

# Precinct Organizing



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# Meet your trainers

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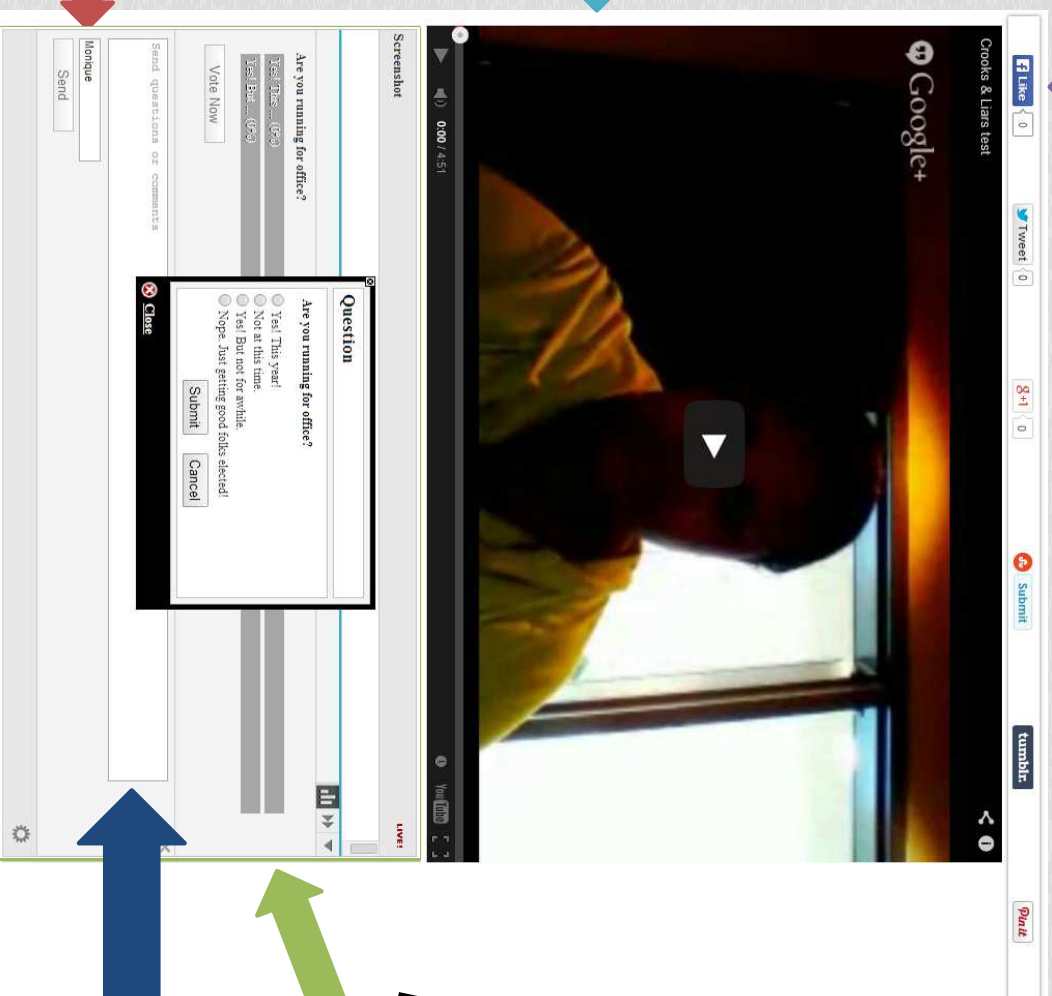
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# Training Logistics

Be Social!  
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The live training.

Tell us who you are!



See questions & comments from the DFA community.

Type your questions & comments here.



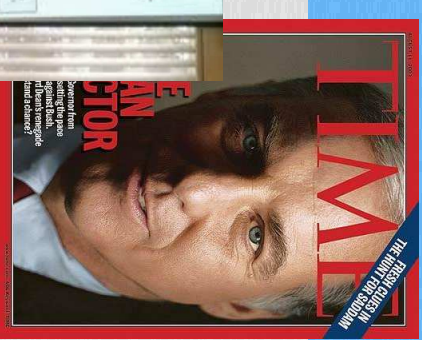
# Who We Are

## Democracy for America

- Founded in 2004 by Gov. Howard Dean
- People-powered political action committee
- Dedicated to changing the Democratic Party from the ground-up

## Night School

- More than 40,000 trained since 2006!
- Elect & develop progressive voices



# Field is where we win.

**“The only way I know how to organize people is to talk to one person, then talk to another person, then talk to another person...”**

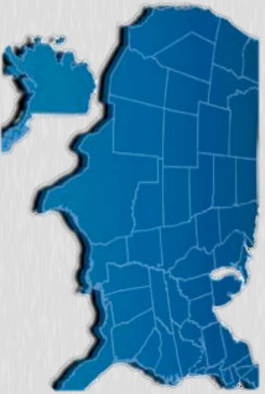


**-- César Chávez**

# What is a ‘precinct?’

## Smallest administrative electoral unit

- Also known as ‘Electoral Districts’, ‘Towns’ or ‘Wards’
- All voters have the same ballot and elected officials
- Have a set number of voters
- Have continuous boundaries



Nation



State



District



County



Precinct



# Types of precinct organizing

## Type 1: Campaign

- Short term: June through November of election years
- Organized by campaign staff
- Focused on winning a particular election
- Centered around a candidate

## Type 2: Neighborhood

- Long term: Not limited by election calendar
- Focused on long range goals
- Organized by local volunteers

### Strengths

1. Professionally staffed
2. Controlled message
3. Access to campaign resources

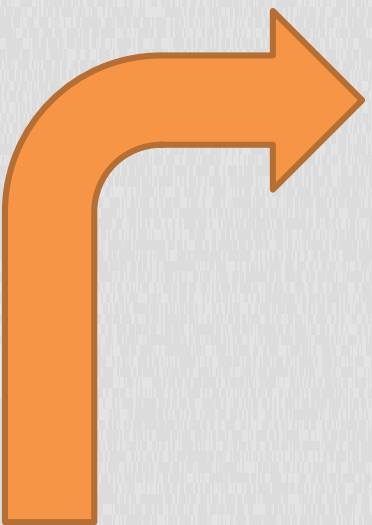
### Strengths

1. Familiarity
2. Continuity
3. Access to community resources

# Mutually beneficial partnership

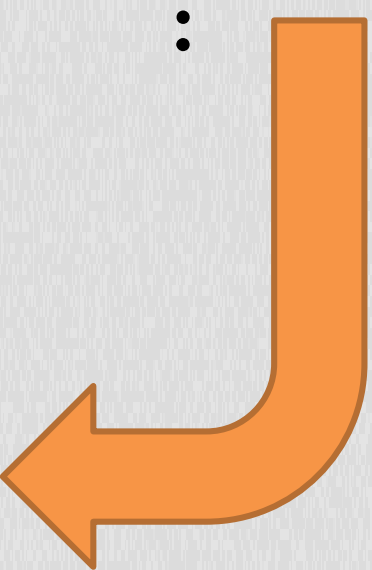
## Campaigns

- Bring an influx of money and people
- Get new people involved locally



**Which  
benefits...**

**This  
helps...**



## Neighborhood Precinct

### Organizations

- Create a permanent volunteer pool
- Build institutional knowledge about an area



# Organizing Individual Precincts

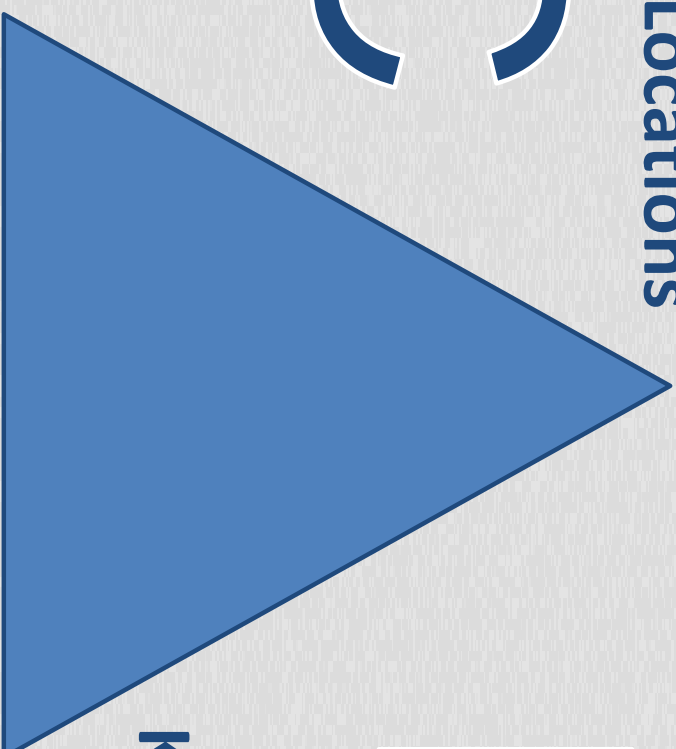
1. Get to know the political landscape
2. **Initial Recruitment**
3. Planning & Precinct Management
4. Make your presence known
5. Work your precinct

# 1. Political Landscape

## Know The Dates & Locations

- Election dates
- Important deadlines
- Precinct maps and boundaries
- Polling locations
- Party rules and by-laws

# C



## Know The Players

- Neighborhood Assoc.	- Elected officials (city, county, state)
- Ward or Area Leaders	- State Party leadership (Chair, staff)
- Local issue groups	- County Board of Elections Officers & Clerk

# B

## Know The Numbers

- Voter registration
- Voter turnout
- Democratic performance
- Other demographic info
- Individual voter history

# A

# 2. Initial Recruitment

## 1. Relational

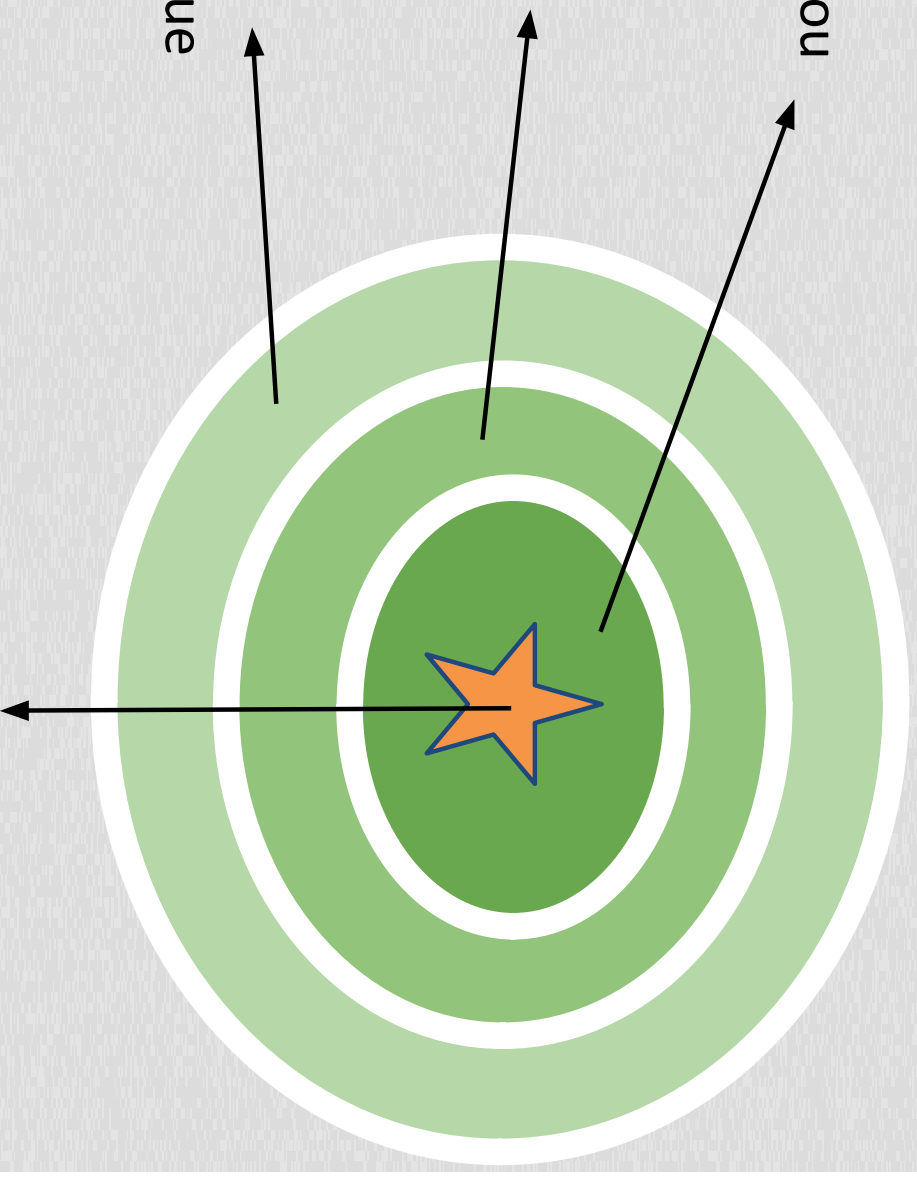
Primary motivation: Personal ties to you

## 2. Voter History

Primary motivation: Sense of civic or partisan duty

## 3. Public Displays of Affiliation

Primary motivation: Passion for an issue or candidate



You

# ARMY QUESTIONS ?

# 3. Planning & Precinct Management

Goals, Timelines, Benchmarks

Managing & Delegating

# Goal Planning



**Goal: Raise the Democratic  
Performance of my precinct from  
20% to 33%**

	Current	Goal
Registered Voters	1000	1050
Registered Democrats	300	350
Total precinct turnout	500	600
Total D Turnout	100	200
Democratic performance	20%	33%

# Managing & Delegating



- Your team is valuable — Let them know!
- Always provide the context for any action
- Specific tasks and clear goals
- Keep it social, keep it fun

- Invest your team members into the plan
- Ask each person for an individual commitment

## Common Precinct Roles

- Block Captain
- Data Director
- Research Director
- Early Vote Coordinator
- Poll Captain
- Social Chair

# 4. Make your presence known

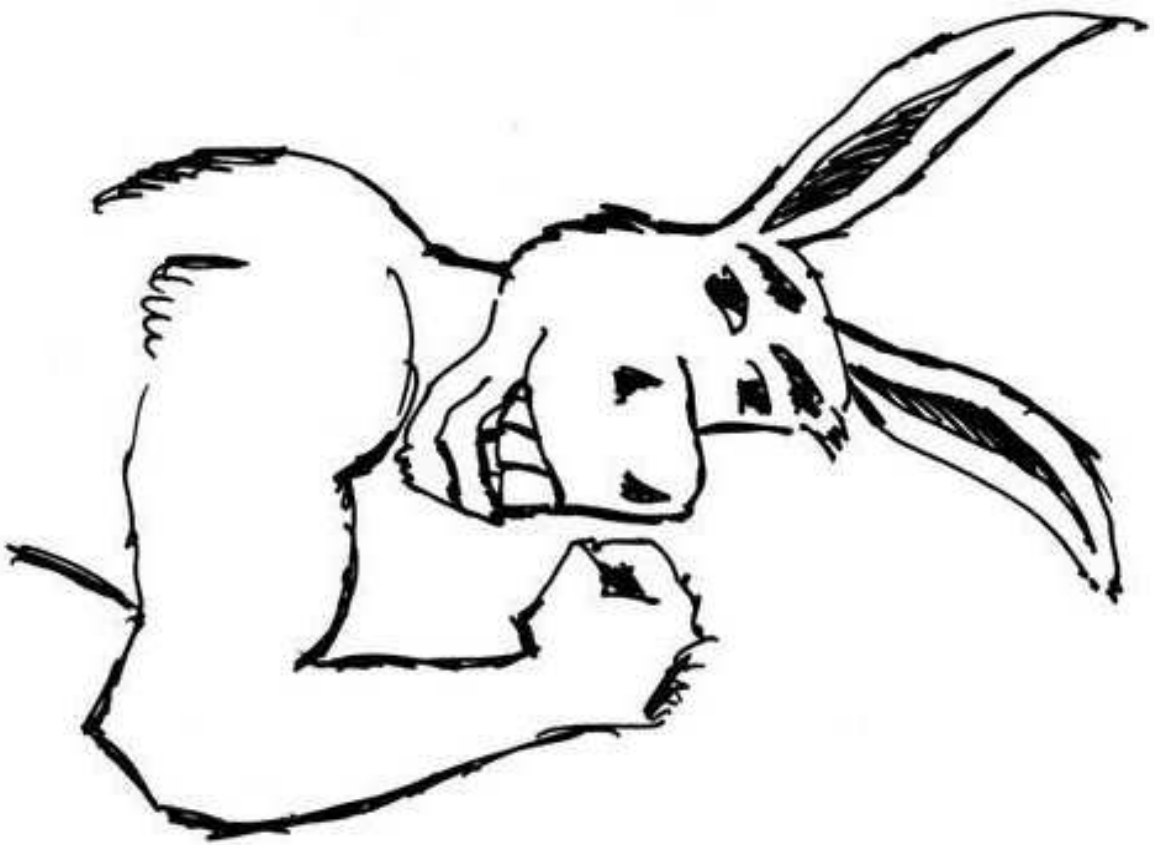
## Host an event!

- ☐ ID your guests
- ☐ Lit drop invitations
- ☐ Call to follow up
- ☐ Casual, fun setting





# 5. Work Your Precinct



# ARMY QUESTIONS ?

# Thank you!

**Need an exercise**

Send questions to

[training@democracyforamerica.com](mailto:training@democracyforamerica.com)

Coming up:

Putting the Voterfile  
to Work

Trainer: Mudcat  
Arnold

6pm PT/ 9pm ET

[Democracyforamerica.com/training](https://democracyforamerica.com/training)

[training@democracyforamerica.com](mailto:training@democracyforamerica.com)

**D** ★ **F** ★ **A** 

**NIGHT SCHOOL**