

Engaging with the Public

1. One person can make a difference as an activist or voter
Meet your local officials and other area activists to learn about community issues. Ask questions of officials, you employ them!

2. Be cheerful and upbeat, If using a script, make it conversational. Each call or door knock becomes easier and more effective

On the phone, at the door: *Make it local, establish a connection*

- Be clear about the action needed; vote early, contact your legislator, attend public hearings
- Let the voter hear and see your passion for the issue

3. Canvass or call in teams - Find an activist partner or two

• Safety and Confidence in numbers

• Driver and two teams of 2 door knockers is optimal

• Be aware of the neighborhood demographics and priorities

4. Present a few clear points - tailored to your demographic

5. Don't take your voter into the weeds, But be prepared with facts to confront challenges

6. Craft your message/points with winning themes

- **Fairness**

- appeals to every generation and political persuasion

- **Freedom**

- discretion with income, less regulation, personal privacy

- **Transparency**

- government entities must operate in sunshine

- key decisions must have public notice and input

The Successful Organizer

1. **Network and attend local meetings: school board, township trustees, village council and County Commission meetings**
Government goes to those who show up!
2. **Create and frequently update a spreadsheet of volunteers**
 - **Name, Phone, Availability, Area of interest, Activity preference**
 - **Review & populate from email list, local Facebook friends**
 - **Be understanding of others time constraints**
 - **Discuss the political topics with neighbors**
 - a. **YMCA, PTO, barber shop, festivals, etc.**
3. **Voter information lists are public and customizable to precincts with demographic information. Your county board of elections can assist with selecting and downloading targeted voters**
4. **Arrange enjoyable activities for your volunteers; A grillout, happy hour get together, movie or other social event**
 - **We need to celebrate our victories or commiserate in defeat**
 - **Volunteers share many values - they should become friends & allies in the community**
5. **A thick skin - rejection on the phone or at the door should not be taken personally**
6. **Get to know a printer! Materials can be expensive to produce**
7. **Work with organizations/non-profits when they are aligned with your values and goals**
 - **Organizations often have the financial, volunteer and knowledge resources to help in your mission**
8. **Consider running for Central Committee in your community**