutory duties of the Precinct Chair:
 - Serving as the precinct “Organizer in Chief, recruiting volunteers and organizing outreach activities
 - Serving as a voter registrar and/or election judge/clerk (after training by the KC Elections Dept)

GOTV

The **number one goal** of KCDP is to “Get Out the Vote” for this November’s election—for the entire slate, not one candidate at a time. (Candidates will organize their own individual efforts; the role of the KCDP is to support the entire slate.) To reach this goal, we must:

- Identify and enlist volunteer help (see “Volunteer Recruitment Best Practices” at end)
- Attend training on processes (such as phone banking) and tools (such as VAN and VoterCircle)
- Identify likely Democratic voters
- Reach these voters via phone banking, block walking, social events, and other tools
- Obtain commitments from these voters to go to the polls during early voting/Election Day
- Identify those who need rides to the polls or other assistance (such as instructions for requesting a mail-in ballot) and deliver that assistance

It is **critically important** that whatever data you gather (during phone calls, block walks, social events, or whatever) is **entered into VAN**—either by yourself or a designated volunteer. The better our data gets, the better we can target our efforts—in this election and beyond.

Proposed Schedule

- June:
 - Make sure you’re connected to our online community:
 - You’re already on Kevin’s CEC list, Laura’s Outreach list
 - Join the mailing list of Boerne Area Democrats (BAD)
 - “Like” the Facebook pages of KCDP, BAD, and Texas Democrats

- Attend training: online (see “Additional Resources”), in-person (watch for emails from Laura)
 - Familiarize yourself with your precinct
 - Which areas are “walkable” and which aren’t
 - For those that aren’t, determine the most effective way to reach these voters
 - Drive around precinct to identify new neighborhoods in which a voter registration drive would be productive
 - Recruit volunteers (Rule of thumb: one volunteer for every 100 potential Dems in the precinct)
 - Particularly important to recruit volunteers with strengths/likes different than yours
 - Establish specific, measurable goals:
 - Number of phone calls made
 - Number of doors knocked
 - Number of Hustle messages sent
 - Number of VoterCircle messages sent
 - Number of people hosted at social events
 - Number of volunteers recruited
- July
 - Complete any open items left on the “June” list
 - Conduct door-to-door voter registration in new neighborhoods identified in June
 - Identify and engage likely Dem voters; note anyone who will need assistance (rides to polls, mail-in ballots)
 - Phone banking
 - Block walking (give them appropriate printed materials)
 - Social Events
 - Hustle
 - VoterCircle
 - Find out which residents want which yard signs and make plans to deliver them
- August
 - Continue July efforts

- September
 - Continue August efforts
 - Recruit volunteers to provide rides to polls during early voting/Election Day
 - Find out which voters will need rides to polls or mail-in ballots (see note) and record that information. (note: voters can apply for a mail-in ballot if they're over 65; will be away from the county on election day and early voting; sick or disabled; confined in jail but eligible to vote)
 - Distribute "Commit to Vote" cards to likely Dem voters via block walks and social events

- October
 - Continue September efforts
 - Assist with mail-in ballots for those who requested them
 - Once early voting has begun, VAN will be updated daily. Use updated lists to identify those who have not yet voted, then contact them to encourage them to do so

- November
 - Use updated lists to identify those who have not yet voted, then contact them to encourage them to do so
 - Provide rides to polls to those who requested them
 - November 6: Attend our "Watch Party" and celebrate our hard work and results!

Available Resources:

- Precinct-specific VAN list (provided separately)
- Training on specific tools (Canvass Training, Hustle, VoterCircle, etc), emailed as available from Laura (will also be on the website when it's up and running)
- Online Training from Texas Democratic Party

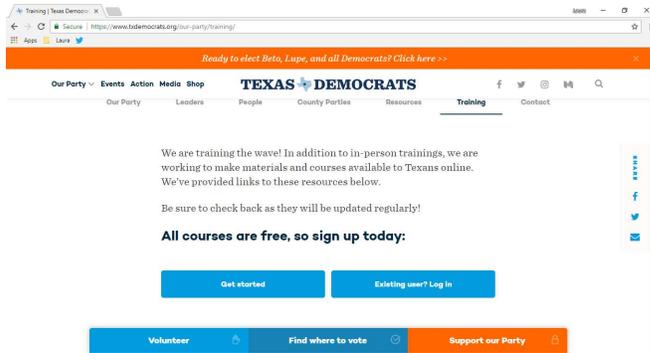
The Texas Democratic Party has an ever-expanding list of online training that you can access at any time (including a link to the national party's training website with even more resources). All courses are free of charge and can be taken at your own pace. Sign up today!

<https://www.txdemocrats.org/our-party/training/>

Courses currently include:

- Activist 101
- Introduction to VAN
- Volunteer Resources

As you scroll down the page, you'll see the following two boxes: Get Started and Existing User? Sign In.



Click on the “Get Started” box to see a list of courses and choose the one that’s right for you. Once you’ve selected a course, click the “Add to Cart” button (that’s just how the site works; there are no fees for any courses). You’ll then create a profile (“Sign In”) to use to access your courses going forward.

- Deputy Voter Registrars
 - Susan Dollar and KC Elections Administrator Staci Decker have a list of current DVRs
- Printed Materials: Slate cards; Instructions/dates for voting; “Commit to Vote” cards; KCDP pushcard

Volunteer Recruitment Best Practices (from the Texas Democratic Party)

- Ask for volunteers on community boards.
- Set up a Facebook event.
- Email and/or call past event attendees.
- Call Democratic supporters in the nearby area.
- Reach out to existing social networks.
- Do a phone bank using personal and VAN lists.
- Do not give the respondent an opportunity to say “no”.
- Start high - ask for more than you think the potential volunteer will give and work your way down to smaller asks.
- Ask three times.
- Have different levels of asks for different levels of engagement.
- Have volunteer signup sheets out at events - follow up with those who sign up!
- Get feedback from volunteers on their experience, through follow up calls or consultations. Take the feedback into serious consideration to improve volunteer experiences.