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Introduction and Preliminaries:

At the time of writing, 175 Green office holders in 25 states are hard at work. They are creating public policy on important issues including civil rights, a living wage, affordable housing and alternative voting systems.. They are advocating for peace and opposing urban sprawl and expansion of corporate power. Green office holders are able to impact their communities and put Green values into action as legislators. These Greens reached out to voters of diverse backgrounds, brought together coalitions of community organizations and individuals to begin to reclaim their local governments.

The growth of the Green Party continues in 2003 and toward 2004. All across the country hundreds of Green Party candidates are challenging the political status quo.

Now is a great time for candidates and activists to learn the art (as well as the nuts and bolts) of running for office, and a smart, energetic candidate can win. We need qualified people who are willing to run for office, and teams of dedicated people behind them to help elect more greens to office at every level. We especially encourage people who are under-represented in elective office to consider running; women, African Americans, Latinos, Native Americans, Asian Americans, gays and lesbians, people with disabilities, young people and members of other traditionally underrepresented communities. If you or someone you know is considering running, please contact your state Green Party, or local chapter. Links to state party and local chapter websites can be found at <http://www.gp.org>. Contact information for state parties and your state election office are included as an appendix to this manual.

To run as a Green candidate, you must be either a registered Green, if party registration is possible in your state, or a member of your state Green Party. Rules vary from state to state, so check with your state election office for eligibility requirements. Green candidates must also demonstrate a commitment to the 10 Key values.

A winning campaign is a team effort. It is essential that candidates work hand-in-hand with campaign managers, fundraisers, organizers, web designers and volunteers. This manual is not just for candidates – it is intended to help all Greens interested in building campaign skills.

We hope you find the 2003 Green Party Campaign Manual useful in planning and running your campaign. If you have suggestions or additional questions, please contact us.

Sincerely,
The 2002-2003 Coordinated Campaign Committee

Special thanks to Susan King (CA), Dan Kinney (PA), Juscha Robinson (WI), and Penny Teal (CT) for working on this manual, and to all 552 Green candidates across the country who took the plunge in 2002.

The Role of the National Party in Assisting Your Campaign: the Coordinated Campaign Committee

The Coordinated Campaign Committee (CCC) is a standing committee of the Green Party of the United States (GP-US) that cooperates with state and local parties in the coordination and support of federal, state, and local Green Party electoral campaigns. Specific functions of the CCC include:

- a) Tracking of Green Party candidates at all levels of government.
- b) Facilitation of discussions regarding electoral strategy among state parties.
- c) Identification of target communities and districts for national support.
- d) Support for candidate recruitment in targeted communities and districts.
- e) Volunteer, media, celebrity, and resource mobilization for specific candidacies in targeted communities and districts.
- f) Training and materials support for Green Party candidates and activists.
- g) Analysis of past campaigns for lessons learned.
- h) State-by-state tracking of ballot status and laws.
- i) Publication and distribution of an annual call for candidates.
- j) Organization of a Green Party campaign school.

In carrying out these specific functions, the Coordinated Campaign Committee considers the following priorities:

- i) Securing and maintaining state ballot lines.
- ii) Existing on-the-ground support for candidate.
- iii) Likelihood of winning.
- iv) Racial inclusion, diversity, and gender balance .
- v) Four Pillars and 10 Key Values of the Green Party.
- vi) Potential for Green Party growth in targeted area.
- vii) Past electoral success in targeted area.
- viii) Likelihood of gaining legislative majority or of securing an executive office.
- ix) Districts/States where incumbent is unopposed or only one other candidate has announced for office.
- x) Districts/States where Green candidates are likely to run at least second.
- xi) Districts/States where all other likely candidates are highly objectionable.

The Coordinated Campaign Committee is composed of 10 voting members drawn from affiliated state parties. CCC members are selected annually by the members of the Coordinating Committee, and may be members of that committee or of an affiliated state party; no state shall have in excess of one member on the CCC. Vacancies on the CCC are filled by the Steering Committee. The members of the CCC annually elect up to three co-chairs from among its members.

The Coordinated Campaign Committee works with a pool of CCC State Associates; these include one liaison from each affiliated state party not already represented on the CCC, as well as staff or other persons necessary to the productivity of the CCC, who shall be chosen as deemed appropriate by the CCC. Associates may participate in CCC discussions and meetings as needed but are not regular voting members of the CCC. For more information on the CCC and resources for candidates, go to <http://www.gp.org/committees/campaign/index.html>.

I. Recruiting Candidates

One of the most important factors of a compelling, competitive campaign is a good candidate. Finding a good (or great) candidate is hard work, and is one of the most important tasks Green activists undertake when considering running someone for office. Many of us tend to look around the room at Green Party meeting when it is time to select our standard bearer. Here are some ideas that will help you find the ideal candidate beyond eenie-meenie-miney-mo.

Laying the groundwork

Form a candidate recruitment committee. Develop an endorsement procedure (preferably within your bylaws), including the voting method to be used (Instant Runoff Voting, consensus, proportional representation, straight majority, etc.) and a strict definition of eligibility to vote (only registered Greens within the district of candidacy may be required by law in some states).

Spread the word. Obtain a list of registered Greens in region/district from your local elections office, or call through your local Green chapter's membership/contact list, and inform them of the party's plans to run candidates.

Get chapter members involved in the community. Attend town meetings, state legislature hearings, activist or progressive meetings and events, peace rallies, farmers, markets, etc. Meet with people who are active in criminal justice reform, economic fairness issues, women's organizations, racial justice forums and other activities that attract progressives and community leaders. Identify key people within activist and social networks (they don't have to be Greens to begin with, as long as they're willing to discuss running as Greens).

Survey the scene. Get a list of every race occurring in the area (from Secretary of State, county, and city hall elections departments) and identify seats which offer the best chance of a Green winning. Consider political climate, potential competition, fundraising potential, likely amount of volunteer support, number of votes needed to win (check previous races), media connections or sympathies, as well as strengths and weaknesses of potential Green candidates. Prioritize races in which you would like to run for and win.

Draft your platform and identify key issues for upcoming races. Make sure prospective candidates are clear on where their Green constituency stands on these issues. Use the local community issues in conjunction with the party's 10 key values.

Imagine your dream candidate. Prioritize qualities that are most important for your candidate to possess (e.g., integrity, commitment to Green values, history of political activism, knowledge of particular issues, speaking ability, name recognition, media appeal, ethnic diversity, gender). Never run a candidate who is not qualified to do the job if elected!

Look around. Identify individuals who meet your criteria or are able to develop in areas in which they need to improve. Make a list of likely prospects, and analyze them for strengths and weaknesses. Select a final few to approach.

Recruiting the candidate

Make contact. Get to know a prospective candidate personally before ever mentioning running for office. Try to determine her level of integrity, energy, etc. If there is difficulty in meeting the prospective candidate, try to get an introduction through mutual acquaintances.

Meet face-to-face. Discuss the candidacy with small group of the most active Greens first. Learn what issues you and the candidate share, what kind of time commitment she could make, and how dedicated she might be to the candidacy. Talk about issues; make sure there is a philosophical accord between chapter and candidate. Be honest about time commitment required when running for office. Be honest about level of financial and volunteer support you can offer, and find areas where her personal connections could complement yours. Appeal to her desire to help others and emphasize that this is a group effort, not a one-person show.

Be clear about expectations. Do you expect the candidate to turn over donor lists or other resources at the end of the campaign? Do you expect to be consulted about progress and strategies as the campaign progresses? Is the candidate clear that you are expecting her to run as a Green? Will she participate in other Green campaigns or activities?

Endorse. Bring prospective candidates to chapter meeting for endorsement interview, if needed. Endorse and/or thank the prospective candidate for her time and involvement in the process.

Why Women Should Run for Office

By Penny Teal (Former candidate for Connecticut Assembly, November 2002)

You say you're going to be post-feminist in the post-patriarchy? That you eagerly await the day when women enter the power arena, not to claim a meager share of the top block of the extant pyramid, but to transform the hierarchy into a level playing field where all will share power - male or female, gender-identifiable or not? And that, however distant that day may be, it'll have been worth the wait? I'm with you on the first two counts... but with a daughter approaching puberty, the pressure to create the Post-Patriarchal World (PPW) now is weighing heavily on my mind. Women's suffrage happened in the penultimate century; Helen Reddy is post-menopausal; and (to steal a line from Stevie Nicks) I'm getting' older too. It's way past time for the PPW to have arrived.

We need more women of the compassionate, cooperative sort in government (women bearing little resemblance, alas, to many women now holding office). We need biological women of this sort, no matter how many compassionate, cooperative males may someday hold office. It's not that we don't need feminine men involved, we do. It's just that the

patriarchy will still maintain its stranglehold, regardless, until there are more biological women in positions of power. Because even if the men in leadership positions knew that women would be accepted among their ranks, women would not truly know it until they tried it, nor would other men, and so the patriarchy would remain unchallenged.

Without even taking a poll, we can be sure (based not on clairvoyance but on an unfortunate familiarity with the culture in which we live) that more men than women are likely to run for office, even within the Green Party. In fact, last year the Greens, slate was 84% male.

That the more desirable feminine qualities are sadly wanting in most of our elected officials, while the negative masculine ones abound, is evident in the grim-and-growing-grimmer statistics with which we are daily confronted. A dearth of compassion is evidenced by the millions who cannot obtain health insurance, by what we've done to welfare as we used to know it; and by our grossly inequitable funding of education. As for an inability to listen to others, look at our foreign policy, our diplomatic zero-ness. Problems of dominance? Ditto. Look at our domestic policy, too. Look at the mess we are in, on all fronts.

The advent of the Reign of W. has convinced us all that we must change the system, with all due haste. The point on which progressives tend to differ is whether we change things by reforming a party whose leadership has shown itself to be putty in the hands of corporate campaign donors, or through an idealistic and as-yet uncorrupted but logistically challenged alternative party. But there is another aspect to this debate, one which is beautifully captured in the writings of Starhawk (see, for example, *Webs of Power: Notes From the Global Uprising*) and in commentary by the women of POCLAD (the Program on Corporations, Law and Democracy), among other sources. The Reign of W. is the zenith of the white, rapacious, amoral patriarchy. Token minorities and females in the administration notwithstanding, the values embodied and advanced by W-ites are the reeking essence of Patriarchy.

The Patriarchy cannot end without feminist females sharing in the power structure, taking an active, visible, and non-patriarchal role in the government. The ostensibly feminine values which we progressives hold dear can be introduced by males, of course. But then who is to provide a role model for women seeking to exercise power. Who will be convinced, at the core of his or her being, that women are sharing equally in the distribution of power, unless women are counted equally among the representatives selected to wield power at all levels of government?

Last year, after seeing that a good, strongly feminine male friend of mine was running for state representative (and knowing that, at that time, not a single candidate in Connecticut was a woman), I ran out of excuses not to try running for the sake of the Green Party.

The experience wasn't any less stressful than I had anticipated. But in the end, it was overwhelmingly a positive one. Even though I gave talks that were less than eloquent, occasionally embarrassed myself, and felt the sting of rejection on a regular basis, I also

learned very quickly that the message I carried mattered to people. The need to provide health care to everyone regardless of income, putting an end to corporate welfare, abandoning our insane drug policies - those issues resonate with many people. There were people from every imaginable walk of life (crew-cut firemen, elderly lifelong Republicans, high school students) who agreed with me on the issues, and who wound up voting for me. There were many more who appreciated the fact that I was putting my ego on the line and sacrificing time at home with two children, four cats, hot tea and serenity. And perhaps most importantly, finally I could claim to be practicing what I'd always preached.

In the end, after decompressing from the campaign and taking some time to introspect, it became clear that I had grown in ways that would not have been possible otherwise. I had dared, in a most unfeminine manner, to tell people exactly what I thought was right and wrong in the political realm, and to let them cast their votes to accept or reject that (which, by the end, did not feel like an acceptance or rejection of me - too much. It helped to have the "fear of voting for a third party candidate" crutch.) A ton of guilt over not doing anything to help this screwed up, sick world dissipated, overnight. I lived through it, and with only 1,487 votes for, felt that I had achieved a major personal victory.

It was a minor advance toward the end of patriarchy, as well.

Women, I advise you all to consider running for office. Without us, even with a regime change, the world will not be safe for our daughters (or sons). With us, the Post-Patriarchal World can be a reality.

II. Getting Started

There are many important factors to consider before announcing your candidacy for office. Here are a few considerations:

- **Are you qualified?** No candidate should seek an office for which they are not qualified and not willing to accept should s/he win;
- **Will your candidacy contribute to the diversity of the party?** If you are white and male, think about how you can support female and candidates of color before deciding to run for office. Local and state party activists should actively pursue women and minority candidates. They should encourage male candidates to consider the impact of their decision to run on the diversity of the Green candidate pool. This is not to say that white males should not run, but that we should strive to have gender balance and proportionate representation for minority candidates..
- **Why are you running?** Before you run, it is important to figure out what your goals are and how you will achieve them. Are you running to win? To build the party? To

help a state party keep ballot access? To develop campaign skills? To take a stand on an important issue or issues? To support important ballot measures? To bring new voters into the party? To build coalitions with other progressive groups? To "spoil" the race? The goals for your campaign should be identified, and your campaign plan should outline how you plan to achieve your goals. For instance, if you are running to increase Green registration in your area, voter registration should be a key element in your campaign. Ideally, the party will be significantly enhanced following your campaign, with new locals or new active members and a greater diversity (age, ethnicity, profession, backgrounds) within the party in your campaign area.

- **What is the political climate in your area?** Is there a local Green Party in your area? How many registered Greens are there in your area, if state law allows for party registration? How do progressive candidates and other Green candidates fare in your area? Does your state have ballot access for the Green Party? Ideally, you should look at these factors and consider what kinds of support you have before jumping into a larger race. What are pressing local/political issues that Green candidates impact? For example, if factory farms are moving in to an area, Greens can make a difference by running for soil and water commissions to talk about the impact of these kinds of operations on the local environment and economy. Other favorable situations are races without incumbents (or very unpopular ones), or with only one other contender.
- **What office should you seek?** If you are running to win, start local. Go to your local elections website (or office) and find out what local seats are up for election and match this with your interest and expertise. In a lot of states, many of these offices are non-partisan. Many are below the radar, so to speak, and do not get the visibility of higher offices. Nonetheless, these are the seats that offer Greens the best chance to win elections and put Green values into action via legislative changes. They are also stepping-stones to higher office down the line. In some areas, city council races are small. In other places, they are larger and more intense than state assembly races. Examples of local offices (which vary greatly in both name and substantive work across the country) include: School Board, Community College Board, Rent Control board, Planning Commission, Conservation District, Water Board, Fire District, Transit Board, and Board of Appeals, to name just a few. Commissions and Boards are excellent places to get in on the ground level of local governance. Be sure to talk with your local and state Green Parties, too, about short- and long-term strategy for electoral activity.
- **What resources are available to you?** Again, the local Green Party is your best first place to start. How can you work together to make your campaign a success? You need to assess your personal resources as well: finances, networks of support, professional connections, clubs and other affiliations that you can activate, family, friends, co-workers, and most importantly, your time. What commitments do you have that may limit your campaigning? Consider the effect of your campaign on your family and your job. Could you take some time off to campaign full-time? Do you have the support of your family? What is your reputation in the community?

Once you have decided to make the commitment and chosen your race, it is time to start your campaign!

III. Creating a Green Campaign Plan

File papers establishing your candidacy and comply with other official campaign requirements: If you are running for state or local office, you must fill out paperwork and file it with the appropriate campaign office. In some states, you may get the paperwork from the state election office. In other areas, you might get the paperwork from the county clerk.

Ask what kind of help the state or local elections office can give you. Many elections offices offer training on the basic requirements for running for office. Some elections offices may give you a calendar with deadlines, a check list with filing requirements, finance and reporting documentation requirements, and basic campaign finance rules and limits. If you are running for federal office, the Federal Elections Commission provides a variety of resources for candidates including a video for candidates entitled, "Why Me?" (www.fec.gov).

Other key information to gather includes: Sign posting ordinances, postal regulations for political mail, and any local campaign ordinances. There may be a fee that you will be required to pay when you file your initial papers. The amount will vary by office.

An important note on campaign finances: your campaign MUST comply with all local, state and federal campaign finance requirements. If you are running in a local race, your local elections office will be able to help you with figuring out the applicable law. The most basic aspect of complying with campaign finance laws is the filing of your campaign committee. You must have a treasurer, who puts his or her name on the filing, and takes legal responsibility for the accuracy and timeliness of any committee reports, which are required at certain points during the campaign. There can be hefty fines for even a few days' delay in filing a report. In most states, local races can exempt themselves from filing most of these later reports if they check the box on the initial filing, promising that they will not spend more than \$1,000. This is a waiver.

Another important thing to keep in mind even this early, is that there is usually a requirement that campaigns record contact information and employment of any contributor over a certain amount. This is typically around \$100, but many Green campaigns choose to gather this information for any contribution over \$20. This information is reported in your committee filings, which can then be reviewed for conflicts of interest or other misappropriation. The materials you receive from the elections office should include what information you must gather. Design a small slip that contributors can fill out when they write their checks to your campaign.

Timing is everything: If you plan to run for office, think about what year you will run in and find out the important timelines for your race. When are the filing deadlines? What

kinds of things do you need to file to run? If signatures are required in lieu of filing fees, how many do you need and how do you plan to get them in the time allotted? Figure these questions out as soon as you start to plan your campaign.

When should you announce? Ideally, as soon as you are ready to run. Your campaign announcement should be your first major event, and should definitely include a strong fundraising pitch and request for volunteers. The advantages of announcing earlier means that you have a jump on endorsements from local progressives and can stake out the race as 'yours' first (so your opponents are the spoilers). On the other hand, announcing too far in advance can back-fire, resulting in no media attention and an early depletion of your campaign's limited resources.

Assemble your campaign team: Never go it alone, even from the start. Your best sources of support are from your network of contacts and the local Green chapter, so start there. If you are running in an area where there is no Green local, a campaign is a great project around which to start one! Green campaign teams often develop into Green locals after Election Day. For information about how to start a Green Party local, contact your state party or the national green party office.

The four most important team members a campaign needs are: 1) campaign coordinator or manager; 2) treasurer (legally required); 3) volunteer coordinator and 4) fundraiser.

Other assignments include: phone bank coordinator, scheduler/events tracker, precinct coordinator, precinct captains, precinct walkers, graphic designer, press secretary, policy director, research coordinator, database manager and IT coordinator. See the section on *Volunteers* for more info on this subject.

Find the numbers: You need to figure out how many votes are needed to win, where your likely support will come from and how you will reach them to win. When you file the papers to establish your candidacy, you should also ask for previous elections data for the office you seek. Registration information, in states where it is available, will tell you how many Greens, Democrats, Republicans and "Decline to State" voters are in your district. Voter turnout is another key source of information.

The state elections office is an excellent resource for election results by district and precinct from past elections. This information is often available on-line as well. While you will not be able to see how individual voters cast their votes, you will be able to view vote totals by precinct. With this information, you can identify areas in which to concentrate your efforts, which is especially helpful in large district races.

It may also be helpful to get results for other offices where Greens or progressive candidates ran recently, so you can get an idea of if there is an area that may be especially supportive of your candidacy. This is critical for developing a campaign strategy. See the section on *Targeting* for more info on this topic.

Identify three to five key issues to promote during your campaign: What are the most important issues to voters in your community? How do they affect your race? What issues are you passionate about? Why are you running in this race? Greens have a strong platform to run on. Identifying community concerns and illustrating how our values and ideas address those concerns is key to gaining support of voters.

Make a campaign timeline: Develop a campaign calendar with key dates for filing and other benchmarks. It is also good to find out about public events in your area and schedule those in as well. You will be reaching out to lots of different organizations, so it is good to get an idea of when groups hold their regular meetings and ask for time on their agendas to meet with members. Regular campaign team meetings are best scheduled later at night or early in the day, to leave prime time for campaign related events. Use computer software, if possible, to help you keep track of the many commitments you have during the campaign.

Make a budget: A budget includes projected expenditures and income. Set up a fundraising plan – figure out how your campaign will go about raising money. Plan your expenditures – how will your campaign spend it? Once you have a budget, you can determine your field, media and outreach strategies based on a realistic assessment of your finances. Costs to consider, even for a bare bones grassroots campaign, include: filing fees, fundraising expenses, printing for signs, brochures, walk pieces, direct mail expenses, web design fees, event related costs such as food and beverages, and food for volunteers. Additional expenses may include: office space, print ads and media buys (radio, cable TV), staff stipends, other campaign materials like stickers, buttons, t-shirts and yard signs.

Create a system to track information: A good list of names is the foundation of a winning campaign. Your campaign will use your list for fundraising, finding volunteers, and reminding people to vote. It is best to keep your information in a database. If you cannot find good or affordable database software, maintain your information in a spreadsheet. Regularly back up your information and store the backup disk at a second location.

Add any new names you acquire to your list. Note where they came and when you acquired the information. Think about innovative ways to build your list. Always have a clipboard ready to sign up new supporters. Do sign-ups at every tabling location, event, rally, etc.

If you cannot keep track of information on a computer, use a paper filing system with 3"x5" note cards. You can also use a three-ring binder system. Make a 8.5"x11" information sheet for each contact, and organize the sheets alphabetically.

IV. Grassroots Fundraising Basics

How much do you need and how much can you realistically expect to raise?

Draft a basic campaign budget of everything you must absolutely do, things you would like to do, and things that would be fine to do if you have the money. Once you have your priorities, you will know what you are asking donors to give to and why it is so important that they do so.

How are you going to get it?

Ethical fundraising: With one minor exception that does not apply to candidates, The Green Party and its candidates do not take Political Action Committee (PAC) money or corporate contributions. Green candidates and others who eschew corporate controlled politics must focus on other types of fundraising to fund their campaigns. Here are some tried and true grassroots methods:

1. Candidate calls:

The candidate should go through all of his or her personal and professional contacts to find likely supporters. Make a list on paper or using a spreadsheet. Determine an "ask" amount for each of your contacts. The best way to determine an "ask amount" is to figure out how much you think the prospective donor can give and then double that amount. Set a schedule to contact everyone on this list.

A secondary source of names should come from professional contacts within organizations that are likely sources of support. For example, Medea Benjamin, California's US Senate candidate in 2000 and co-founder of Global targeted human rights groups, anti-globalization organizations and leaders, etc.

You cannot raise all of the money you need to win alone. Ask all of your donors, prospects and volunteers to mine their own rolodexes (or PDAs) for potential donors. If you know someone has their own list, ask them to share it. Ask them to solicit their contacts or figure out a way for you (the candidate) to solicit them. It is helpful, but not necessary, to send a preliminary mailing to people who may need a little background on the candidate before being asked.

Remember your contribution limits! Federal election law limits individual campaign contributions to \$2,000 per election cycle. Contribution limits on local races vary.

Remember your manners: Thank your donors with a personal note for their contributions. Do this within a few days of receiving the checks.

2. Direct Mail:

- Gather **lists** of likely donors (registered Greens, members or supporters of your Green

local, members of organizations or clubs you are affiliated with or active in, lists from previous campaigns, list swaps with organizations or publications). Try to get lists that are in an electronic format. This will save your volunteers from dozens of hours of data entry.

- Direct your fundraising appeal content and enclosures towards the specific audience and convey how supporting you is in their interests. If the list is from another campaign or organization, the candidate or organizational leader should sign the letter or the enclosure.
- Letters to potential large donors should be hand addressed and include a personal note if you or the letter signatory knows them.
- Bulk mail permits and computer-generated labels are a must for large mailings, but if you have a smaller list and a solid core of volunteers, hand addressed envelopes have a much higher chance of being opened and getting a response.
- Pre-printed remittance envelopes with the return address and space for donor information are vital. They can be purchased in bulk and used throughout the campaign. Professional looking materials inspire confidence in the candidate and help present your campaign in a positive light.

Again, all donors who make a contribution should get a thank you note, even if it is a postcard. You can (and should) solicit them at least every six to eight weeks throughout the campaign.

3. Phone banking:

Phone banking is an important element of a successful direct mail campaign. Ideally, start the phone bank when you expect the fundraising appeal to arrive in your prospects' mailboxes. Always try to get as many phone numbers with any list to which you do a mailing. Here's what you need to do a phone bank:

- Names with numbers to call.
- Volunteers and a phone bank or volunteer coordinator
- A script that supports the content of the direct mail piece
- Phones – even two in the same room or office is a good start. Ask friendly businesses for permission to use their phones after hours. You will need phone bank locations later in your campaign for field operations as well, and your telephone fundraising should be an integral part of your outreach efforts.
- A basic tracking form to keep track of pledges, volunteers and comments.
- Suggested but not mandatory: a means to accept credit card donations on the spot. It is best to get the funds while you have the person on the phone and excited. On average, only about 50% of all money pledged actually gets sent in, so it is best to get the funds over the phone. You can also have volunteers pick up contributions at donors' homes and offices.

Remember to recruit volunteers as you raise money. Also, if someone is asked to volunteer and they cannot, they are more likely to be willing to donate if that is the next question.

Phone bank volunteers should complete and sign pledge letters at the phone bank. They can be put in the mail the same day the donor makes the pledge. Thank your donors when the pledges come in. Update all pledges and fulfilled pledges in the database. Do follow up mailings or calls to the unfulfilled pledges after 2 weeks. After that, make phone calls and/or mailings to collect unfulfilled pledges weekly. After four attempts to collect the pledge, stop trying to reach the donor. They are not going to donate.

4. House parties:

One of the best ways for a new candidate to both introduce him or herself to a group of potential supporters and raise money is a house party. House parties are fundraising events hosted by supporters who provide the venue (usually their homes), light refreshments and a group of their friends to meet the candidate.

The best sources of house party hosts are your core volunteers and donors. Often, house parties generate more hosts for future events.

Some basic guidelines for House party hosts:

- Find a date that works for both host and candidate.
- The host should generate a list of people she thinks may be interested in the campaign. Ask at least four times as many people as you would like to attend.
- Send out invitations 4-8 weeks in advance to give guests notice of the event, include remittance envelopes for those who cannot attend but would like to donate.
- Do follow-up calls (not emails) to ask each invitee to attend 1-2 weeks before the event.
- Call and remind folks a few days before the event to make sure they don't forget.
- Ask a few close friends or volunteers to coordinate the event and assist the day of so you are not overwhelmed.
- Provide light refreshment for the event and maybe some live entertainment but KEEP IT SIMPLE. This is not a dinner party so there is no need to spend lots of money.
- Have literature and campaign materials for the guests.
- Do a fundraising pitch, even if you ask for a check at the door.
- Remember to recruit volunteers and new house party hosts. Pass a sign-up list.
- Keep a sign in list and make sure the names get entered into the campaign database.
- Remember to send thank you notes to all your guests. If you can get the candidate to sign, it is a nice touch.

When possible, campaign staff should come with the candidate to help at the house party, to make sure that there are materials, and to provide support for the host.

5. Major Events:

One of the most significant parts of Ralph Nader's 2000 presidential campaign was the creation of the Super Rally. These events featured top notch performers, well known activists and public figures, and of course, a speech by Ralph himself. While he could (and did) fill venues with just him, these Super Rallies were mega-events that drew thousands, garnered media attention, and generated excitement for the campaign, as well as (literal) bucket loads of cash and fresh volunteers.

While it is not realistic to think you can have a Super Rally in a large venue for a school board campaign, you can take some of the tactics and apply them. For instance, try to get a venue that will hold maybe 100-200 people, a local bar or community room. Find some band and other forms of entertainment (most campaigns attract a range of talented people) and put on a show. Ideally, you can invite your high profile endorsers to speak and help draw a crowd.

- Send postcards to your supporters.
- Post fliers throughout the neighborhood to draw more of the non-political types who enjoy a show.
- Include the event in your phone bank script, or lead off with it in your rap.
- Notify the local newspaper entertainment sections.
- Send press releases and do follow up calls.
- Get radio and newspaper coverage of your campaign to promote the event.
- Ask all your supporters to send emails to their various lists.
- Post on email lists, websites, chat rooms, and other online resources.

These events should be planned with plenty of lead time and should occur after your campaign gains initial momentum. They are a great way to inspire your troops in the final weeks of the campaign and can draw much needed media coverage as well as cash.

The event should raise money at the door, but always, always do a live '**pitch**' for funds. Find a charismatic speaker to do the pitch. Usually the fundraiser asks for the higher donors to step forward and keeps plugging until dropping to the next level. Timing is everything. The conclusion of the pitch should be the passing of donation containers through the crowd. Make sure you have containers (with lids is ideal) and good volunteers to work each aisle or area of the venue to maximize support.

Important: Major events can be major money losers; do not invest an extraordinary amount of time and money into these kinds of events unless you have the exhibited support to create a successful event. Don't be afraid to pull the plug if it looks like you won't gain anything out of the event (a dud of an event can backfire).

6. Public events, Tabling, Outreach, rallies, etc.

As a candidate, you will have the opportunity to address the public and members of your community at events throughout your campaign. Whenever you are speaking in public, have volunteers ready with clipboards and pre-addressed remit envelopes to circulate among the crowd. All lists generated at events should be entered into the database for future fundraising and volunteer purposes.

Additionally, you will likely have a tabling operation for visibility and outreach (especially at large outdoor events). Always, always, have a donation jar and enthusiastic volunteers who are not afraid to ask folks for a donation. Buttons, stickers and other paraphernalia can generate a steady flow of petty cash for your campaign. Of course, carry sign up sheets and voter registration materials as well.

In general, always carry remit envelopes and donor materials with you to all functions you attend. You never know when you might find a new supporter who forgot their checkbook.

7. Political Party Support:

Party committees may contribute funds directly to federal candidates, subject to contribution limits (usually \$5,000 per election). National and state party committees may make additional coordinated expenditures to candidates in general elections. State and local parties may also spend an unlimited amount on certain grassroots activities (like voter registration drives). Other direct political support from political parties, however, may be subject to certain limits. Check the campaign finance materials you received when you filed. Even if your local or state Green Party is not set up or prepared to make a donation to your campaign, ask if they will solicit their membership for individual contributions.

8. Public Financing:

In some states, campaigns have the opportunity to get public funding if they meet certain requirements. This type of funding is still rare, but increasingly available. When a Green campaign succeeds in getting public funding, it can be a huge boost in morale and ability to get out its message! Check with your state party and the state elections office early in your campaign to find out if this is a possibility for you.

Now you are ready to go out and raise some money for your campaign!

There are an infinite number of other methods of fundraising not mentioned here. Auctions, Raffles, Campaign ads with clip out coupons that request donations, etc. These are just a few ideas to get you started. Raising money is something that does not come naturally to many people, including candidates, but once you get the hang of it, it gets easier. And there are actually legions of people out there who enjoy this kind of work and can help you. So keep the faith and good luck!

V. Endorsements

Endorsements are an important element in winning campaigns, and are usually low cost or free. Good endorsements from individuals and organizations can garner you additional votes and support. The media looks favorably on candidates with strong endorsements and this may open some doors to you and your campaign. Endorsements also build credibility for your campaign. As a Green candidate, go to the local chapters in your area for support, but DON'T STOP THERE. There are lots of other groups that can offer you support.

Support from individuals:

- Start early! Get the jump on your competitors if you can.
- Start with local elected Greens if you can, and get other prominent progressive and green leaders to sign on.
- If you are active in the community, go to every club member and board member for organizations you are involved with and ask for a personal endorsement.
- Ask your friends and co workers to sign on early.
- Make a list of all of the important people in your area, and experts in the fields of influence in your particular race. If you are running for local office, try to get progressive elected officials, commissioners, and committee members in public office to support you. If you are running for water conservation district, get local scientists and conservationists to endorse you.
- Develop a plan to meet with as many of these important opinion leaders. Send out a mailing and do follow up calls and ask for appointments to meet with them.
- If you are running for a specialized office, like school board, get teachers and professionals related to the field to endorse you. This creates credible contacts within the community.
- Talk to people who may not support you; you can learn from them and develop your message, you may also get their support, even if you don't expect it.
- Always carry pre-printed endorsement cards with you wherever you go. Ask everyone of your supporters if you can list them as an endorser. Get titles and occupations listed if possible.

Support from groups and clubs:

- Find all of the clubs and organizations in your district that do endorsements and make sure you know when they meet to make their endorsements. Often, the club will mail

a questionnaire to candidates, but make sure they mail to every candidate and if not, request a questionnaire to be sure you are not overlooked.

- Contact unions. Their endorsements often translate into donations and teams of dedicated volunteers. As Greens, we have a progressive agenda that is a good match for union rank and file members. We need to reach this constituency.
- As Greens, we often cannot get the endorsement of political clubs for other parties. This is not always the case (in SF, several Democratic clubs also endorse Greens), but don't be disappointed if you are not considered by partisan clubs. Move on.
- Look for issue based clubs, especially environmental groups, peace and activist groups, clubs, tenants' rights organizations, transportation advocacy groups, senior support clubs (Gray Panthers, Senior Action Network), women's groups, parents support groups. Focus on clubs that you have a connection with (like vegetarian clubs if you are a vegetarian).
- Fill out every questionnaire, no matter how obscure the club is or how remote you think your chances are at an endorsement. Many candidates do not turn in questionnaires and are therefore not considered.
- Before you make a presentation to groups and clubs, do your homework: know the issues that are important to the people in each group so you can speak convincingly as to why they should support you. If it is a senior group, find out what issues are of major concern to them and be prepared to illustrate how your platform addresses these concerns.
- Always be charming and professional when making public appearances, especially at endorsement meetings. Use your personal experiences to relate to the people with whom you are meeting. If you are running for transit board, for instance, talk about your experience as a bus rider, or how you worked to keep fares from rising as an activist, etc.
- Have a list of endorsements, even if it is just a list of your supporters on you biographies and campaign literature to show that you have support in the community.
- Use your endorsements to gain other endorsements.

VI. Volunteers

Volunteers are the most valuable asset your campaign has. You must treat your volunteers with respect and make the job fun, or they won't stick around. Here are some tried and true methods for recruiting, inspiring and supporting a dedicated crew of volunteers.

Recruitment: Start with your friends and allies. Host a meet and greet and pass around a sign up sheet. Bring clipboards and sign up sheets wherever you go and make sure you have someone circulate it to sign up new volunteers.

- **Ask everyone** with whom you speak to get involved in your campaign. (This can be a good way to get a donation if the person is too busy to help).
- Ask your phone bankers to recruit volunteers from enthusiastic voters they encounter on the phone. The same for field and tabling volunteers.
- Use the same techniques that you use for fundraising: ask everyone, hold events for volunteer raising and get people to pledge hours as well as dollars.
- Colleges, senior centers and community centers are good places to recruit your core staff. Students are often eager for campaign internships and can get class credit. Seniors tend to like the social atmosphere of campaigns and like to be useful and active.

Retaining volunteers: Most people are active in the Green Party because they care about the values of the party. You will have lots of Green volunteers, but you may also have members of other parties who like your positions. Do not run down non-Greens and see that your campaign is a supportive environment for all of your supporters.

- **Thank you!** Thank you! Thank you! Be sure to thank your volunteers early and often and let them know how truly valuable they are. Recognize volunteers in private and in public, with words, certificates, small gifts, signed bumper stickers, or funny awards.
- **Never lose your temper with a volunteer.** If there is a problem with a volunteer, take her aside discreetly and discuss the situation. It is sometimes necessary to ask a volunteer to go, especially if her behavior is disruptive to the campaign and other volunteers.
- **Always have something for volunteers to do:** There should always be a task that needs doing if your HQ is open. Keep a stack of fliers that need to be folded, a phone list and phones or a mailing that needs to be prepared so walk ins can be put to work right away. Volunteers keep coming back if they feel it is a good use of their time.

- ***Will work for food:*** Since most campaigns do not have funds for staffing, you should feed your volunteers. It is especially important to have healthy, warm food in the evenings, since many volunteers came straight from work. They will stay longer if they don't have to go home when they are hungry. Try to avoid too much junk, or high fat foods. Greens always appreciate vegetarian options and healthy fare. If you allow drinking in your office, don't let it start until later in the evening.
- ***Make it fun!*** Most volunteers come back because they like what they are doing. Make sure the campaign HQ is a supportive and fun atmosphere for everyone. Have social activities like mailing parties and time to unwind after the shift with food and beverages.
- ***Access for everyone:*** Encourage people to bring their kids by having things for children to do, such as making signs and posters. Make sure your HQ is accessible for people with disabilities. Seniors are great volunteers, so work to ensure that the office set up is comfortable and accessible to this crowd as well.
- ***Volunteer assignments:*** Remember that there is a job for everyone. Sometimes this requires some creative thinking. For example, if you have someone who is effusive and personal, put them at the front desk to welcome people who walk in the door. Sometimes you get folks you just want out of the office: give them visibility assignments, like holding sandwich board signs at busy intersections during rush hour. If a person is the quiet type, they may like data entry, writing, sign making or putting up posters on lamp poles or other less interactive tasks.
- ***Get buy in:*** Identify your most enthusiastic and competent supporters for higher profile, higher responsibility jobs. Getting your volunteers to invest in the campaign is easier if you assist them in taking a leadership role in helping to develop and run the campaign. By the same token, do not overwhelm a volunteer with more responsibility than they want or can handle.
- ***Assign regular volunteers to do specific jobs:*** These can include staffing the front desk, managing volunteers, coordinating phone banks, etc. It is easier to manage people when they have a clearly defined task and can just come in and get to work. Give them latitude to be creative and develop the position as long as they get results. Make sure your expectations are clear for both the campaign and the volunteer.
- ***Accountability:*** Be clear with your expectations of volunteers, and ask them for a schedule if possible so you know when they are coming in. Check in with your leadership volunteers regularly to see how they are holding up and what they need from you to do their jobs. If a volunteer suddenly stops coming in, call them up to see if they are all right. Let volunteers know up front how important they are to the campaign and that because they are needed no matter what their situation, the campaign and their responsibilities can be flexible.

VII. Getting Your Message Out

Materials

Materials are an important part of your campaign and give you visibility in the community. Yard and street signs alone can create the impression of a vibrant campaign and a popular candidate.

Your look is important, so try to find a good graphics volunteer to help you design consistent materials, including campaign logo/name, letterhead, remit envelopes, endorsement cards, yard signs, buttons, stickers and other promotional materials. Choose a color theme and stick with it. Greens usually favor some type of green, but this is not a rule. Brenda Konkel, twice-elected Alderperson in Madison, Wisconsin, uses a lovely shade of purple on everything, and it sticks out.

Decide what you can afford, and consider the following:

- Buttons: a great way to illustrate your personal support. Button machines can be purchased for a few hundred dollars and allow you to make a variety of designs. Someone you know may already own one. Have a competent graphics person help you design professional looking buttons if you go this route. You can also order buttons from a variety of businesses like sign makers or printers.
- Stickers: another low cost way to let people show their support. Stickers can be made from almost any computer these days, or you can have them printed at any shop that does your other materials. It is a good idea to make bike stickers as well as bumper strips.
- Yard and window signs: These are essential for any campaign. If you live in a rural area, get larger signs to put along roadways and in supporters' yards (or on their barn sides). If you live in a city, get window signs and signs for utility poles and busy corners. For low-budget campaigns, hand-painted yard signs can really stand out.
- Find a good team of volunteers with ladders to help you put up your signs on poles and in public places: Follow local ordinances for sign posting so you don't get fined or have your materials taken down before election day. Do not use wheat paste for your campaign signs, they are hard to remove and are usually not legal to post. All signs should have your campaign contact info and other registration info on it to comply with reporting requirements.
- Signs: Signs can vary in price range. If you are doing a shoestring budget, use your own computer and design simple, visible signs that can be printed at home or for low cost at a copy place. For more expensive signs, you can go to a local (union) printer and have high quality signs printed for under \$1.00 each, depending on size and number of colors used.

- Banners: These are great for public events, tabling and for hanging in high visibility places. If you have a volunteer that lives on a busy street, be sure to give them large signs to post.

Debates and Forums:

Another low cost way to win votes is to be prepared for debates and forums. Many political clubs have speaking events or debates prior to doing endorsements. Like the questionnaires, you should participate in all debates, no matter if you think you are going to win over the audience or not.

First and foremost, do your homework. Find out about the club or organization, and what their members tend to support and value. Also know your issues. You can never know everything about a subject. For instance, if the question or issue is medical marijuana, don't just go up and talk about the Green Party platform on this issue. Do some research and find out what the local ordinance currently says, and what legislation is under consideration. Be prepared to speak knowledgeably about the current laws and the impact that changes in the legislation would have on the community.

Focus, and always listen to the questions and the answers of your opponents. It is tempting to be thinking about your response to the next question while your opponents are speaking, but listen to what they say, as you may have an opportunity to respond to their answers.

Always answer the question. You can move into your other points after doing so, but address the issue being asked first, or else you look like you are dodging the issue. The audience will notice.

Anticipate questions. Be ready to address criticisms about yourself or your campaign if you think these issues will be raised.

Compliment while you criticize: "While I do appreciate what my opponent has done on healthcare for seniors, I do have to disagree on the approach of providing care for elderly patients. I think it is highly preferable to find quality home care instead of..."

Do not interrupt either the moderators or other candidates when they are speaking. It makes you look boorish. Let your campaign or other persons intervene if the other speakers are going over time or are acting out. Do not take on the role of timekeeper or vibes watcher. Similarly, if you are attacked by your opponent, respond when you have your time to speak and only if it merits a response. Don't get defensive.

Do not ever make it personal with your opponent. Criticize their record and their position, but do not use personal attributes to bolster your case. It will make you look petty.

Avoid being repetitive. Especially if you are viewed as a specialized candidate running for an office that is broader than your direct experience. If you are a current rent board

commissioner running for city council, for instance, talk about transportation, quality of life, and other issues besides housing issues to show breadth of experience and knowledge.

Use opening and closing remarks to your advantage. Address your strengths and perceived weaknesses.

Of course, most campaigns reading this are wondering how to get invited to a debate or forum, much less what to do once the candidate is speaking at one. The reality is, depending on the area and the host organization, Green candidates are routinely excluded in community forums or official debates. Conspiracy theories aside, many Green candidacies are seen as insignificant, not serious, and therefore, not necessary. Candidates can better their chances of being voluntarily included by establishing their campaign's vitality and energy early on, as discussed earlier in this manual. Sometimes, the exclusion was inadvertent. If you are excluded from a debate, contact the organizers and ask for an invitation. Sometimes, it was not an oversight. If they refuse, it may be time to consider other actions to make your point, such as picketing the event, conducting a campaign of letters to the editor, or getting arrested. In 2002, several Green gubernatorial candidates were excluded from official debates and were arrested trying either to attend or to participate. If your campaign is considering this route, please plan it out, and consult an attorney and the Coordinated Campaign Committee for additional advice.

Direct Mail:

If your campaign can afford it, consider doing some direct mail. It is now relatively inexpensive to order four-color brochures and oversized postcards. Postcards can be mailed in bulk at low cost as well, especially if you obtain a bulk permit or use a mailing service that has one. Figure out how much it will cost to print, prepare and send a mailing per piece, and consult your budget to see how many pieces you can send. The larger the print run, the lower the per piece cost is.

If you cannot afford to mail to every voter, focus on the voters who vote frequently and tend to support progressive campaigns, and on those areas in your district where the progressive/Green vote has been highest. Design a general piece, as well as a few targeted pieces focusing on your main campaign themes and issues important to the community. You may want to mail to a specific group more than once, so consider who you want to reach with what message and how many times they will get it.

Ask your endorsers for permission to do a mailing to their lists. If you get a local environmental group to endorse you, for instance, ask to send a direct mail piece (with fundraising appeal) signed by the chapter leaders. Focus the letter or mail piece on the issues that are of interest to the group to which you are mailing. For example, if you are mailing to an area with lots of apartments, you could focus on rent control and other issues important to that demographic.

Paid Advertisements:

Paid advertising is the bane of politics. It is highly effective, however, so if it is at all feasible financially for your campaign, give it some careful consideration. There are many types of advertisements that you can use to get the word out on your campaign.

TV: Cable access television can be a low cost option for media buys. In some communities, you can get a program on for free if a supporter is trained to use the station's facilities. You will be amazed at how many people say they saw it. You can often get TV time on a local cable channel for a little more than you pay for radio ads. The issue with TV, of course, is production. If you have access to volunteers with some video experience, or can find a film student, you can get an ad produced for a reasonable price. If you go this route, it is important that you don't overact. Act natural, and if possible, use some humor. The late Paul Wellstone won his first campaign for US Senate with low cost, low tech, hilarious commercials that endeared the late night TV viewers to him and won him significant votes. If you do pay for TV spots, consider placement. Running Green Party ads during the Simpsons, for example, would be more effective than during the McNeil-Lehrer Hour.

Radio: Radio spots are another low cost option for reaching a wider audience than you can with other grassroots outreach methods. Again, rural areas often have very affordable rates. Choose your stations to find the voters most likely to respond to your ads: college stations (ad rates are usually very low for campus run stations), public radio (if they allow ads), progressive talk radio stations, and a variety of rock music stations. Again, production may be an issue, but there are people you can find fairly easily who can help you produce your ads for reasonable rates. Check around colleges, and ask your supporters. You will be surprised at the hobbies and skills people have.

Print media: Find out what publications are in your area and what their rates are. Then try to get as large an ad as possible. Keep the text to a minimum for maximum readability. Always include a clip out or other form to encourage your supporters to send money or sign up to volunteer. Ads in weekly papers can be cheaper than dailies, and tend to cater to a more targeted audience. Tailor your message to the readership and make sure you have someone proof read everything before it goes to print so you don't place an ad full of typos (editors will usually NOT edit political ads).

Billboards: This is a great way to get a lot of attention on a mass scale. In rural areas especially, one billboard can be a great way to get lots of exposure when it is not possible to use field canvassing or other personal approaches to find the out-of-reach voters. Billboards usually have the contact info at the bottom of the sign, so it is fairly easy to find out who owns the billboards and place a request. Make sure the ad is simple and easy to see and read. Pictures are great and grab people's attention.

Predictive dialing (pre-recorded phone messages):

This is another relatively inexpensive way to reach hundreds of voters. Companies provide the technology to automatically dial hundreds of voters and leave a recorded message on their voicemail or answering machines. The messenger is important. It can be you, one of your supporters, or a high profile endorser that does the recorded message. You must select the group of voters you want to reach, draft a script, recruit the messenger and do the recording. The company can then set up the message to go out within a few hours to reach hundreds of voters.

This can turn folks off, but is worth considering if you have the resources and a good spokesperson to do the talking. Often, presidents are used to do messages for Congressional races when the race is close and campaigns are pulling out all the stops to win.

Electronic Outreach:

This is an increasingly useful tool, especially in low budget campaigns. If at all possible, find someone who can do a basic website (the CCC has website templates available for download on its website). Post all of your outreach materials, positions, calendar of events and an online donation and volunteer form on your site, as well as press clippings, photos and other useful information.

Email is another cheap way to communicate. Get a volunteer to do a regular email update to your supporters to announce events, recent endorsements, links to recent media coverage and other interesting updates to keep folks informed.

Visibility:

This is critical in the days leading up to the election. Get teams of volunteers to organize caravans to drive (or bike caravans to ride) through neighborhoods waving banners and basically making a scene. Folks on the street will be reminded to vote and be made aware of your campaign. This is a fun and low cost way to get attention for your campaign.

Campaign stunts: if you have creative and uninhibited volunteers, do street theater or demonstrations to create interest in your campaign. Be sure to contact the media, who tend to like offbeat and colorful antics to cover. Be aware, however, that the media will also enjoy the opportunity to show your wackiest supporters as typical, so be careful when planning publicity stunt events. (See **Get Out The Vote** for more on this topic.)

VIII. Absentee Voters

This is increasingly becoming one of the most important voter turn out strategies, as more people are using absentee ballots to vote. In special elections or run offs, campaigns use absentee ballots as a way to increase voter turnout by providing an easy way for voters to vote.

A few factors to consider about absentee voters:

- They have a much higher tendency to vote
- They tend to be older.
- They vote sooner than the other voters and must be reached much earlier.

First, find out who the absentee voters are. You should be able to get this info from the elections department. Then find out when the ballots are mailed. You should do your first mailings (persuasion) and phone calls (and canvassing if there are blocks of absentee voters close enough to walk to efficiently) well in advance of the date the ballots go out.

If you are doing an absentee ballot campaign and encouraging your supporters to vote by mail, ask the voters to return the application for the ballots to the campaign (and you turn them in to the elections office). This way, you can track from whom your campaign recruited ballots, so follow up can be done to ensure that the voter gets their ballot and turns it in. *Note: absentee ballot laws vary by state. Some states require that the voter return their applications themselves. Double-check what laws apply in your area before doing this.*

Do the same voter identification that you do with the regular voters, but much sooner (see the section on targeting votes later in this manual). When the ballots are mailed out, typically 30 days before the election, contact ALL of your identified supporters and remind them to send their ballots in. After they vote, take the voters off your call list.

IX. Field Strategy

Targeting votes:

How many votes do you need to win and how will you get them? First do the research about your district:

- How many registered voters are in your district?
- How many voters are likely to vote for you?
- Where do they live?
- How do you reach them?

Getting the data:

You can get information about voters from a variety of sources. Usually, the local elections department is a good place to start. However, if you want information that is targeted, formatted for walking, phone banking, etc. you can purchase lists from vendors

who specialize in this service. This can get pricey. A tech savvy volunteer can also be a great asset to help format information so that it is useful. Electronic data is a must! Check with friendly campaigns and organizations in your area to see if they have current voter data that they would be willing to share.

Make nice with the local county clerk or other official who is responsible for keeping voter data. They can be very helpful and provide important information to you at very little cost. Other information you should try to get from the elections department includes information from past elections and races similar to your current race. Find elections that included either Green or progressive candidates, so you can see how they fared and where their votes came from. This information will help you map out in which areas of your district the progressive voters are. You might also look at results for progressive ballot measures. The information will not include how a particular voter cast his ballot, but it is likely that you will see a pattern where the more progressive voters live and where your limited resources are best spent.

Voters are grouped in blocks called precincts. You can get voter information broken down to each individual precinct, so you can see how voters supported candidates and turned out to vote by precinct and determine your top 20 priority precincts to start with. Priority precincts tend to be contiguous.

Determining how many votes you need:

The candidate that turns out the most voters wins. It is that simple. Once you know how many voters there are in your district, determine how many you will need to win. To determine turn out, you can use this formula:

How many voters voted in a similar race
Divide this in half and add 1. This is the number you need to win.
Add a comfort margin to determine how many identified supporters you need.

Voter turnout is an important factor. This varies from election to election. If it is a presidential election year, voter turnout will be much higher (which can be both advantageous and disadvantageous for Green candidates). If it is an off-year, mid-year or special election, expect turnout to be lower.

Targeting likely voters:

Focus on those voters who are likely to vote for you. Start with Greens and other natural constituents. With electronic data, you can sort for a variety of factors (age, party (in some states), gender, voting frequency); here are some important demographics to consider:

- Green and Decline to State voters in progressive areas (remember, you will need more than just Green voters)(where party registration is possible).
- Lower income people and people of color tend to vote more progressively, although

voter turnout in low-income areas tends to be low.

- Renters also tend to vote more progressively, particularly if rent control is an issue.
- Younger voters also tend to be more progressive, but again, turnout in this demographic is an issue.
- Depending on the race, and the issues, seniors can be a very important demographic to reach, and they are the most likely voters to turn out.
- Women are another category to target, especially if you are a woman running against male candidates.

Reaching your target voters:

Once you know who your voters are and where they live, you need to create a plan to reach them. A good grassroots campaign includes the following elements:

- Door to door field canvassing to identify supporters and persuade swing voters.
- Phone canvassing to identify support.
- Distribution of yard signs and window signs.
- Tabling and voter registration throughout your district, focused on your areas of support.
- Direct mail to hard to reach constituencies, such as apartment dwellers in large buildings.

Your goal is to reach as many potential voters as possible and to identify your supporters. Walk and call lists should include check boxes for volunteers to indicate what kind of support the candidate has. (See the **Canvassing** section below for more details).

If the person is a supporter, they should be asked if they would like to volunteer, donate, take a yard sign, come to an event, or take some literature for their friends.

Once you have your identified supporters, you have created your list for Get Out the Vote and can concentrate on making sure your base supporters turn out on election day .
Secondarily, try to persuade the undecided voters to support you.

Direct mail is best used for fundraising in your core support areas (Greens, other identifiable progressives), and for persuading undecided (and hard to reach) voters. If possible, you should mail to every voter in your district. If funds are limited, focus on frequent voters in progressive areas first. (See **Getting Your Message Out** above, for more info).

Canvassing guidelines

Going alone, or with friends

While an experienced canvasser's preference to work independently should be respected, canvassing is ideally done by groups of at least two. This ensures the canvassers' safety and keeps them motivated longer. In towns or cities, canvassing in pairs by taking

opposite sides of a street can be efficient for covering ground.

Supplies

The following materials should be taken along when canvassing:

- Pamphlets
- Maps of the streets to be covered
- Voter lists of the streets to be covered
- Bumper stickers
- Campaign pins, magnets, etc.
- Letter-sized clipboard
- Campaign and Green Party sign-up sheets
- Voter registration cards
- Plastic sheet (or extra large, clear plastic bag) in case of rain

Canvasser attire

The most important things to wear are a campaign button and a smile. Green is a nice color if it suits you. Your personal appearance reflects on the campaign in the eyes of the people you are soliciting.

Practicing

Before going out, it may be helpful to do some role-playing with a veteran canvasser. Be sure to read through the campaign flyer before heading out, to put the salient points of the campaign at the front of your mind. Pair new canvassers with those more experienced. You can do a few doors together, until the newer canvasser feels comfortable doing it on her own.

The Greens run to win!

All Green campaigns, no matter how small their chances may seem to be, are run for the sake of putting a Green in office. While spreading the message of the candidate's issues is an integral part of the campaign, it is important to establish in the public mind that the Greens are a serious political entity, with a legitimate and much needed political message.

Talking to residents: A sample script

First stage: Introduction. "Hi, I'm Sam I Am. I'm campaigning for So Andso of the Green Party. So is concerned about the [environment, economy, ?] in our community. Some of the issues s/he is working on are [2 or 3 simply stated issues]. What are the issues you're concerned about in this election?"

Second stage: As appropriate, either respond to the person's concern with the candidate's

position, mention that we're campaigning to win, mention that we believe in and are practicing grassroots democracy, or give an example of one of the candidate's positions, and ask how the person feels about that.

Third stage: Ask a few questions that will give you an idea of how the person will vote. It is important to get an accurate assessment, so word the questions so that "I disagree with that position" is a possible response.

For example, ask "Do you think you'll vote for So And so?" or "What do you think of So Andso as a candidate? Do you think you would vote for him/her?"

Fourth stage (if the person appears supportive): Ask if this person would like to receive information from the Green Party local or state party, and ask if he would be willing to help out with the campaign! Offer him the sign-up sheets as you say this, so he knows it is easy to say yes.

Fifth: Make sure the person is registered to vote in the district. If not, leave a voter registration form, and if it is true in your state, remind him (casually) that he can register as a Green. You can help him to understand how to fill out the card if you familiarize yourself with it in advance. Reassure the person that the optional phone number box is used only by the Registrar of Voters, and only if the form is illegible, so it's best for him to fill it in. If possible and legal, keep the completed form so the campaign can turn it in to the registrar itself. Add the new registrant to the voter list. *Note: check state law for local requirements for and limitations on registering voters. Some states require the newly registered voter to mail in the form themselves, for example. If that is the case, provide a stamp.*

Finally, thank the person for their time!!! Remind him of the website and leave a pamphlet with them.

Objection to a position of the candidate

If someone has an objection to just one of the candidate's positions, you can say, "I personally don't agree with [insert a position here, or say "all the details"], either, but I'm going to vote for him/her. S/he is the only candidate who represents fundamental change. S/he is the best candidate overall."

Rating the voter

After you are out of sight of the house (so the person doesn't feel spied upon) give a rating next to the person's name on the voting list:

- 1 – Strongly supports the candidate
- 2 – Leaning toward the candidate
- 3 – Undecided/ no clear indication given
- 4 – Leans against the candidate
- 5 – Strongly opposed

Keep the visit short

Ideally, only 2-5 minutes should be spent with any one person. If the conversation continues, feel free to say apologetically, “I have so many more houses to visit. I really need to get going now. I’ve enjoyed talking to you.”

Take breaks, have fun

Don’t work too hard. Take snack breaks to keep up your energy. Remember that every person you meet could become a friend; approach each new house with optimism. If your enthusiasm runs out, call it a day.

Be friendly, no matter what

The impression the canvasser gives will make a big difference in how people vote. Don’t try to change anyone’s mind by arguing; if someone rubs you the wrong way, keep the visit short and sweet, and write it off as a personal victory if you don’t give them cause to feel unimpressed with you. We need to show people that we are as respectful of their positions as we hope they will be of ours, and we know that overall support will be high, so we can afford to let a few people unload.

Campaign survival

Every other week or so, you should get together with others from the campaign crew, just for fun. This is partly practical: the Green Party is a consensus-based organization, and functions best when everyone knows each other as a human being. But mostly, it’s because your fellow Greens are likely to have a lot in common with you, and this life only happens once. Enjoy it!!

X. "Get Out The Vote": The Art of GOTV

GOTV is the final phase of all the work you’ve been doing for what only seems like the last ten years. It puts all the pieces together and involves everyone connected to the campaign. It’s the final exam. In close races, the campaign with the best GOTV program will win. ***Repeat: GOTV can increase your percentage by 10%, GOTV starts the day you decide to run, GOTV wins campaigns.***

From the very beginning, ask each volunteer you recruit to clear their calendar for Election Day, even if Election Day is a year away. Periodically remind folks that Election Day is the day you need them most. Ask your workers to take the day off; if you can, pay those that are sacrificing a day’s pay. Get your volunteers absentee ballots so they don’t have to “take a break” on Election Day.

Elements of GOTV: Two weeks out and counting

Strategy: By now, you should have a pretty good idea of where your campaign is strong, where it is not and where there are still many undecided voters. You and your staff will have to make a judgment call at this point. How many of those undecided voters do you need to win? If it's 50% or more, you should focus GOTV in high undecided areas; if you're solid, work your base.

Field: Hit the streets everyday. Have the candidate work your most critical precincts with volunteers, going door to door and possibly visiting local stores and merchants that are known to be supportive. Make sure those lawn and poll signs are up.

One effective tactic is the “neighborhood blitz”. It is designed to increase visibility, media coverage and momentum, and is most effective in high-density areas. Here's a rough outline:

1. Target a precinct you know to be highly favorable – inform supporters in the neighborhood that you would appreciate it if they could “just happen” to be home during the blitz.
2. Contact every media person on your list – TV in particular - and invite them to come along for your “neighborhood walk” or whatever you decide to call it. Promise them anything: exclusive interviews, photos, a chance to talk to “real voters”, let them know this is an easy story with good visuals they won't want to miss. If you have local celebrities who have agreed to come along, include this information. Work hard to get the press there.
3. Assemble a team of volunteers – using volunteers from as wide a range of demographics as possible – and ask them to join the effort.
4. If you're in an urban area where the use of “sound trucks” is normal and acceptable, hook up a sound mobile.
5. Split your volunteers up into teams of four each, so that two people can work together knocking on doors on both sides of a given street. Female/male teams seem to work best as they reduce possible “door fright”. The teams should be distributing literature, getting up lawn signs, and asking if the voters they are speaking with have any questions or would like to meet the candidate.
6. The candidate, hopefully with media in tow, should work an area where there are at least a few known supporters for the first part of the blitz. After a number of people who would like to meet the candidate have been identified, hustle on over.

You are essentially creating a campaign rally that seems spontaneous. Use your imagination; think visually. Bring along kids, bring balloons, and bring a damn polar bear if you can find one. It takes planning and work, but at the very least your campaign will have heightened visibility, gotten press coverage, created a little excitement and, maybe most importantly, gotten your volunteers and supporters even more pumped up.

Swing areas should get one last literature drop. Send teams of volunteers through

precincts with a piece designed to just stick in the door. This is much more cost effective than a mailing. Last minute persuasion pieces should include information about how you differ from your opponent on key issues.

If your campaign is in an urban area with public transit, get some volunteers in subway stations and buses to hand out lit during rush hours. Mornings are best; folks going home are often a little tired and grumpy.

Phone: If you did voter ID phone banking, you should have a solid list of voters who are supporting you or leaning towards voting for you. These voters should be called on Election Day and reminded to vote.

Undecided voters should get one last persuasion call. If there is time, the candidate should make some of these calls.

If you are planning on using predictive dialing (discussed in the media section of this manual), this would be a good time to do so.

Media: Make sure you are everywhere the media is in the weeks leading up to the election. Forums and events are great, but also try to create your own media events. Don't overlook letters to the editor in support of the campaign, call ins to radio shows, press advisories and other outreach to the press.

Pending funds, try to have some last minute media buys. As discussed in the media section earlier in the manual, radio spots are relatively inexpensive to produce and purchase. Cable TV can also be effective, but production is often an issue with grassroots campaigns. If you have someone with TV production skills, however, this can be a very effective last minute appeal.

Visibility: Human billboarding (a group of supporters – often high school or college students – hold up pre-made or hand drawn campaign signs in high visibility areas) and other public demonstrations of support are good indicators of grassroots support. Identify teams of volunteers who can occupy busy street corners, transit stops, and other areas with heavy foot traffic to carry signs and banners and get voters' attention. Caravans of decorated cars and trucks moving slowly through main streets with banners and supporters with bullhorns also create attention. Identify high traffic areas that jam up during rush hour; these are great locations. In rural areas, ask farmer supporters to allow their barnsides to serve as temporary campaign billboards.

Signs: Put out all of your signs in as many places as possible. Put your signs where they can be easily seen on busy streets and thoroughfares. Hang banners if possible.

Events: Track every important event happening in the days leading up to the election and make sure you and your campaign are at as many functions as possible.

Pre Election Sunday and Monday and Election Day

This is where you win or lose a tight election. This is why you've been begging volunteers to work on election day. Let's take it by the numbers:

With the exception of California, campaigns are permitted to have "poll workers" - people who hand out palm cards and deliver a brief verbal message to voters as they enter the polls. The Democrats and Republicans have been doing this since the dawn of time, and they do it because it works. **It works even better for Green Party candidates!** Many candidates after Election Day look at result numbers by precinct and can pick out where their poll workers were. A good poll worker can up the Green vote by 20%. That's your election. Take your E-Day operation very, very seriously.

Polls tend to open between 6-7 a.m. and close at 8. You will want to have every poll covered all day, if possible. If you cannot manage to do so, remember these facts and operate accordingly:

Voters arrive in "waves". Many voters and older folks vote early, before they go to work, from the poll opening to 9 a.m. The rate tends to slow down until there is a slight bump at lunchtime, from approximately 11:30 a.m. to 1 p.m. The majority of voters, however, will not show up to vote until between 3 p.m. and closing.

Most campaigns schedule poll workers in shifts, typically from opening until 11 a.m. or noon, noon until 3 or 4 p.m., and the final shift until poll closing. As early in the campaign as possible, have volunteers sign up for shifts. Make a huge board in your HQ with every poll and every shift; you want to see that board as full as possible.

Training Poll Workers

Poll working is not unlike canvassing, but it is a lot easier because the voters come to you. It is likely there will be poll workers from other parties working with you; don't be alarmed, the comradery of election day overrides political differences, and you may end up chatting away sociably with these folks during slow periods and probably find that except for disagreeing with them on every political issue imaginable, you have a lot in common. You care.

Generally, you will only have a split second to speak to a voter as she walks into the polls. Very, very few voters will want to talk about issues or spend time in discussion. Your job is to give the voter a palm card (example below) and say "I hope you'll support Allison Moss" or "Allison Moss will fight to end suburban sprawl". Say the candidate's name loudly and clearly. Be assertive, but not aggressive, and make sure they get a palm card.

Legal Note: at most polling places, poll workers must stay 100 feet away from the entrance, even if a public sidewalk is within that distance. This is usually well marked with a placard. Check with your local elections office on restriction for poll workers in

your area. Even if they are obeying the laws, your poll workers may be asked to leave by the voting officials. Have a plan in place (like retreating to the sidewalk or switching precincts) and contact information for the campaign, so that poll workers know what to do if they are challenged.

Last Minute Preparations:

Sunday night have every volunteer who can make it, especially poll workers, show up for a rally/meeting/training session. It is a good time to do some poll worker role playing sessions and to distribute palm cards and poll signs. Double check that everyone knows which poll they are working and when, and that they have the campaign contact numbers they need for election day. Make sure the people who are opening polls have poll signs, tape, and whatever else they may need.

You want a good turnout Sunday, because poll workers who can't make it have to have material distributed to them at home on Monday.

Election Day

Although communications with your staff and volunteers these days is easier because of cell phones, you will still need circuit riders. Circuit riders are the people who spend the day going from poll to poll in a circuit. It's crucial for several reasons:

1. Circuit riders can check and make sure the polls are covered and things are running smoothly. They can also get the number of people who have already voted (just ask the Judge of Elections or someone) so that phone banking and door knocking can be concentrated on the areas that need it.
2. Circuit riders distribute coffee, snacks, lunch, good cheer and give the poll workers a sense that the campaign cares about them.
3. Circuit riders can pick up voters who have requested rides to the polls.
4. Circuit riders can do a swing with the candidate during slow voting periods for morale purposes. Otherwise the candidate should stay at the highest priority poll (or two) all day. It is not a good idea for the candidate to be wasting time on the road too much on election day.

The number of circuit riders you will need depends on the number of polls each has to cover. It is important that the circuit rider makes several runs through all the polls prior to election day. You will want to factor in things like rush hour and figure out in advance how to get the most accomplished in the least time.

It is a good idea to have a few reserves at HQ in the case of missing poll workers. If need be, pull a volunteer off the phones.

All your workers should dress neatly but comfortably and be sure to wear comfy shoes. Make sure your workers are prepared for inclement weather. Some poll workers bring lawn chairs (there can be long slow stretches).

Miscellaneous Poll Worker Info

Generally speaking, especially in even year elections, voters know who they plan to vote for at the top of the ticket. Most voters, however, probably do not even know the name of their state representatives and other “minor” offices. This is a major reason poll working is effective.

In elections with high voter turnout, voters will have to spend some time waiting in line to vote (especially in the evening). Depending on what your local laws allow, this could give your poll workers a chance to actually do some persuasion. People standing in line are generally glad to listen to what you have to say .

The Palm Card

In most areas, about two weeks to ten days before the election, you can get a sample ballot at your county courthouse. The sample ballot is a poster-sized piece of paper that is an exact replica of what the voters will be looking at in the voting booth.

A suggestion for creating a palm card is to simply cut out your candidate’s name and the office being contested, draw in a check mark on your candidate’s name, throw on a photo if you like and repeat the candidate’s name and office sought in a large font below.



If your circuit riders cannot do it, identify a few volunteers to help drive voters, including seniors or handicapped folks who have asked for a ride when canvassed or phone banked, to the polls. Have teams of people ready to staff the phone banks to call all of the identified supporters to make sure they remember to vote. Most of your volunteers should be out on the streets, doing visibility or watching the polls.

Volunteers can “poll watch” by going to each polling location and crossing off the names on your supporter lists of those who have already voted. Poll watchers can then go and bug the supporters who have not voted yet. A poll watcher inside the poll is not able to hand out lit or otherwise campaign, and in most states, anyone inside the poll who is not there to vote has to get a state “poll watcher” certificate.

When GOTV calls are made, people will tell you if they have already voted. They may lie, but many campaigns do not have the resources to actually have a volunteer inside and outside the poll.

Visibility: If you have all your polls covered, circuit riders, and phone volunteers in place and still have person power to draw on, identify the key places you want visibility teams to staff. Teams should have fliers and signs. Ideally, you will have these locations staffed Monday morning and evening, and Tuesday all day, up to the times the polls close. Volunteers should have information for last minute voters, like locations of the neighborhood polling place. Visibility teams should do caravans during busy morning and evening commutes.

HQ ON ELECTION DAY

Your campaign manager needs to spend most of election day in headquarters tracking information – in particular, turnout. As the day moves on and turnout data accumulates, the campaign manager directs resources to where they are needed. If you have a precinct with good support and low turnout, your phoners switch to calling voters in that area. If your identified voters are not turning out, send teams to knock on their doors and offer a ride to the polls. If a poll is not being covered, get someone there.

The candidate should plan on spending most of the day at the most critical polls – those with the most undecided and swing voters. Candidates often want to move around, and this is fine during the “slow” hours, but from opening to 9 a.m. and 3 p.m. to closing, keep your candidate where he can swing the most votes.

Election Party: No matter what the projected outcome, plan a victory party to thank your supporters and volunteers. Contact the press to make sure they know where you will be on election night. Distribute a phone number (someone's cell if necessary) where the candidate can be reached for comment. Make sure there is food and beverages for all of your hard working supporters. Start the party after the polls close- everyone should be working up to the last minute.

XII. Working With the Media

The importance of media coverage in any campaign cannot be overstated. Even in small districts, where it is possible to approach every constituent directly, a mention in the press can lend credibility to what might otherwise be perceived as a fringe campaign. But getting the media to cover a Green candidacy can be next to impossible, unless the campaign crew understands how to make coverage happen.

The First Principle (or in media speak, the Bottom Line) in working with the media is this: *You take the news to the reporter*, who then covers it by printing your article, filming your event, or pointing a camera in your general direction. Take it on a silver platter, or at least a vibrantly colored paper plate. More often than not, the reporter will not cover it, but try to put a lid on it. So take it again. Serve it up repeatedly. If they bite the first time around, dress up and redeliver the leftovers.

If this sounds more like the Joy of Cooking than campaign advice, here is a translation into practical steps you can take to increase your likelihood of getting media coverage.

Press Releases: First, assume every reporter is lazy. Write thoroughly-edited, engaging press releases, and send them to every media outlet you can find. Pretend you are the reporter: write up your own news story the way you would like it to appear in print - with one caveat: keep it short. One single-spaced page is the limit. Include quotes from supporters, and be sure to include their (and your!) contact information for verification purposes. Include contact information for your opponent. (This will make the reporter's job easier, which will increase your chances of getting into print. It will also establish your credibility in the reporter's mind.)

Make sure that every press release is followed by a phone call ("Hi, just wondering if you needed any more information?") Send follow-up stories every time a press release gets run. Send photos and other visuals, no matter how much you hate seeing yourself in them.

Using hooks can increase your chances of getting coverage. Try creating a dramatic human interest angle. Use the classic hero/villain/conflict/resolution model (you, of course, have the solution, whether or not you are cast as the hero.) Add a local aspect to a nationally breaking story. Refer to an upcoming event, especially if it has some local significance. Highlight unlikely alliances (the strange bedfellows scenario).

Getting Media Coverage: For printed media, there are several options to pursue. Issue frequent news releases, if only to make sure your name is mentioned in articles that stem from your opponents, news releases. Know which reporter is assigned to your campaign or race (this can change at any point during the campaign. Odious though it may be, subscribe to every local paper so you can keep track of who is where, when.)

Interviews and Editorial Boards: You can call the paper to set up interviews (it works sometimes...) or to request an editorial board visit. The latter is somewhat less intimidating than a visit to the Grand Inquisitor, but still bring along a witness (seriously!) One candidate in a statewide race in Texas managed to get positive coverage across the state by calling the local press in every county, and arranging interviews (only in the incumbent's hometown was he denied an interview). Unlike widely circulated, corporate-owned media, local papers are usually happy to cover an underdog's campaign.

The Opinion Page: Remember, though, that after the front page, the most well-read page of any newspaper is the editorial/opinion page. Submit op-eds or opinion articles. Inform the opinion page editors of your desire to write on a certain topic, because they often want to stick to a theme. Write letters to the editor, frequently. Ask your supporters to write letters. Try different approaches; the one person in charge of selecting letters for print may have a preference for challenging letters, for poetic speech, or snappiness. No matter how discouraged you get, never ever assume you will not get printed, so be careful of what you say.

Make Your Own News: Try to lure reporters out of their newsrooms by staging fun, theatrical or thematic events. Getting a panel of interviewees together at City Hall for a press conference is more likely to attract coverage than if you stand alone in your front yard. Look for coalition partners, fellow activists, and people with relevant expertise to join you. Use the same dramatic ploys (conflict, local angle, etc.) as for getting into print. If you want to curry favor, tip reporters off even to stories that have nothing to do with you. Naturally, the media will only know of your event if you inform them of it by means of phone calls, emails and any backup system you can devise. The best way to ensure media coverage is first to call the reporter you know will come, then call the others to say So-and-So from their competitor will be there.

Interviews: When being interviewed, first and foremost: Be Yourself! Don't try to self-aggrandize; most often the incumbent will fall into that trap, and modest you will look good by comparison. Be calm and reasonable, but straightforward. Don't temporize, dissemble, or use arcane verbiage (in other words, use normal, everyday language). The average sound byte is now 7.3 seconds (who measured that?) so have a very succinct main point, and repeat it every chance you get. Respond with complete thoughts, not just a few words. You can always honestly answer "I don't know" (and you should do so rather than try to BS), but never, ever say "no comment". Be prepared to turn any off-the-wall question back to your main message, and to keep yourself off the defensive without appearing to be on the offensive. Don't worry; it's possible. Just focus on why you're running, that you are the passionate voice of the voiceless, that you have a dream.... And if you've got all that down, set it out there with a sense of humor. People pay attention when you can make them laugh.

After formal news conferences, you can expect to be asked about your major concerns, why anyone should agree with you or even care, what impact your plans will have on the average taxpayer's pocketbook, and for additional comments. Be ready. Volunteer your

campaign's website and phone number, if the reporter forgets to ask.

Follow up any interviews with letters of thanks, and with more op-eds, letters to the editor, press releases, ad nauseum.

Prioritize: If you have to choose between all this attention to media and canvassing, consider the size of your district: if you can meet most or all of the voters in person, media plays a backup role. Local campaigns should emphasize direct contact. Larger races, including local campaigns in large districts, should use the media as an essential part of their strategy.

Free Media: There are, fortunately, media outlets available for which you do not have to succor anybody (See the media subsection in the **Getting Your Message Out** section above). Cable access television gives everyone airtime, within certain guidelines. Get a relaxed, pleasant friend to interview you for an hour, and distribute it to every cable outlet you can find. Make sure your credentials, no matter how irrelevant, get frequent mention. Do not digress; script questions that cut to the chase. Make sure you do 95% of the talking, but don't aggressively cut off your interviewer (hence the need for an interviewer who has no tendency to ramble).

Call-in TV and radio shows are incredibly popular, and even adversarial interviewers can get you exposure (though if you ruffle their feathers, they have the advantage of being able to disparage you on future shows, when you are not there to defend yourself). You can avoid awkward slips by returning to your central theme whenever words escape you; practice by relating every news item you see to your campaign platform (if restoring democracy is an issue in your campaign, this will be regrettably easy).

Name recognition is vitally important; even if people loved what they heard you say on that talk show last Friday, they have to be able to identify you among the list of candidates when they enter the polling booth.

The First Principle is to make your own news. The Final Principle is to enjoy yourself. And in between, remember that it is easier to keep a good reputation than to erase a bad one, so be nice to the people you want to have covering your campaign.

Appendix A: Ten Key Values of the Green Party

As ratified at the Green Party Convention in Denver, CO; June 2000.

1. GRASSROOTS DEMOCRACY

Every human being deserves a say in the decisions that affect their lives and not be subject to the will of another. Therefore, we will work to increase public participation at every level of government and to ensure that our public representatives are fully accountable to the people who elect them. We will also work to create new types of political organizations which expand the process of participatory democracy by directly including citizens in the decision-making process.

2. SOCIAL JUSTICE AND EQUAL OPPORTUNITY

All persons should have the rights and opportunity to benefit equally from the resources afforded us by society and the environment. We must consciously confront in ourselves, our organizations, and society at large, barriers such as racism and class oppression, sexism and homophobia, ageism and disability, which act to deny fair treatment and equal justice under the law.

3. ECOLOGICAL WISDOM

Human societies must operate with the understanding that we are part of nature, not separate from nature. We must maintain an ecological balance and live within the ecological and resource limits of our communities and our planet. We support a sustainable society which utilizes resources in such a way that future generations will benefit and not suffer from the practices of our generation. To this end we must practice agriculture which replenishes the soil; move to an energy efficient economy; and live in ways that respect the integrity of natural systems.

4. NON-VIOLENCE

It is essential that we develop effective alternatives to society's current patterns of violence. We will work to demilitarize, and eliminate weapons of mass destruction, without being naive about the intentions of other governments. We recognize the need for self-defense and the defense of others who are in helpless situations. We promote non-violent methods to oppose practices and policies with which we disagree, and will guide our actions toward lasting personal, community and global peace.

5. DECENTRALIZATION

Centralization of wealth and power contributes to social and economic injustice, environmental destruction, and militarization. Therefore, we support a restructuring of social, political and economic institutions away from a system which is controlled by and mostly benefits the powerful few, to a democratic, less bureaucratic system. Decision-making should, as much as possible, remain at the individual and local level, while assuring that civil rights are protected for all citizens.

6. COMMUNITY-BASED ECONOMICS AND ECONOMIC JUSTICE

We recognize it is essential to create a vibrant and sustainable economic system, one that can create jobs and provide a decent standard of living for all people while maintaining a healthy ecological balance. A successful economic system will offer meaningful work with dignity, while paying a “living wage” which reflects the real value of a person’s work.

Local communities must look to economic development that assures protection of the environment and workers’ rights; broad citizen participation in planning; and enhancement of our “quality of life.” We support independently owned and operated companies which are socially responsible, as well as co-operatives and public enterprises that distribute resources and control to more people through democratic participation.

7. FEMINISM AND GENDER EQUITY

We have inherited a social system based on male domination of politics and economics. We call for the replacement of the cultural ethics of domination and control with more cooperative ways of interacting that respect differences of opinion and gender. Human values such as equity between the sexes, interpersonal responsibility, and honesty must be developed with moral conscience. We should remember that the process that determines our decisions and actions is just as important as achieving the outcome we want.

8. RESPECT FOR DIVERSITY

We believe it is important to value cultural, ethnic, racial, sexual, religious and spiritual diversity, and to promote the development of respectful relationships across these lines.

We believe that the many diverse elements of society should be reflected in our organizations and decision-making bodies, and we support the leadership of people who have been traditionally closed out of leadership roles. We acknowledge and encourage respect for other life forms than our own and the preservation of biodiversity.

9. PERSONAL AND GLOBAL RESPONSIBILITY

We encourage individuals to act to improve their personal well-being and, at the same time, to enhance ecological balance and social harmony. We seek to join with people and organizations around the world to foster peace, economic justice, and the health of the planet.

10. FUTURE FOCUS AND SUSTAINABILITY

Our actions and policies should be motivated by long-term goals. We seek to protect valuable natural resources, safely disposing of or “unmaking” all waste we create, while developing a sustainable economics that does not depend on continual expansion for survival. We must counterbalance the drive for short-term profits by assuring that economic development, new technologies, and fiscal policies are responsible to future generations who will inherit the results of our actions.

Appendix B: State Election Office and State Green Party Contact Information for Elections

Alabama

Office of the Secretary of State
Elections Division
PO Box 5616
Montgomery, Alabama 36103-5616

Telephone: (800) 274-8683

Email: form on web

Website: <http://www.sos.state.al.us/election/index.cfm>

GP contact: Matthew Hellinger at greens@webspacereations.com.

Alaska

Division of Elections
PO Box 110017
Juneau, AK 99811-0017

Telephone: (907) 465-4611

Email: elections@gov.state.ak.us

Website: <http://www.gov.state.ak.us/lsgov/elections/homepage.html>

GP Contact: Steve Cleary at smcleary@yahoo.com.

Arizona

Secretary of State - Elections Services Division
Capitol Executive Tower 7th Floor
1700 West Washington Street
Phoenix, AZ 85007-2888

Telephone: (602) 542-8683

Email: elections@sos.state.az.us

Website: <http://www.sosaz.com/election>

GP contact: Richard Scott at rscotttoo@hotmail.com.

Arkansas

Secretary of State - Elections Division
State Capitol, Room 026
Little Rock, AR 72201

Telephone: (501) 682-5070

Email: SKInman@sosmail.state.ar.us (Director Susan Inman)

Website: <http://www.sosweb.state.ar.us/elect.html>

GP Contact: Rebekah Kennedy at rjkenne@uark.edu.

California

Secretary of State - Elections Division
1500 11th Street
Sacramento, California 95814

Telephone: (916) 657-2166
Email: Elections@ss.ca.gov
Website: <http://www.ss.ca.gov/elections/elections.htm>

GP Contact: Susan King at funking@mindspring.com.

Colorado

Secretary of State - Elections Division
1560 Broadway, Suite 200
Denver, CO 80202

Telephone: (303) 894-2200 ext.6307
Email: sos.elections@state.co.us
Website: <http://www.sos.state.co.us/pubs/elections/main.htm>

GP Contact: Sunny Maynard at alismynrd@aol.com.

Connecticut

Secretary of State - Election Services Division
30 Trinity Street
PO Box 150470
Hartford CT 06115

Telephone: (860) 509-6100
Email: elections@po.state.ct.us
Website: <http://www.sots.state.ct.us/ElectionsDivision/ElectionIndex.html>

GP Contact: Penny Teal at plteal@yahoo.com.

Delaware

Office of the Commissioner of Elections
32 W. Loockerman Street M101
Dover, DE 19904

Telephone: 1-800-273-9500
Email: vote@state.de.us
Website: <http://www.state.de.us/election/>

GP Contact: Nick Galasso at vngalasso@yahoo.com.

District of Columbia

D.C. Board of Elections and Ethics
441 Fourth Street, N.W., Suite 250 N
Washington, D.C. 20001

Telephone: (202) 727-2525
Email: wofield@dcboee.org
Website: <http://www.dcboee.org/>

GP Contact: Adam Eiding at adam@mintwood.com

Florida

Department of State - Elections Division
The Collins Building, Room 100
107 West Gaines Street
Tallahassee, FL 32399-0250

Telephone: (850) 245-6200
Email: DOE@mail.dos.state.fl.us
Website: <http://election.dos.state.fl.us/>

GP Contact: Alan Kolbrin at alan@spotgrafix.com.

Georgia

Secretary of State - Elections Division
2 MLK, Jr. Dr. S.E.
Suite 1104, West Tower
Atlanta, GA 30334-1530

Telephone: (404) 656-2871
Email: sosweb@sos.state.ga.us
Website: <http://www.sos.state.ga.us/elections/>

GP Contact: gpga-cand-dev-prgm@greens.org and PO Box 5332; Atlanta, GA 31107

Hawaii

Office of Elections
802 Lehua Ave.
Pearl City, Hawaii 96782

Telephone: (800) 442-VOTE(8683), (808) 453-VOTE(8683)
Email: elections@aloha.net
Website: <http://www.hawaii.gov/elections/>
GP Contact: 1(877) 32-GREEN and PO Box 4065; Hilo, HI 96720

Idaho

Secretary of State - Election Division
700 W Jefferson, Room 203
PO Box 83720
Boise ID 83720-0080

Telephone: (208) 334-2852
Email: elections@idsos.state.id.us
Website: <http://www.idsos.state.id.us/elect/eleindex.htm>

GP Contact: Robert McMinn at skomervole@cableone.net

Illinois

State Board of Elections
1020 S. Spring Street
P.O. Box 4187
Springfield, Illinois 62708

Telephone: (217) 782-4141
Email: webmaster@elections.state.il.us
Website: <http://www.elections.state.il.us/>

GP Contact: Phil Huckelberry at huckelberry@softhome.net.

Indiana

Secretary of State - Election Division
302 W. Washington Street
Room E-204
Indianapolis, IN 46204

Telephone: (317) 232-3939
Email: elections@iec.state.in.us
Website: <http://www.in.gov/sos/elections/>

GP Contact: Steps (Sean) Bagley at steps2@bloomington.in.us.

Iowa

Secretary of State
Lucas Building, 1st Floor
321 E. 12th St.
Des Moines, IA 50319

Telephone: 1-888-SOS-Vote
Email: sos@sos.state.ia.us
Website: <http://www.sos.state.ia.us/elections/running.html>

GP Contact: Holly Hart at hhart@blue.weeg.uiowa.edu

Kansas

Secretary of State - Elections and Legislative Matters Division
First Floor, Memorial Hall
120 SW 10th Ave.
Topeka, KS 66612-1594

Telephone: (785) 296-4564
Email: BradB@kssos.org
Website: <http://www.kssos.org/election/elewelc.html>

GP Contact: Jim Carpenter at jecarpen@earthlink.net

Kentucky

State Board of Elections
140 Walnut Street
Frankfort, KY 40601

Telephone: (502) 573-7100
Email: Lsummers@mail.sos.state.ky.us
Website: <http://www.kysos.com/index/main/elecdiv.asp>

GP Contact: Juscha Robinson at juscha@greens.org.

Louisiana

Secretary of State - Elections Division
P. O. Box 94125
Baton Rouge, LA 70804-9125

Telephone: (225) 219-9600
Email: elections@sec.state.la.us
Website: <http://www.sec.state.la.us/elections/elections-index.htm>

GP Contact: Jason Neville at nevitate@lycos.com.

Maine

Secretary of State - Bureau of Elections and Commissions
101 State House Station
Augusta, ME 04333-0101

Telephone: (207) 624-7650
Email: cec.elections@state.me.us
Website: <http://www.state.me.us/sos/cec/elec/elec.htm>

GP Contact: Morgen D'Arc at morgenizer@yahoo.com.

Maryland

State Board of Elections
P.O. Box 6486
Annapolis, MD 21401-0486

Telephone: 800-222-8683, 410-269-2840
Email: sep@elections.state.md.us
Website: <http://www.elections.state.md.us/>

GP Contact: Pat Cruz at patngeoff@earthlink.net.

Massachusetts

Secretary of the Commonwealth
Elections Division
McCormack Building, Room 1705
One Ashburton Place
Boston, MA 02108

Telephone: 1-800-462-VOTE, (617) 727-2828
Email: election@sec.state.ma.us
Website: <http://www.state.ma.us/sec/ele/eleidx.htm>

GP Contact: Vanessa Bliss at vanessa@massgreens.org.

Michigan

Department of State
Lansing, MI 48918

Telephone: (517) 373-2540
Email: secretary@michigan.gov
Website: <http://www.michigan.gov/sos>

GP contact: John Anthony La Pietra at jalp@internet1.net.

Minnesota

Secretary of State - Elections and Voting
180 State Office Building St.
Paul, MN 55155

Telephone: 651-215-1440, 1-877-600-8683
Email: elections.dept@state.mn.us
Website: <http://www.sos.state.mn.us/election/index.html>

GP Contact: info@mngreens.org and (612)871-4585

Mississippi

Secretary of State - Elections Division
PO Box 136
Jackson, MS 39205-0136

Telephone: (800) 829-6786
Email: administrator@sos.state.ms.us
Website: <http://www.sos.state.ms.us/elections/elections.html>

GP Contact: Landon Huey at landonhuey@hotmail.com.

Missouri

State Information Center
P.O. Box 1767
Jefferson City, MO 65102

Telephone: (573) 751-2301
Email: elections@sosmail.state.mo.us
Website: <http://www.sos.state.mo.us/elections/>

GP Contact: Dee Berry at DBerry8709@aol.com.

Montana

Secretary of State - Election Services
Room 260, Capitol
PO Box 202801
Helena, MT 59620-2801

Telephone: (888)884-VOTE (8683)
Email: sos@state.mt.us
Website: <http://sos.state.mt.us/css/ELB/Contents.asp>

GP contact: Scott Proctor at lukejwalker@yahoo.com.

Nebraska

Secretary of State - Election Administration
Suite 2300
State Capitol
Lincoln, NE 68509

Telephone: (402)471-3229
Email: election@mail.state.ne.us
Website: <http://www.sos.state.ne.us/Elections/election.htm>

GP Contact: Dante Salvatierra at ecotopia@cox.net.

Nevada

Secretary of State - Elections Division
101 North Carson Street, Suite 3
Carson City, NV 89701

Telephone: (775) 684-5705
Email: nvelect@govmail.state.nv.us
Website: <http://sos.state.nv.us/nvelection/>

GP Contact: Paul Exteberri at eusko@earthlink.net.

New Hampshire

Election Division
State House Room 204
Concord, NH 03301

Telephone: (603) 271-3242
Email: Elections@sos.state.nh.us
Website: <http://www.state.nh.us/sos/electionsnew.htm>

GP Contact: Aaron Rizzio at aaron@rizzio.mv.com.

New Jersey

Division of Elections
PO Box 304
Trenton, New Jersey 08625

Telephone: (609) 292-3760
Email: njelections@smtp.lps.state.nj.us
Website: <http://www.state.nj.us/lps/elections/electionshome.html>

GP Contact: George DeCarlo at Alexdn@ix.netcom.com.

New Mexico

Bureau of Elections
State Capitol North Annex, Suite 300
Santa Fe, New Mexico 87503

Telephone: (505) 827-3600, (800) 477-3632
Email: nmsos@state.nm.us
Website: <http://web.state.nm.us/elect.htm>

GP Contact: Rick Lass at ricklass@newmexico.com.

New York

New York State Board of Elections
40 Steuben Street
Albany, NY 12207-2109

Telephone: (518) 474-1953
Email: pio@elections.state.ny.us
Website: <http://www.elections.state.ny.us/>

GP contact: Masada Disenhouse at mdisenhouse@netzero.com.

North Carolina

State Board of Elections
P.O. Box 27255,
Raleigh, NC 27611-7255

Telephone: (919) 733-7173
Email: jacque.blaeske@ncmail.net
Website: <http://www.sboe.state.nc.us/>

GP Contact: Laura King, Chair GPNC, at lek3@duke.edu.

North Dakota

Secretary of State - Elections Division
600 E Boulevard Ave Dept 108
Bismarck ND, 58505-0500

Telephone: 701-328-4146, (800) 352-0867 ext. 8-4146
Email: soselect@state.nd.us
Website: <http://www.state.nd.us/sec//Elections/Elections.htm>

GP Contact: Juscha Robinson at juscha@greens.org.

Ohio

Secretary of State - Elections
180 E. Broad St., 15th Floor
Columbus, OH 43215

Telephone: 614-466-2585
Email: election@sos.state.oh.us
Website: http://www.state.oh.us/sos/election_services.htm

GP Contact: Logan Martinez at loganmartinez@hotmail.com.

Oklahoma

Elections Board
Room B-6, State Capitol Building
PO Box 53156
Oklahoma City, Oklahoma 73152

Telephone: 405-521-2391
Email: elections@oklaosf.state.ok.us
Website: <http://www.state.ok.us/-elections/>

GP Contact: Tom Keck at keck@ou.edu.

Oregon

Secretary of State - Election Division
141 State Capitol Building
Salem, Oregon 97310

Telephone: (503) 986-1518
Email: elections-division@sosinet.sos.state.or.us
Website: <http://www.sos.state.or.us/elections/elechp.htm>

GP Contact: Jeff Cropp at jcropp@runbox.com.

Pennsylvania

Department of State - Bureau of Elections
210 N. Office Building
Harrisburg, PA 17120

Telephone: (717) 787-5280
Email: bcel@pados.state.pa.us
Website: <http://www.politicsol.com/govsites/state-elections-div/pa.html>

GP Contact: Dan Kinney at dkinney@greens.org.

Rhode Island

Secretary of State - Board of Elections
50 Branch Ave.
Providence, RI 02904-2790

Telephone: (401) 222-2345
Email: riboe@elections.state.ri.us
Website: <http://www.elections.state.ri.us/>

GP Contact: Greg Gerritt at gerritt@mindspring.com.

South Carolina

State Election Commission
P.O. Box 5987
Columbia, SC 29250-5987

Telephone: (803) 734-9060
Email: hmajewski@scsec.state.sc.us
Website: <http://www.state.sc.us/scsec/>

GP Contact: SCGreenParty@yahoo.com and SCGP PO Box 5341; Columbia, SC 29250.

South Dakota

Secretary of State - Elections
Capitol Building,
500 East Capitol Avenue Ste 204
Pierre SD 57501-5070

Telephone: 605-773-3537
Email: sdsos@state.sd.us
Website: <http://www.state.sd.us/sos/Elections%20home%20page.htm>

GP Contact: Eric Holmes at eaholmes@usd.edu.

Tennessee

Secretary of State - Division of Elections
312 Eighth Avenue North
8th Floor, William R. Snodgrass Tower
Nashville, TN 37243

Telephone: (615) 741-7956
Email: Brook.Thompson@state.tn.us
Website: <http://www.state.tn.us/sos/election.htm>

GP Contact: John Drury at jbd3@earthlink.net.

Texas

Secretary of State - Elections Division
P.O. Box 12060
Austin, Texas 78711-2060
Telephone: 1-800-252-VOTE (8683)
Email: elections@sos.state.tx.us
Website: <http://www.sos.state.tx.us/elections/index.shtml>

GP Contact: Steve Agan at stephenagan@yahoo.com.

Utah

State Elections Office
115 State Capitol
Salt Lake City, UT 84114-0601

Telephone: (801) 538-1041, 1 (800) 995 - VOTE (8683)
Email: elections@gov.state.ut.us
Website: <http://elections.utah.gov/>

GP Contact: Juscha Robinson at juscha@greens.org .

Vermont

Secretary of State - Elections and Campaign Finance Division
26 Terrace Street
Montpelier, VT 05609-1101

Telephone: (802) 828-2363, (800) 439-8683
Email: kdewolfe@sec.state.vt.us
Website: <http://vermont-elections.org/soshome.htm>

GP Contact: George Plumb at gplumb@pshift.com.

Virginia

State Board of Elections
Suite 101, 200 North 9th Street
Richmond, Virginia 23219-3485

Telephone: 804 786-6551, 800 552-9745
Email: info@sbe.state.va.us
Website: <http://www.sbe.state.va.us/>

GP Contacts: Susan Dridi at sdridi@allvantage.com.

Washington

Secretary of State - Elections & Voting
PO Box 40229
Olympia, WA 98504-0229

Telephone: (360) 902-4180, (800) 448-4881
Email: elections@secstate.wa.gov
Website: <http://www.secstate.wa.gov/elections/>

GP Contact: Brett McMillan at brentmcmillan111@hotmail.com.

West Virginia

Secretary of State - Elections Division
Bldg. 1, Suite 157-K
1900 Kanawha Blvd. East
Charleston, WV 25305-0770

Telephone: (304) 558-6000, (866) SOS-VOTE
Email: elections@wvsos.com
Website: <http://www.wvsos.com/>

GP Contact: Juscha Robinson at juscha@greens.org.

Wisconsin

State Elections Board
132 East Wilson Street, Suite 200
P.O. Box 2973
Madison, WI 53701-2973

Telephone: (608) 266-8005
Email: seb@seb.state.wi.us
Website: <http://elections.state.wi.us/>

GP Contact: Ben Manski at manski@greens.org.

Wyoming

Secretary of State - Elections Administration
Elections Officer
State Capitol Building
Cheyenne, WY 82002-0020

Telephone: (307) 777-7186
Email: elections@state.wy.us
Website: <http://soswy.state.wy.us/election/election.htm>

GP Contact: Amy Moon at amysmoon@msn.com.

Appendix C: Resources and References

Useful Websites:

Green Party:

Coordinated Campaign Committee: <http://www.gp.org/committees/campaign/index.html>

Elections database: <http://www.greens.org/elections>

General:

Project Vote Smart: <http://www.vote-smart.org>

League of Women Voters: <http://www.lwv.org>

League of Conservation Voters: <http://www.lcv.org>

Legislative information online: <http://thomas.loc.gov>

Campaign Plans: <http://www.capitolonline.net/chapt1/plan1.htm>

Politics online: <http://www.politicsonline.com>

Voter Registration: <http://www.onlinedemocracy.com>

Bulk Mail: <http://www.usps.com/businessmail101/getstarted/bulkMail.htm>

Fundraising tips: <http://www.grassrootsfundraising.org>

Media:

Media basic how to: <http://www.causecommunications.com>

Ruckus Society media manual: http://ruckus.org/man/media_manual.html

Media Advocacy: http://ctb.lsi.ukans.edu/tools/en/chapter_1034.htm

Media Tips: <http://www.lp.org/services/s99/media-tips.html>

Media Lists: <http://www.lp.org/services/s99/media-lists.html>

Media Activist Kit: <http://www.fair.org/activism/activismkit.html>

Media Resource list: <http://www.fair.org/activism/resources.html>

Media Resources: <http://www.spinproject.org>

Events and Marketing: http://www.onlinewbc.gov/docs/market/mk_promotions.html

Campaign Finance:

Federal Elections Commission: <http://www.fec.gov>

Campaign Finance Reform: <http://www.opensecrets.org>

Books:

The Road to Victory 2000: The Complete Guide to Winning Political Campaigns-Local, State and Federal by [Ron Faucheux](#)

Running for Office by Ron Faucheux, Ronald A. Faucheux

Campaign Craft by Daniel M. Shea , Michael John Burton

Winning Local and State Elections by Ann Beaudry

How to Run for Local Office by Robert J. Thomas,

Winning Political Campaigns A Comprehensive Guide to Electoral Success by William S. Bike, Fran Ulmer

The Campaign Manual, 5th ed. 2000 (A Definitive Study of the Modern Political Campaign Process) S. J. Guzzetta

Against Long Odds : Citizens Who Challenge Congressional Incumbents by James L. Merriner, Thomas P. Senter

Campaigns and Elections American Style (Transforming American Politics) by James A. Thurber, Candice J. Nelson

Campaign Strategies and Message Design: A Practitioner's Guide from Start to Finish by Mary Anne Moffitt

Getting Elected : How Politics Works by Philip M. Seib

Appendix D: Sample Volunteer Database Information

PERSONAL INFORMATION

prefix [title]
first_name
middle_initial
last_name
suffix
mailing address (street, City, etc.)
daytime_phone
evening_phone
mobile_phone
fax
email
website
preferred method of contact
congressional_district
precinct
registered_to_vote

WORK INFORMATION

occupation
employer
self_employed
student
school
retiree

DEMOGRAPHIC INFORMATION

date_birth
education_level
ethnicity
income range
homeowner
presidential_vote
union_name
union_local
religious_affiliation
congregation_group

FUNDRAISING

Date of ask
Ask amount
Pledge amount
Donation amount
Name of solicitor
Solicitation method
Date of thank you note
Source of name
Date name acquired

VOLUNTEER ACTIVITIES

register_voters
receive_updates
HQ_work
precinct_leader
attend_rallies
major_mailings
phone_banks
election_driver
poll_worker
yard_sign
bumper_sticker
write_letters
talk_radio
solicit_donations
host_houseparty
help_houseparty
pass_out_literature
web_banner
office_space
computers
large_vehicle
copy_machine
editing_suite
sign_making

VOLUNTEER AVAILABILITY

mornings
afternoons
evenings
saturdays
sundays
flexible
hours
special_needs – transportation, etc.

SKILLS

write_releases
computer_web
public_relations
photography
video
graphic_design
theater
music
public_speaking
training_teaching
polling_surveys