

**CHAPTER HANDBOOK**



**&  
REFERENCE GUIDE**

# TABLE OF CONTENTS

Getting Started	
Constitutions	
High School	
3    College/University	
8    County	
13	
Meetings	18
Guest Speakers	21
Membership Retention	23
Sample Meeting Minutes	24
Sample Meeting Agenda	25
Improving Your Meetings	26
Fund-raising	28
Financial Disclosure	31
Visibility & Recruitment	
High School	32
College/University	33
County	
40	
Sign In Sheet	
42	
Young Democrats Sample Membership Forms	43

## Campaign Resource Guide

Get Out the Vote (GOTV)	45
Supervising a Phone Bank	48
Walking a Precinct	50

# High School Chapter

## Constitution

Our purpose will be to pursue the ideas of liberty, justice, and freedom for all regardless of race, religion, or sex. We shall pursue these ideas through support of the Democratic Party and its ideas, ideals, and candidates. With these thoughts we establish this constitution.

### ARTICLE I

#### Name

The name of this organization will be the \_\_ (Chapter Name) \_\_ Young Democrats.

**Section 1:** \_\_ (Chapter Name) \_\_ will be chartered with, and affiliated with the \_\_ (Name of Your State Young Democrats Organization) \_\_, and by and through the \_\_ (State Young Democrats) \_\_, will be affiliated with the Young Democrats of America.

**Section 2:** \_\_ (Chapter Name) \_\_ will be chartered with \_\_ (Name of Your County Democratic Party) \_\_ and work as closely as possible with all levels of the Democratic Party.

### ARTICLE II

#### Membership

**Section 1:** Membership requirements for the \_\_ (Chapter Name) \_\_ will be the same as those of the Young Democrats of America, except that members must be students of \_\_ (Name of School) \_\_.

**Section 2:** Membership will not be affected by race, color, national origin, sex, or physical disability.

### ARTICLE III

#### Officers

The \_\_ (Chapter Name) \_\_ will be composed of the \_\_ (Chapter Name) \_\_ Executive Board and the remaining members. The Executive Board will consist of the officers of the \_\_ (Chapter Name) \_\_. The organization will have five (5) officers, one of which will be non-voting.

**Section 1:** The four (4) voting officers will be: President, Vice-President, Secretary, and Treasurer.

**Section 2:** The one (1) non-voting member will be the Executive Director.

## **ARTICLE IV**

### **Officer Duties**

**Section 1:** The President will be the chief executive officer for the organization. He or she will preside over all chapter meetings. The President will have all of the following duties and powers. The absence of a specific power or duty from this list is not necessarily a denial of its existence.

- A. Establish administrative procedures not otherwise provided for by the Constitution or By-Laws of this chapter.
- B. Act for and on behalf of the high school chapter when they are not in session.
- C. Attend all meetings of the State Young Democrats. When the attendance of the President is not possible he or she will appoint a suitable replacement and give this person his or her voting proxy.
- D. Establish the agenda for each meeting of the chapter (general and executive).
- E. Serve as delegation chair to the State Young Democrats state convention.
- F. Appoint chairpersons and vice-chairpersons of all committees, standing and adjunct, except that the President shall not appoint the chairpersons of the Recruiting and the Fund-raising Committees.
- G. Be an ex-officio member of all committees.
- H. Appoint an Executive Director without approval of the Executive Board to assist the President in the execution of the President's duties.
- I. Remove anyone from any appointed position without the approval of the Executive Board or the general body.

**Section 2:** The Vice-President will have all of the following duties:

**NOTE: Some state parties require the President and Vice President to be of opposite gender. Follow your state's guidelines.**

- A. Chair the Recruiting Committee.
- B. Appoint a co-chairperson of the Recruiting Committee, pending the approval of the Executive Board.
- C. Act as President Pro-Tempore in the absence of the President. In a case where the President's office becomes vacant the, Vice-President will become the President automatically and will assume all powers, duties and responsibilities associated with that position. The office of the Vice-President then is vacant and will be filled by an appointment by the new President, pending the approval of the Executive Board and the general body.
- D. Assist the President.

**Section 3:** The chapter Secretary shall have all the following duties and powers:

- A. Keep accurate minutes of all chapter meetings (general and Executive Board).
- B. Assure publicity for all upcoming events and meetings.
- C. Keep an accurate mailing list and phone directory of all members.
- D. See to all correspondence of the chapter as directed by the President.

**Section 4:** The chapter Treasurer will be the chief financial officer of the organization and shall have all the following duties:

- A. Chair the Fund-raising committee.
- B. Appoint a Director of Fund-raising, pending the approval of the Executive Board.
- C. Be responsible for developing fund-raising ideas and soliciting donations.
- D. Maintain accurate financial records for the organization.
- E. Advise the chapter President and the Executive Board of the financial condition of the chapter.
- F. If deemed necessary by the Executive Board, the Treasurer will file any reports for the State Democratic Party or the State Ethics Commission in a timely manner.

## **ARTICLE V**

### **Executive Board**

The \_\_(Chapter Name)\_\_ Executive Board will be the chief policy making body for the chapter.

**Section 1:** The Executive Board will have all the following powers necessary for the proper and legal execution of all duties of the \_\_(Chapter Name)\_\_.

**Section 2:** The Executive Board will meet no less than twelve (12) times during the course of one (1) fiscal year.

## **ARTICLE VI**

### **General Body**

The \_\_(Chapter Name)\_\_ general body will meet no less than eight (8) times during the course of one (1) year.

## **ARTICLE VII**

### **Elections**

**Section 1:** Elections of officers will be held at the first meeting in February of each year. All terms are for one year.

**Section 2:** The order of elections will be as follows: President, Vice-President, Secretary,

and Treasurer.

## **ARTICLE VIII**

### **Standing Committees**

There will be two (2) standing committees. These committees will be the Fund-raising Committee and the Recruiting Committee. Each of these committees shall have five (5) or seven (7) members depending upon the preference of the committee chair.

## **ARTICLE IX**

### **Forming New Committees**

The President or the Executive Board may form adjunct committees at any time for any reason they deem necessary.

## **ARTICLE X**

### **Supporting Candidates**

The \_\_(Chapter Name)\_\_ will never oppose a Democrat candidate for political office, either by supporting non-Democrat candidates or by not supporting all Democrat candidates in a primary, nor will the chapter support a non-Democrat candidate, even if said candidate does not have a Democrat opponent.

## **ARTICLE XI**

### **Constitutional Amendments**

Amendments to this constitution must be submitted in writing to the chapter President and chapter Secretary at least two weeks (14 days) prior to the meeting at which the amendment will be considered. The President is obligated to place the amendment on the agenda for that meeting. The amendment will be considered approved if two-thirds (2/3) of the Executive Board and two-thirds (2/3) of the general body (in attendance) vote in favor of the amendment.

## **ARTICLE XII**

### **Number of Offices**

No one person may hold more than one office in the \_\_(Chapter Name)\_\_ organization.

## **ARTICLE XIII**

## **Sponsor**

The chapter will select a faculty member to serve as the chapter sponsor. The sponsor will aid in the running of the chapter and serve as a liaison between the chapter and the school administration. In the event that a faculty member cannot be found, the chapter will then select a member of the community to serve in that position.

# University Chapter

## Constitution

Our purpose will be to pursue the ideas of liberty, justice, and freedom for all regardless of race, religion, or sex. We will pursue these ideas through support of the Democratic Party and its ideas, ideals, and candidates. With these thoughts we establish this constitution.

### ARTICLE I Name

The name of this organization will be the \_\_ (Chapter Name) \_\_ Young Democrats.

*Section 1:* \_\_ (Chapter Name) \_\_ will be chartered with, and affiliated with the \_\_ (Name of Your State Young Democrats Organization) \_\_, and by and through the \_\_ (State Young Democrats) \_\_, shall be affiliated with the Young Democrats of America.

*Section 2:* \_\_ (Chapter Name) \_\_ will be chartered with \_\_ (Name of Your County Democratic Party) \_\_ and work as closely as possible with all levels of the Democratic Party.

### ARTICLE II Membership

*Section 1:* Membership requirements for the \_\_ (Chapter Name) \_\_ will be the same as those of the Young Democrats of America, except that members must be a student of \_\_ (Name of College) \_\_.

*Section 2:* Membership will not be affected by race, color, national origin, sex, or physical handicap.

### ARTICLE III Officers

The \_\_ (Chapter Name) \_\_ will consist of the \_\_ (Chapter Name) \_\_ Executive Board and the remaining members. The Executive Board will consist of the officers of the \_\_ (Chapter Name) \_\_. The organization will have five (5) officers, one of which will be non-voting.

*Section 1:* The four (4) voting officers will be: President, Vice-President, Secretary, and Treasurer.

**Section 2:** The one (1) non-voting member will be the Executive Director.

## **ARTICLE IV**

### **Officer Duties**

**Section 1:** The President will be the chief executive officer for the organization. He/she will preside over all chapter meetings. The President shall have all of the following duties and powers. The absence of a specific power or duty from this list is not necessarily a denial of its existence.

- A. Establish administrative procedures not otherwise provided for by the Constitution or By-Laws of this chapter.
- B. Act for and on behalf of the county chapter when they are not in session.
- C. Attend all meetings of the State Young Democrats. When the attendance of the President is not possible he/she will appoint a suitable replacement and give said person his/her voting proxy.
- D. Establish the agenda for each meeting of the county chapter (general and executive).
- E. Serve as delegation chair to the State Young Democrats state convention.
- F. Have a two hundred dollar (\$200) transaction limit without approval of the Executive Board.
- G. Appoint chairpersons and vice-chairpersons of all committees, standing and adjunct, except that the President shall not appoint the chairpersons of the Recruiting and the Fund-raising Committees.
- H. Be an ex-officio member of all committees.
- I. Appoint an Executive Director without approval of the Executive Board to assist the President in the execution of the President's duties.
- J. Remove anyone from any appointed position without the approval of the Executive Board or the general body.

**Section 2:** Vice-President. The Vice-President will have all the following duties:

**NOTE: Some state parties require the President and Vice President to be of opposite gender follow your state's guidelines.**

- A. Chair the Recruiting Committee.
- B. Appoint a co-chairperson of the Recruiting Committee, pending the approval of the Executive Board.
- C. Act as President Pro-Tempore in the absence of the President. In a case where the President's office becomes vacant, the Vice-President will become the President automatically and will assume all powers, duties and responsibilities associated with that position. The office of the Vice-President then is vacant and will be filled by an appointment by the new President, pending the approval of the Executive Board and the general body.

D. Assist the President.

**Section 3:** The chapter Secretary shall have all the following duties and powers:

- A. Keep accurate minutes of all chapter meetings (general and Executive Board).
- B. Assure publicity for all upcoming events and meetings.
- C. Keep an accurate mailing list and phone directory of all members.
- D. See to all correspondence of the chapter as directed by the President.

**Section 4:** The chapter Treasurer will be the chief financial officer of the organization and shall have all the following duties:

- A. Chair the Fund-raising committee.
- B. Appoint a Director of Fund-raising, pending the approval of the Executive Board.
- C. Be responsible for developing fund-raising ideas and soliciting donations.
- D. Maintain accurate financial records for the organization.
- E. Coordinate all financial activities, including any tax responsibilities with the Internal Revenue Service (IRS).
- F. Advise the chapter President and the Executive Board of the financial condition of the chapter.
- G. If deemed necessary by the Executive Board, the Treasurer will file any reports for the State Democratic Party or the State Ethics Commission in a timely manner.
- H. Write Checks and make deposits as directed by the Executive Board. The Treasurer will not have the right to make financial transactions without the approval of the Executive Board.

## **ARTICLE V**

### **Executive Board**

The \_\_ (Chapter Name) \_\_ Executive Board will be the chief policy making body for the chapter.

**Section 1:** The Executive Board will have all the following powers necessary for the proper and legal execution of all duties of the \_\_ (Chapter Name) \_\_.

**Section 2:** The Executive Board will meet no less than twelve (12) times during the course of one (1) fiscal year.

## **ARTICLE VI**

### **General Body**

The \_\_ (Chapter Name) \_\_ general body will meet no less than eight (8) times during the course of one (1) year.

## **ARTICLE VII**

### **Elections**

*Section 1:* Elections of officers will be held at the first meeting in February of each year. All terms are for one year.

*Section 2:* The order of elections will be as follows: President, Vice-President, Secretary, and Treasurer.

## **ARTICLE VIII**

### **Standing Committees**

There will be two (2) standing committees. These committees shall be the Fund-raising committee and the Recruiting committee. Each of these committees shall have five (5) or seven (7) members depending upon the preference of the committee chair.

## **ARTICLE IX**

### **Forming New Committees**

The President or the Executive Board can form adjunct committees at any time for any reason they deem necessary.

## **ARTICLE X**

### **Supporting Candidates**

The \_\_ (Chapter Name) \_\_ shall never oppose a Democrat candidate for political office, either by supporting non-Democrat candidates or by not supporting all Democrat candidates in a primary, nor shall the chapter support a non-Democrat candidate, even if said candidate does not have a Democrat opponent.

## **ARTICLE XI**

### **Constitutional Amendments**

Amendments to this constitution must be submitted in writing to the chapter President and chapter Secretary at least two weeks (14 days) prior to the meeting at which the amendment will be considered. The President is obligated to place the amendment on the agenda for that meeting. The amendment will be considered approved if two-thirds (2/3) of the Executive Board and two-thirds (2/3) of the general body (in attendance) vote in favor of the amendment.

## **ARTICLE XII**

### **Number of Offices**

No one person may hold more than one office in the \_\_ (Chapter Name) \_\_ organization.

## **ARTICLE XIII**

### **Impeachment**

Only the elected offices may be subject to impeachment. The President reserves the right to remove anyone from an appointed position. Procedures for impeachment will be as follows:

- A. Any person holding an elected office within the chapter may be impeached if found guilty of failure to adequately perform his/her duties.
- B. The person will be notified of the charges against them no less than thirty days (30) prior to the meeting in which the impeachment will be discussed.
- C. Members of the Executive Board who are not charged with negligence of their duties will appoint a committee and chairperson to hear the testimony of the person or persons charged. The findings of the committee will be final.

## **ARTICLE XIV**

### **Sponsor**

The chapter will select a member of the faculty to serve as a sponsor of the organization. The sponsor will aid in the operations of the chapter and see to it that the chapter operate within the limitations that may be imposed by \_\_ (Name of College/University) \_\_ on campus organizations. The sponsor will serve as a liaison between the chapter and the administration of \_\_ (Name of College/University) \_\_. Every two years the chapter may vote to retain or select a new sponsor.

# County Chapter

## Constitution

Our purpose will be to pursue the ideas of liberty, justice, and freedom for all regardless of race, religion, or sex. We will pursue these ideas through support of the Democratic Party and its ideas, ideals, and candidates. With these thoughts we establish this constitution.

### ARTICLE I Name

The name of this organization will be the \_\_ (Chapter Name) \_\_ Young Democrats.

**Section 1:** \_\_ (Chapter Name) \_\_ will be chartered with, and affiliated with the \_\_ (Name of Your State Young Democrats Organization) \_\_, and by and through the \_\_ (State Young Democrats) \_\_, will be affiliated with the Young Democrats of America.

**Section 2:** \_\_ (Chapter Name) \_\_ will be chartered with \_\_ (Name of Your County Democratic Party) \_\_ and work as closely as possible with all levels of the Democratic Party.

### ARTICLE II Membership

**Section 1:** Membership requirements for the \_\_ (Chapter Name) \_\_ will be the same as those of the Young Democrats of America, except that members must reside in or be registered to vote in \_\_ (Name of County) \_\_.

**Section 2:** Membership will not be affected by race, color, national origin, sex, or physical handicap.

### ARTICLE III Officers

The \_\_ (Chapter Name) \_\_ will compose of the \_\_ (Chapter Name) \_\_ Executive Board and the remaining members. The Executive Board will consist of the officers of the \_\_ (Chapter Name) \_\_. The organization will have five (5) officers, one of which will be non-voting.

**Section 1:** The four (4) voting officers will be: President, Vice-President, Secretary, and Treasurer.

**Section 2:** The one (1) non-voting member will be the Executive Director.

## **ARTICLE IV**

### **Officer Duties**

**Section 1:** The President will be the chief executive officer for the organization. He/she will preside over all chapter meetings. The President will have all of the following duties and powers. The absence of a specific power or duty from this list is not necessarily a denial of its existence.

- A. Establish administrative procedures not otherwise provided for by the Constitution or By-Laws of this chapter.
- B. Act for and on behalf of the county chapter when they are not in session.
- C. Attend all meetings of the State Young Democrats. When the attendance of the President is not possible he/she will appoint a suitable replacement and give said person his/her voting proxy.
- D. Establish the agenda for each meeting of the county chapter (general and executive).
- E. Serve as delegation chair to the State Young Democrats state convention.
- F. Have a two hundred dollar (\$200) transaction limit without approval of the Executive Board.
- G. Appoint chairpersons and vice-chairpersons of all committees, standing and adjunct, except that the President shall not appoint the chairpersons of the Recruiting and the Fund-raising Committees.
- H. Be an ex-officio member of all committees.
- I. Appoint an Executive Director without approval of the Executive Board to assist the President in the execution of the President's duties.
- J. Remove anyone from any appointed position without the approval of the Executive Board or the general body.

**Section 2:** Vice-President. The Vice-President will have all the following duties:

**NOTE: Some state parties require the President and Vice President to be of opposite gender follow your state's guidelines.**

- A. Chair the Recruiting Committee.
- B. Appoint a co-chairperson of the Recruiting Committee, pending the approval of the Executive Board.
- C. Act as President Pro-Tempore in the absence of the President. In a case where the President's office becomes vacant, the Vice-President will become the President automatically and will assume all powers, duties and responsibilities associated with that position. The office of the Vice-President then is vacant and will be filled by an appointment by the new President, pending the approval of the Executive Board and the general body.

D. Assist the President.

**Section 3:** The chapter Secretary shall have all the following duties and powers:

- A. Keep accurate minutes of all chapter meetings (general and Executive Board).
- B. Assure publicity for all upcoming events and meetings.
- C. Keep an accurate mailing list and phone directory of all members.
- D. See to all correspondence of the chapter as directed by the President.

**Section 4:** The chapter Treasurer will be the chief financial officer of the organization and shall have all the following duties:

- A. Chair the Fund-raising committee.
- B. Appoint a Director of Fund-raising, pending the approval of the Executive Board.
- C. Be responsible for developing fund-raising ideas and soliciting donations.
- D. Maintain accurate financial records for the organization.
- E. Coordinate all financial activities, including any tax responsibilities with the Internal Revenue Service (IRS).
- F. Advise the chapter President and the Executive Board of the financial condition of the chapter.
- G. If deemed necessary by the Executive Board, the Treasurer will file any reports for the State Democratic Party or the State Ethics Commission in a timely manner.
- H. Write Checks and make deposits as directed by the Executive Board. The Treasurer will not have the right to make financial transactions without the approval of the Executive Board.

## **ARTICLE V**

### **Executive Board**

The \_\_ (Chapter Name) \_\_ Executive Board will be the chief policy making body for the chapter.

**Section 1:** The Executive Board will have all the following powers necessary for the proper and legal execution of all duties of the \_\_ (Chapter Name) \_\_.

**Section 2:** The Executive Board will meet no less than twelve (12) times during the course of one (1) fiscal year.

## **ARTICLE VI**

### **General Body**

The \_\_ (Chapter Name) \_\_ general body will meet no less than eight (8) times during the course of one (1) year.

## **ARTICLE VII**

### **Elections**

*Section 1:* Elections of officers will be held at the first meeting in February of each year. All terms are for one year.

*Section 2:* The order of elections will be as follows: President, Vice-President, Secretary, and Treasurer.

## **ARTICLE VIII**

### **Standing Committees**

There will be two (2) standing committees. These committees will be the Fund-raising committee and the Recruiting committee. Each of these committees shall have five (5) or seven (7) members depending upon the preference of the committee chair.

## **ARTICLE IX**

### **Forming New Committees**

The President or the Executive Board can form adjunct committees at any time for any reason they deem necessary.

## **ARTICLE X**

### **Supporting Candidates**

The \_\_ (Chapter Name) \_\_ will never oppose a Democrat candidate for political office, either by supporting non-Democrat candidates or by not supporting all Democrat candidates in a primary, nor will the chapter support a non-Democrat candidate, even if said candidate does not have a Democrat opponent.

## **ARTICLE XI**

### **Constitutional Amendments**

Amendments to this constitution must be submitted in writing to the chapter President and chapter Secretary at least two weeks (14 days) prior to the meeting at which the amendment will be considered. The President is obligated to place the amendment on the agenda for that meeting. The amendment will be considered approved if two-thirds (2/3) of the Executive Board and two-thirds (2/3) of the general body (in attendance) vote in favor of the amendment.

## **ARTICLE XII**

### **Number of Offices**

No one person may hold more than one office in the \_\_ (Chapter Name) \_\_ organization.

### **ARTICLE XIII**

#### **Impeachment**

Only the elected offices may be subject to impeachment. The President reserves the right to remove anyone from an appointed position. Procedures for impeachment will be as follows:

- A. Any person holding an elected office within the chapter may be impeached if found guilty of failure to adequately perform his/her duties.
- B. The person shall be notified of the charges against them no less than thirty days (30) prior to the meeting in which the impeachment will be discussed.
- C. Members of the Executive Board who are not charged with negligence of their duties shall appoint a committee and chairperson to hear the testimony of the person or persons charged. The findings of the committee shall be final.

# ***MEETINGS***

## **Where to have Meetings**

In order to ensure that you are making every attempt to include everyone, and at the same time sending the right message to the people in the community, you need to look at possible meeting locations. It is important that the location you choose fully complies with the guidelines of the Americans with Disabilities Act (ADA); for example, is the facility wheel chair accessible?

You also need to be aware of concerns that your members may have about some locations. Many people don't feel comfortable in places that are not clean, serve liquor, do not have a "smoke free" section, or that are in an area of town that they do not feel safe. The following are some good suggestions for meeting locations:

1. Public Library
2. City Hall
3. Area Restaurants
4. Office of a Democratic Activist

## **How Often Should You Meet**

The number of times you meet will vary with each chapter.

- **High School and County chapters:** Meet about once a month (even during election years).  
Note: It is a good idea to have your meeting at the same time and on the same day of each month. It is also a good idea to have your meetings at the same location. This helps members to avoid confusion for future meetings.
  - **College and University chapters:** College students are involved in so many things it is very difficult to have all members in attendance. The best solution for this is to have meetings once every other week (twice a month- only during election years) and once a month during non-election years.
- Remember:** Not everyone will be able to attend. It is important that you stay in contact with those people who miss a meeting and constantly remind them that they are important to the organization.

## **Planning Meetings**

Your first task is to prepare an agenda of items to be discussed. The best agendas list each topic, a beginning time and an estimated ending time. You can also include the names of the individuals who are responsible for presenting topics or for performing some action. To keep

meetings productive, limit the number of agenda items. Remember, the narrower the focus, the greater the success. Send the agenda (and perhaps the minutes of the previous meeting) at least **two weeks** prior to the next meeting.

## Conducting Meetings

To avoid wasting time and irritating members, you should always start meetings on time, even if some participants have not yet arrived. Delaying can ruffle some feathers. Individuals who came on time resent waiting for latecomers. Moreover, it sets a bad precedent. Latecomers may fail to be on time for future meetings because they assume the chairperson won't be punctual.

Meetings should begin with a 3 to 5 minute introduction that includes the following:

1. Goal and length of the meeting.
2. Background of the problem.
3. Possible solutions and constraints.
4. Tentative agenda.
5. Procedures to be followed.

At this point you can ask if the members agree with how the meeting will be conducted.

The next step is to make sure that the chapter secretary is prepared to take the minutes. Then you can open the discussion; from that point forward, say as little as possible. An effective leader is "a lot like a talk show host, making sure that each panel member gets some air time while no one member steals the show." Remember that the purpose of a meeting is to bring people up to speed on events and projects and to exchange views, not to hear one person.

It is also important to follow the agenda and the time schedule. When the group seems to have reached a consensus, summarize it in your own words and check to see whether everyone agrees. Finally, end the meeting at the agreed upon time. At this point you can summarize what you have accomplished, thank the group, and announce that a report of the meeting will be sent to everyone.

## Participating in Meetings

As a participant, you can get the most out of a meeting and best contribute to its success by coming prepared. This means reading the agenda and gathering any relevant information: the problem, its issues, its causes, possible solutions, and so on. Careful preparation and knowledgeable participation at meetings can help your advancement within the organization.

Once you arrive at the meeting (on time or even a little early), be ready to speak on an issue. At the same time, however, consider your timing. You might want to let others speak first so that you can shape your remarks to your best advantage. If you have a significant proposal or point to make, wait for the best moment. One corporation president compared the challenge of picking the best time to jumping aboard a moving train. "Jump too soon," he said, "and the train may run over you; jump too late and you'll miss it." If you're sure of your evidence and feel confident, raise your point as soon as it is relevant. If you're less confident, hold off until you can

introduce it as a logical outgrowth to the discussion. For the best reception, encourage the group to assist you in refining your idea.

## Suggestions For Guest Speakers

Guest speakers always add substance to meetings. They share knowledge about their duties and offer a greater insight into the jobs of public officials or party activists. There are a great number of resources that chapters can tap into in order to find a guest speaker. The following is a list of possible guest speakers:

- ◆ Statewide Official (Attorney General, Lt. Governor, State Treasurer, etc.)
- ◆ State Representative
- ◆ State Senator
- ◆ District Attorney/County Attorney
- ◆ County Official (County Commissioner, County Treasurer, etc.)
- ◆ County Democrat Party Chairperson

These people offer an enormous amount of information that they can share with you and your chapter. They can speak about their job, current legislation, and how it will affect people in your area, and the importance of participating in the political process.

**REMEMBER:** Try to select a guest speaker that you feel will interest the members of your chapter.

Also, don't be afraid to ask any of the above-mentioned people if they would like to speak at your chapter's meeting. They enjoy speaking to people who are interested in politics. Remember that public officials are very busy, so you may need to work around their schedule.

### Promotion

People won't come to meetings and events **IF THEY DON'T KNOW WHAT YOU HAVE TO OFFER!** Take advantage of all the free publicity on campus or in your local press. Many schools provide space for student groups to post meeting flyers; check with your schools administration on the proper procedures.

The best way to reach the most people is through the newspapers. Most newspapers offer free listing space for group meetings. Give the paper a press release when your chapter is holding a major event, like a forum, or hosting an elected official to speak at a meeting.

# Press Release

## -Sample-

There are various forms of press releases: The following shows the general format:

TO: The Adair County Times  
 FROM: XYZ Young Democrats  
 PLEASE RELEASE: Monday, October 6, 2002

District 100 State Senator Susan Jones will speak to the XYZ Young Democrats Monday evening in Room 2 of the Adair County Courthouse at 7:00 p.m. Jones will address recent vetoes by the Governor that resulted in major budget reductions for state education, particularly secondary education.

Sen. Jones, first elected in 1997, is chair of the State Senate's Appropriation Subcommittee for Education and has worked to stave off the impact of the recent votes. Jones also chairs the Transportation Committee, and serves on the committees for Commerce, Judiciary, and Economic Development. "The vetoes in education funding are harmful to our area schools," said Young Democrats President Bill Smith. "We are working to generate community support to reverse the impact." The XYZ Young Democrats meet every other Monday evening. Membership is open to anyone 35 years of age or younger, call 555-5555 for information.

## Tips on Writing a Press Release

- Keep it simple. WHO, WHAT, WHEN, and WHERE in the first paragraph.
- Include biographical information about the speaker.
- Include a quote; it looks more like a story.
- Work from the Democratic position.
- Give general information on your group and its meeting times.
- Include contact name and phone number.
- Check with paper about deadlines and stick to them. Also, time your release for the most exposure and impact.
- **THE EASIER IT IS FOR THE PAPER TO HANDLE, THE MORE LIKELY THE RELEASE WILL RUN.**

Invite reporters to important events, and make their job easier for them by giving reporters that attend the event a press packet that contains information about the speaker.

# MEMBERSHIP RETENTION

Keeping members active and interested is just as important as recruiting. People join Young Democrats for many reasons. Some want to be involved in the political process. Some want to have influence on issues. Some are interested in government affairs. All of these people must be balanced in order to keep them active in your chapter. Structure meetings and events so that there is a mix between the political, the informational, and the organizational. This will enable members to see that their interests are being addressed by the group and offer them new opportunities.

Aside from all the issue advocacy and the political process, make your chapter fun and appealing to members. Create an atmosphere where people can get to know each other and make friends with other people who share common views. Socialization is key to any successful organization. Have people look forward to coming to meetings. Many a lifelong friend has been made in the Young Democrats. Also, encourage members to network with one another. Many people who become friends in the Young Democrats have gone on to serve together in the party, working for campaigns, in elected office, and even in the business world.

Social activities are very important to retaining members and developing a sense of group cohesion. Have the chapter host events such as cookouts, bowling parties, and entering teams in campus competitions. During campaign cycles, center activities around campaign work; it's a good way to bring people together and get Democrats elected. Example: have a chapter cookout after doing a lit. Drop for a Democratic candidate, **and don't forget to invite the candidate.**

## Community Service:

Service to the community has been a fundamental belief of the Democratic Party from its beginning, and should be an integral part of any chapter's annual agenda. It is a meaningful and fun way to keep the chapter active and visible in the community. It gives members a chance to become more involved and helps attract new members. Most importantly, it helps people.

## Examples:

- ◆ Adopt a park or street, to keep clean. Many cities have such programs.
- ◆ Do free maintenance for a social service agency. Chapters have painted the interior of agencies for battered women and were able to get local hardware stores to donate the paint and supplies.
- ◆ Bell ringing for the Salvation Army during the holidays.
- ◆ Hold community relief drives for victims of natural disasters.

## SAMPLE MINUTES

### Minutes of the organizational Meeting of The \_\_ (Chapter Name) \_\_ Young Democrats

The meeting was called to order by \_\_\_\_\_, at \_\_\_\_\_ o'clock, on (date), in (city), (state).

The Meeting Chairperson called for nominations for Temporary Chairperson. After all nominations were made, \_\_\_\_\_ was elected Temporary Chairperson. The Temporary Chairperson then called for nominations for Temporary Secretary. After all nominations were made, \_\_\_\_\_ was elected Temporary Secretary.

A motion was made and seconded that the \_\_ (Chapter Name) \_\_ Young Democrats be formally organized, and that it seek affiliation and charter with \_\_ (Name of State Young Democrat Organization) \_\_. The motion was adopted. Present and voting for the motion were: (Insert the names of those persons present - be sure that all persons voting for the motion sign an application form).

A motion was made and seconded that the attached Constitution be adopted as the official Constitution of the chapter. The motion was carried (make sure the members sign the constitution).

The Temporary Chairperson opened the floor for nominations for the office of President; \_\_\_\_\_ was elected. The floor was opened for nominations for the office of Vice President; \_\_\_\_\_ was elected. The floor was opened for nominations for the office of Secretary; \_\_\_\_\_ was elected. The floor was opened for nominations for the office of Treasurer; \_\_\_\_\_ was elected. (Add other officers, such as Public Relations Director or Membership Director, as necessary).

**Note: IF THE CHAPTER IS ORGANIZED IMMEDIATELY PRIOR TO THE STATE CONVENTION, INSERT THE FOLLOWING:**

The following members were elected as delegates to the State Convention of the \_\_ (Name of State Young Democrats Organization) \_\_ to be held in (city), (state), on (date): (insert names of delegates).

There being no further business, the meeting adjourned.

Respectfully submitted,

ATTEST:

\_\_\_\_\_  
President

\_\_\_\_\_  
Secretary (must be signed by person taking the minutes)

**SAMPLE AGENDA**  
**\_\_(Chapter Name)\_\_**  
**AGENDA**

**May 16, 2002**  
**City Hall**  
**Room 21**  
**5:00 - 6:00**

**Call to Order**

**Introductions**

**Officer Reports**

**Chapter Fund-Raiser**

**Community Service Project**

**New Business**

**Old Business**

**Guest Speaker:**  
**State Representative Mark Jones**

**Announce Up Coming Events**

**Adjourn**

# IMPROVING YOUR MEETINGS

## 1. Check out the room arrangement!

A. If there are not many guests expected, eliminate some of the chairs, so the meeting doesn't look under attended.

B. Provide a frosty pitcher of water (maybe two) and real glasses (whenever possible) to give an executive impression (it's "classy").

C. Small groups can be best encouraged to participate during question and answer sessions by a semicircular chair arrangement.

D. While the Executive Session is going on, visitors should be signed in by a chapter representative. The "sign in" should include: name, address, phone, e-mail, and date of birth. A ragged notebook marked "sign in" seldom results in a good mailing list. But, a "host" or "hostess" who makes sure everyone is signed in shows members and guest that this is a special event and their presence is valued. The sign in sheets should be placed in a nice three ring binder.

2. **Executive Session** - A good policy to follow is to have a meeting with just the chapter officers 10 to 15 minutes prior to the beginning of the general meeting. This will allow Executive Board members to meet together and discuss the "pros" and "cons" of chapter policy, rumors, etc., **NOT for the ears of prospective members or contributors**. Pet peeves and gripes or misunderstood communication can be "aired" freely without weakening the faith of possible members or contributors.

3. Also during this time, Executive Board members can turn in the names of their guests to the President so they can be introduced.

4. After this "Closed" session, members should be more relaxed and aware of "Putting their best foot forward" for the potential members or contributors.

5. The President should introduce each member that has recently recruited members to the organization. This is "**Team Spirit**" time with other members adding enthusiastic applause as a reward. This is also a great time for one of the recognized members to speak briefly about how happy they are that they became involved.

6. Usually the President gives the speaker an upbeat, well-informed introduction. If the meeting has proceeded through the first five steps, it's time for this.

7. Even if the group knows the member/guest speaker, or even if the member/guest speaker is an invited specialist, the President's introduction should provoke applause so that the member/guest speaker feels welcome and accepted (**another chance to show "team spirit"**).

8. During the speaker's address, the members should be attentive. There should not be any "little side conversations" (this is distracting and very rude to the speaker and the listeners). So, even when the information is known by much of the audience, they should exhibit alert attention and supportive attitudes. Likewise, the speaker needs to be aware that he or she is addressing an

audience that might not understand the information being given.

9. It is hoped that the speech or presentation and fellowship will result in a new member or contributor. If this happens, perhaps it should be announced at the conclusion of the meeting or at the beginning of the next meeting.

10. Everyone attending the meeting should feel good about something or someone they saw or some new bit of information they learned. So, the President might conclude the evening with an **upbeat announcement** of upcoming events or news, or a speaker or topic that everyone can look forward to at the next meeting.

With these ten tips, your chapter can improve the efficiency and success rate of their chapter meetings. Local chapters are the heart of our organization. The way members present themselves and their winning attitudes can make this tool constructive to the overall goals of the Democratic Party.

# ***FUND-RAISING***



- ◆ Always work with the person capable of making the decisions. You're wasting time if you're dealing with someone not in charge.
- ◆ Try to combine your donor's greatest philanthropic interest with something offered by your organization.
- ◆ Stay with your donors over time and keep reminding them that you're available and your organization is in need of their support.
- ◆ Draw on all your personal and professional contacts. Someone you know may be able to help you raise money.
- ◆ Rate your projects to help you focus on your truly major donors. This also helps you to eliminate those cases that are not worth your time.
- ◆ Turn your donors' excuses for not giving into reasons why the organization needs their support.
- ◆ Make personal visits whenever and wherever you can.
- ◆ Train others located in other areas to assist you in developing new prospects.
- ◆ Design a fundraising plan to present to your prospective donor. It may result in a larger gift than the donor originally intended.

# THE TECHNIQUE OF SOLICITING FUNDS

BY JOHN D. ROCKEFELLER, JR.

Perhaps the best way to acquire a knowledge of fund-raising is to ask ourselves the question, "How would I like to be approached for a gift?" The answer, if carefully thought out, may be relied upon as a pretty safe guide to the tack of soliciting. I have been brought up to believe, and the conviction only grows on me, that giving out to be entered into in just the same careful way as investing – that giving is investing, and it should be tested by the same intelligent standards. Whether we expect dividends in dollars or in human betterment, we need to be sure that the gift or the investment is a wise one and, therefore, we should know all about it. By the same token if we are going to other people to interest them in giving to a particular enterprise we must be able to give them adequate information in regarding it, such information as we would want were we considering a gift.

First of all, then, a solicitor must be well informed in regard to the salient facts about the enterprise for which he/she is soliciting. Just what is the significance, its importance? How great is the need? An accurate knowledge of these and similar facts is necessary in order that the solicitor may be able to speak with conviction.

It is a great help to know something about the person whom you are approaching. You cannot deal successfully with all people in the same day. Therefore, it is desirable to find something about the person you are going to – what are his/her interest, whether you have any friends in common, whether he/she gave last year, is so how much did was given, what he/she might be able to give this year, etc. Information such as that puts you more closely in touch with them and makes the approach easier.

Again, one always likes to know what other people are giving. That may be an irrelevant question, but it is a human question. If I am asked for a contribution, naturally and properly I am influenced in deciding how much I should give by what others are doing.

Another suggestion I like to have made me by a solicitor is how much it is hoped that I will give. Of course such a suggestion can be made in a way that might be annoying. I do not like to have anyone tell me what it is my duty to give. There is only one man who is going to decide that question – who has the responsibility of deciding it – and that is myself. But I like a person to say to me, "We are trying to raise \$4,000,000, and are hoping you may be desirous of giving X amount of dollars. If you see your way clear to do so, it will be an enormous help and encouragement. You may have it in your mind to give more; if so, we shall be glad. On the other hand, you may feel you cannot give as much, in view of other responsibilities. If that is the case, we shall understand. Whatever you give after thinking the matter over carefully in the light of the need, your other obligations and your desire to do your full share as a citizen, will be gratefully received and deeply appreciated." When you talk to a person like that they are glad to meet you again, and will not take the other elevator when they see you in the corridor because you backed them to the wall and forced them to give.

Of supreme importance is to make a pleasant, friendly contact with the prospective giver.

Some people have a less keen sense of their duty and responsibility than others. With them, a little urging may be helpful. But with most people a convincing presentation of the facts and the need is far more effective. When a solicitor comes to you and lays on your heart the responsibility that rests so heavily on his: when his earnestness gives convincing evidence of how seriously he is: when he makes it clear that you are no less anxious to do your duty in the matter than he is, that you are just as conscientious, that he feels sure all you need is to realize the importance of the enterprise and the urgency of the need in order to lead you to do your full share in meeting it – he has made you his friend and has brought you to think of giving as a privilege.

Never think that you need to apologize for asking someone to give to a worthy object, any more than as though you were giving him an opportunity to participate in a high-grade investment. The duty of giving is as much his as is the duty of asking is yours. Whether or not he should give to that particular enterprise, and if so, how much, it is for him alone to decide.

To recapitulate, then, briefly, know your subject: be so sold on it yourself that you can convincingly present its claims in the fewest possible words. A letter may well precede an interview, but personal contact is the most effective. Know as much as you can about the person to whom you go: give them a general idea as to the contributions being made by others in his group, and suggest in a gracious and tactful way what you would be glad to have them give, leaving it entirely to them to decide what they shall give. Be kindly and considerate. Thus will you get closest to a person's heart and his pocketbook.

## **Ethics/Financial Disclosure**

Because the Young Democrats support political candidates and is therefore looked at as a Political Action Committee (PAC), it is required that all chapters file statements of activity with your state's Ethics Commission or Campaigns and Elections board. Your best approach to finding out what you need to do (which state agency you need to file with) is to contact your state Young Democrats, members of your state Democratic Party, or local State Representatives or State Senators.

# ***VISIBILITY & RECRUITMENT***

## **High School Chapters**

High School chapters play an important role both within the Young Democrats and the Democratic Party. High School is a time when many people first become interested in our democratic process and many issues that impact our daily lives. It is also a time when people realize the great amount of influence they can have in the process. The simple fact is that it is the people in high school today who will be our state and national leaders in a few short years.

Although many High School Young Democrats cannot vote, there are many things which you can do to aid and influence the democratic and electoral process. Your Young Democrat chapter can: educate other students on important issues; have Democratic elected officials speak on campaigns and help elect Democrats; gain individual leadership skills; and help others through community service. Young Democrats is also a place where you can make life-long friendships. And, don't forget to make it fun for you and your members.

There are some things that you can do on your High School campus that will make member recruitment and chapter visibility more effective:

- ◆ **Check with your School Administration to make sure you are following the rules and regulations.**
- ◆ **Promote meeting and event information through daily Public Address announcements and put information in the school newspaper.**
- ◆ **Make posters and flyers to promote meetings and events.**
- ◆ **Ask Government and History teachers if you can speak to their classes and/or pass out information about Young Democrats.**
- ◆ **Have Young Democrat booths at school fairs and a YD float in the Homecoming parade.**

For more suggestions on activities that you could sponsor or more visibility for your chapter, refer to the section covering visibility for college and university chapters.

# ***VISIBILITY & RECRUITMENT***

## **College & University Chapters**

Recruitment is the most critical and complex function of any organization. This section is designed to provide a set of suggestions to make the recruitment of new members easier. Chapters cannot thrive without an influx of new members.

Collegiate recruitment offers unique challenges and opportunities. It focuses on a very diverse and active population that is often in new surroundings.

### **3 Basic Steps:**

- Issue Based recruitment
- Identification of target groups
- Individual recruitment

## **I. Issue Based Recruitment**

The issue positions of a political organization provide the greatest motivation for an individual's involvement. The college environment, by exposing students to a wide range of ideas and concepts, allows issue based recruitment to be used to its maximum effect.

The Democratic Party platform takes stances on a wide range of issues that hold appeal to students, such as education, economic policies that enable all people to better their lives, not just the privileged few, the environment, civil rights, etc.. The key is the effective communication of these positions to students.

## **II. Target Groups & Communication**

College students are not only very busy, but they also have a great number of options for extracurricular activities. It is very important that a chapter focus its efforts at those people who will be most likely to join your club.

Suggested student organizations to target on campus: Environmental groups, women's groups, minority student groups, education based groups, pro-choice groups, human rights groups, agricultural student organizations, student government organizations, social work student groups, and Disabled Student Associations. Other target groups to consider who may not be represented by a student organization include: married students with young children, single parent students, and students with older families. Your student government organization or student affairs office should be able to provide a list of student organizations on your campus.

### **How to access targeted groups:**

One of the most effective methods is through issue forums and speakers.

**Issue Forums:**

A well planned and well publicized issue forum not only allows for targeted recruitment, it aids in general recruitment, publicity, and most importantly, getting the Democratic message out. In any given semester there are a number of issues at the forefront of national or state politics that will provide excellent opportunities for substantive forums. For example, issues such as student aid cuts, welfare reform, affirmative action legislation, cuts in children's programs, separation of church and state, domestic violence, cuts in agricultural programs, cuts in minority programs, or even questions about upcoming state legislation would make a great forum.

**Setting up an Issue Based Forum:**

The college setting offers unique opportunities for conducting forums. There is a large pool of faculty at any college that can provide panel speakers on a wide range of subjects. Democratic legislators in your area have individual policy specializations and also have a great working knowledge of most issues. Our County officials can offer in-depth policy expertise in their particular areas of operation. These factors combine to enable you to put on a very professional forum.

**Example:**

Public Forum on Proposed Changes to Federal Affirmative Action Policies and Their Implications for Minorities and Women.

**Panel:**

This issue would allow you to use a diverse range of speakers and target several groups at one time. Speakers could include: political science professors, legislators, representatives of women's and minority student groups and faculty from those groups and departments, and local attorneys or law professors, depending on your location. This will enable your forum to approach the subject from several perspectives.

**Audience:**

The primary groups to target for a forum on affirmative action policy changes would be women's and minority student groups. Do this by sending the group's president a letter of invitation or flyer early enough, so they will have it at least two of their meetings in advance of your forum. Back this up with a phone call to the president. Explain how important the issue is and what its impact could be on their members. Ask if they could use extra fliers for their meeting, or if a YD could stop by a meeting to invite the group. Ideally, you would have a YD in their group who could do this task.

Other groups to target would include political science, public administration, law student, pre-law, business, and education student groups. Aside from informing these groups, mail or post flyers in the respective departments. Ask professors you know in those departments to announce the forum to their classes (some professors may even offer extra credit to those students who attend the forum). **THERE IS NO SUCH THING AS TOO MUCH PUBLICITY!!!**

**Other benefits to working with target groups:**

Recruitment is not the only reason to build a good relationship with other student organizations who identify with Democratic issues. You can offer each other mutual support on many projects, like issue awareness, grassroots organization, and lobbying. In turn, target groups

can not only be recruiting sources for Young Democrats, but the groups themselves can help your chapter during the campaign season.

- Chapter presidents should meet with target group leaders to emphasize the mutual interests that both groups hold. Discuss the target groups' goals and concerns, and how a group like yours can be of particular assistance. Explore what ramifications the particular group will face as a result of new legislation. Offer to help arrange for Democratic elected officials, who have experience and expertise in policy areas of concern to the group, to speak at one of their meetings.

### **Examples:**

**Women's Student Association:** The attempted weakening of affirmative action policies, anti-sexual harassment legislation. Congressional attempts to weaken programs that deal with domestic violence, early childhood education, and women's health research.

**Agricultural Student Groups:** Proposed Congressional cut in farm subsidies, agricultural research, and legal aid assistance for farmers.

- ◆ Arrange to speak to a meeting of the target group and pass out information regarding the Democratic position on issues of particular concern to that group. Again, emphasize the common ground they share with the Democratic Party and the College Democrats. Also, concentrate on ways that the College Democrats can help the group reach their goals.
- ◆ Offer to work with target groups on various projects.

### **Issue Awareness:**

When an issue is given particular attention on campus through an official public information campaign, make sure that your chapter participates, either directly or indirectly.

### **Examples:**

Many student governments work with various student groups in celebrating Earth Day. Have your chapter sponsor a booth at an information fair. Produce literature that emphasizes the Democratic Party's traditional concern for the environment, as opposed to Republican attempts to severely weaken environmental protection.

Another option is to sponsor a forum on changes in environmental policy that emphasizes the differences between the parties on the issue. Include legislators who serve on environmental and economic development committees, and county commissioners who must deal with a host of environmental issues as part of their job. You can also help arrange such speakers for student government or environmental student group forums.

### **Grassroots Organizations & Lobbying:**

Many advocacy based student groups do well at promoting their position on campus, but have varied knowledge about how to achieve greater impact. Your chapter is in a perfect position to assist in this task. Work with target groups to train them in the basic lobbying of elected

officials. Also, offer to facilitate contact between the group and local Democratic legislators and county officials regarding the issue.

Share your chapter's knowledge about grassroots organizing. Work with them to set up seminars in grassroots training and utilize contacts within the Democratic Party to do the training.

### **III. Individual Recruiting**

Establishing working relationships with target groups will provide a solid base to recruit from. However, the most effective method is on the individual level. This is best done through outreach and informal recruitment. A side benefit is that these approaches also call for the participation of all chapter members, serving as an organizational building tool.

#### **Outreach:**

Outreach simply means taking the message to the people. Visibility is the key to successfully reaching people and one of the most effective means on campus is an information booth. Every campus has a student union or grounds where student organizations can have information booths. Check with the administration on policies and procedures before setting up.

#### **Tips for setting up an effective and inexpensive booth:**

- ◆ Check with the administration regarding policies; student groups can often arrange to use tables and chairs free of charge.
- ◆ Get a quality sign or banner for the chapter. A good sign or banner will cost somewhere in the neighborhood of \$100-200. You may be able to use student organization funds through your school. You can also get less expensive banners or do your own on a computer and have a 18 x 48 inch banner made at Kinko's Copies or other commercial print shop for under \$20.
- ◆ Distribute literature promoting the Democratic position on critical issues. Check with your state College Democrats or state Democratic Party for issue information.
- ◆ Focus your issues on what students are most concerned about and point out the differences in the parties' stances.
- ◆ Be sure to have "sign-up" sheets to collect names and addresses.
- ◆ Make your booth bright and visible: red, white, and blue. In other words, **BE CREATIVE** and have fun.
- ◆ Pick times and locations that will reach the most students.
- ◆ Have booths a few days before a major chapter event or well known speaker, so you can promote the event and recruit.

- ◆ Take advantage of student organization fairs, campus festivals, and sporting events. Have booths on football game days to take advantage of the crowd. Have a College Democrats float in the homecoming parade and similar events. Again, make it fun for the members.
- ◆ Take advantage of current events. When the GOP cuts student aid have booths and hit them hard.

### **Publicity:**

Another key outreach is promoting events so people know what your chapter has to offer. People won't come to meetings and events IF THEY DON'T KNOW YOU EXIST! Take advantage of all the free publicity on campus. Many schools' provide space for student groups to post meeting flyers; again, check with your school's administration on the proper procedures. Chalking meeting notices on campus sidewalks is a time honored, and very effective, way of spreading the word.

The best way to reach the most people is through the campus newspaper. Most campus newspapers offer free listing space for student group meetings. Give the school paper a press release when your chapter is holding a major event, like a forum, or hosting an elected official to speak at a meeting.

### **Sample Press Release :**

There are various forms of press releases. The following shows the general format:

TO: The University Times  
 FROM: XYZ University Young Democrats  
 PLEASE RELEASE: Monday, October 6, 1998

District 100 State Senator Susan Jones will speak to the XYZ University Young Democrats Monday evening in Room 2 of the Student Union at 7:00 p.m. Jones will address recent vetoes by the Governor that resulted in major budget reductions for state education, particularly higher education.

Sen. Jones, first elected in 1997, is chair of the State Senate's Appropriation Subcommittee for Education and has worked to stave off the impact of the recent votes. Jones also chairs the Transportation Committee, and serves on the committees for Commerce, Judiciary, and Economic Development. "The vetoes in education funding are harmful to our university," said Young Democrats president, Bill Smith. "We are working to generate student support to reverse the impact." The XYZ Young Democrats meet every other Monday evening. Membership is open to any interested student; call 555-5555 for information.

### **Tips on Writing a Press Release:**

- ◆ Keep it simple. WHO, WHAT, WHEN, and WHERE in the first paragraph.
- ◆ Include biographical information about the speaker.
- ◆ Emphasize the Democratic position.

- ◆ Give general information on group and meeting times.
- ◆ Include contact name and phone number.
- ◆ Check with paper about deadlines and stick to them. Also, time your release for the most exposure and impact.
- ◆ **THE EASIER IT IS FOR THE PAPER TO HANDLE THE MORE LIKELY THE RELEASE WILL RUN.**

Invite reporters to important events, and make their job easier for them (such as giving reporters that attend the event a press packet that contains information about the speaker).

### **Campus Radio:**

The FCC requires all radio stations to run Public Service Announcements. This is an excellent way to promote meetings and events. Check with the stations for their particular policies. Generally, all you need is 25 to 30 words typed on an index card. Remember, even though it's a regulation, be cooperative.

**Note: Promote the chapter in local, non-college media as well.**

### **Individual Recruitment:**

This is one of the most effective methods of recruiting new members. Every member of the chapter should take part in this effort. It should even be made into a competition among members; be creative!

Young Democrats of America and College Democrats of America have recruiting material that is available to all chapters. It is best to supplement this material with literature that is specific to your chapter. Distribute this information to chapter members and have them recruit friends, classmates, and people in their dorm. People are far more likely to join an organization where they know members.

## **Retention of Members**

Keeping members active and interested is just as important as recruiting. People join Young Democrats for many reasons. Some want to be involved in the political process. Some want to have influence on issues. Some are interested in government affairs. All of these people must be balanced in order to keep them active in your chapter. Structure meetings and events so that there is a mix between the political, the informational, and the organizational. This will enable members to see that their interests are being addressed by the group and offer them new opportunities.

Aside from all the issue advocacy and the political process, make your chapter fun and appealing to members. Create an atmosphere where people can get to know each other and make friends with other people who share common views. Socialization is key to any successful organization. Have people look forward to coming to meetings. Many a lifelong friend has been made in the Young Democrats. Also, encourage members to network with one another. Many people who become friends in the Young Democrats have gone on to serve together in the party, working for campaigns, in elected office, and even in the business world.

Don't forget that social activities are also very important to retaining members and developing a sense of group cohesion. Have the chapter host events such as: cookouts, bowling parties, entering teams in campus competitions. During campaign cycles, center activities around campaign work; it's a good way to bring people together and get Democrats elected. Example: have a chapter cookout after doing a literature drop for a Democratic candidate, **and don't forget to invite the candidate.**

### **Community Service:**

Service to the community is a foundational belief of the Democratic Party and should be an integral part of any chapter's annual agenda. It is a meaningful and fun way to keep the chapter active and visible in the community. It gives members a chance to become more involved and helps attract new members. Most importantly, it helps people.

### **Examples:**

- ◆ Adopt a park or street to keep clean. Many cities have such programs.
- ◆ Do free maintenance for a social service agency. Chapters have painted the interior of agencies for battered women and were able to get local hardware stores to donate the paint and supplies.
- ◆ Hold community relief drives for victims of natural disasters.
- ◆ Volunteer at a public TV auction or pledge drive- you can get on TV!

# ***VISIBILITY & RECRUITMENT***

## **County Chapters**

The same basic principles of collegiate recruiting apply equally to county chapters, with a few modifications. County chapters have to work with a much larger and harder to reach recruiting base. Yet, they also have a wider range of avenues from which to approach recruiting.

### **I. Issue Based Recruiting & II. Target Groups & Communication**

A county chapter can rely on a broader base from which to recruit. Many of these issue constituencies have organized representation within the community and are familiar with the political process. County chapters can take advantage of the links that already exist between the Democratic Party and these constituencies.

#### **Example:**

In order to reach Young Democrat age members (35 years of age and younger) county chapters should form working relationships with vocal advocacy organizations for: education, labor, business, child advocacy, women, minority, people with disabilities, and civil rights in their area.

County chapters can also incorporate into their recruiting issues of particular concern to young families, such as taxes, employment issues, business, health care, childcare cost, elder care and child support enforcement.

#### **Issue Awareness:**

Issue advocacy through speakers and issue forums is effective for generating interest, but it is a long term commitment. It works best with issues on a county level. Your chapter can rely on elected officials, and organizational and agency representatives for speakers. Again, keep it current and target your audience.

#### **Example:**

For a discussion on children's issues regarding GOP cuts in education and programs like Head Start and WIC, you would want to have a panel made up of educators, child advocates, and social workers. Don't forget to invite the press.

#### **Visibility:**

Attend local events like county fairs, arts festival, and parades.

**Target Mailing:**

Recruiting from mailings targeted at newly registered or frequent Democratic voters who meet the age requirement of the Young Democrats in your county is something to consider, depending on the cost. It will take a bit of research to find the names to target, but you will know where the Democrats and younger people live.

**External Relations**

Any Young Democrats chapter will benefit from recruiting, and in many other areas, from building a strong relationship with their local party organizations and elected officials.

- ◆ Target Young Democrat age precinct officers in your county.
- ◆ Work with local party officials and activists to identify friends who are likely to join the Young Democrats.
- ◆ Work with Democratic elected officials in your area to identify supporters who are Young Democrat age.
- ◆ Develop specific recruiting plans, and work with local Democratic officials to help fund and execute your program.
- ◆ Work with other Democratic groups, such as Senior Democrats, who can refer “lookers” to you.
- ◆ Work with local College Chapters to recruit graduating seniors.
- ◆ Work with local High School Chapters to recruit graduating seniors.

Hopefully these guidelines will help you make your chapter even stronger.



**YOUNG DEMOCRATS  
-Membership Information Form-**

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
 Address: \_\_\_\_\_ Chapter Affiliation: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
 Other Phone: \_\_\_\_\_

Permanent Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**HIGH SCHOOL DEMOCRATS  
- Membership Information Form-**

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
 Address: \_\_\_\_\_ Chapter Affiliation: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
 Other Phone: \_\_\_\_\_

Permanent Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

***CAMPAIGN RESOURCE  
GUIDE***

# GET OUT THE VOTE (GOTV)

Get-Out-The-Vote is the culmination of many long and hard hours of work put into the campaign by volunteers, candidates, and staff. Everything the campaign has done up until now was designed with GOTV in mind. The advantages of a good GOTV operation is that it can make the difference from winning and losing! GOTV is the perfect opportunity for your club to make a real difference for a campaign.

The key to GOTV is targeting. There are two potential targets: either precincts or voters. Limited volunteers, time and money force the campaign to be highly selective in choosing which precincts it needs to stage GOTV and what type of GOTV activity is appropriate. In high-performance precincts (propensity to vote Democratic 65% or higher) the strategy is to target all registered voters to remind them to vote. In the remaining precincts, the strategy is to be highly selective by targeting only individuals who were identified as favorable voters in the voter contact phase of the campaign. Regardless of the target, the intention of all GOTV is to deliver as many “go vote” messages as possible to favorable voters.

## GOTV Techniques

**Phone Banks:** GOTV phoning is the best way to reach the largest number of targeted voters in short periods of time (it is also the best use of volunteers when trying to reach voters in rural precincts or precincts where homes have long driveways or are not close together). GOTV calls are brief messages delivered by campaign volunteers to voters. The purpose of the GOTV call is to encourage voters to vote, give voting information such as poll locations and hours, and offer rides to the polls. GOTV phoning should begin about ten days before Election Day. Ideal phone bank sites are offices or union halls where groups of ten or fifteen or more volunteers can make phone calls at once. The best time to reach voters at home is from 5 to 9 p.m. on weekdays, 10 to 6 p.m. on Saturdays and 1 to 6 p.m. on Sundays. Always remember the following rules when phoning:

1. Smile - they can tell.
2. Make calls in priority order.
3. Stick to the script.
4. Use uniform marketing systems.
5. Don't get into prolonged discussions - move on.
6. Allow for five rings.
7. Ask to speak to an adult.
8. Leave the sheet blank if the phone was busy or no if no one was home.
9. If you get a wrong number, don't cross the name off. Try to find the correct number elsewhere.

**High-Performance vs. Low-Performance Precincts:** GOTV calls can be made to every registered voter in high-performance precincts but only to identified favorable voters in low-performance precincts (you only want to turn out people who will vote for your candidate and not the opposition).

**Canvassing:** Sending teams of campaign volunteers door-to-door is a very effective way to remind voters that it is Election Day and that their vote is important. Canvassers – also called flushers or even custodians – go into targeted precincts to contact registered voters at their homes. Good door-to-door is the best way to motivate voters but it requires lots of good planning and training. Canvassers are given street maps of the targeted precinct and “walking lists” with the names of targeted voters arranged by the street and address (addresses and names of the targeted voters). Canvassers should also be paired into teams and given a contact number in case of an emergency.

**High-Performance vs. Low-Performance Precincts:** Canvassers knock on the door of every registered voter in high-performance precincts **BUT** only the doors of identified favorable voters in low-performance precincts.

**Checkers:** The campaign posts volunteers inside targeted polling sites on Election Day. These volunteers, known as “checkers” or “poll watchers,” work off of targeted lists of identified favorable voters provided by the campaign. The checkers simply sit in the polls to check off favorable voters when they enter the polling site to vote. At designated times during the day the campaign sends a “runner” or “DART” to the poll to pick up the targeted list (replacing the list with another list so that the checker can continue marking off names). The list is then taken to a phone bank or canvassing operation so another “go vote” message can be delivered to the remaining targeted voters on the list who have not yet voted.

**High-Performance vs. Low-Performance Precincts:** The checking system is used in high-performance precincts to check off all Democrats who have voted, and in low-performance precincts to check off identified favorable voters when they vote.

**Rides To The Polls:** Providing transportation to the polls is an excellent technique to make sure favorable voters – especially the elderly and the low-income voters – get to vote on Election Day. Rides To The Polls are publicized through telephone banks, door-to-door canvassing and campaign literature. Throughout the campaign, names, telephone numbers, and addresses of favorable voters who need help getting to the polls are collected. On Election Day the campaign sets up a transportation coordination site. Before sending out a driver to pick up favorable voters, the campaign needs to confirm that a request is genuine and the rider will be ready to go when the ride arrives. Campaigns will provide drivers with specific directions and maps. Drivers will also be given identification as well as some sort of campaign emblem to be affixed to a car window (this will help to identify the driver to the voter they will be picking up).

**High-Performance vs. Low-Performance Precincts:** Rides To The Polls are offered to any favorable voter.

**Data-Retrieval Teams (DARTs):** To run an effective Election-Day GOTV program, it is essential that the campaign be able to move turnout results (targeted voter lists) from targeted precincts to phone banks, canvassing operations, and headquarters at designated times throughout the day. Data-Retrieval Teams (DARTs) - also called “runners” depending on where you live - are normally made up of a driver and possibly a partner. The DARTs are assigned a specific route with a limited number of precincts (four to eight) that they visit at pre-designated times throughout the day to pick up and transport voter lists (about every 2 or 3 hours). The campaign will provide credentials to the DARTs so they can go in and out of the polling places to pick up turnout results. DARTs will also be provided with change to make phone calls, and maps of their route.

**High-Performance vs. Low-Performance Precincts:** DARTs pick up turnout results from any precinct targeted for GOTV.

## GOTV TIPS

- ◆ Don't forget to vote! Volunteers should be encouraged to vote by absentee ballot.
- ◆ You can't thank volunteers enough! Be sure to invite all volunteers to the victory party!

### Canvassing

- ◆ Canvassers need to know their assigned precincts before Election Day. Training and dry-run literature drops in the targeted precincts are highly recommended.
- ◆ Each canvassing team should have one supervisor – ideally a resident of the community in which they are assigned to work on Election Day.
- ◆ Packets for canvassers should include precinct lists of households arranged by street and address, targeted area maps, flyers to leave at homes where nobody is home, pencils and note pad, and a contact number in case of an emergency.
- ◆ Keep safety in mind! Canvassers should work in teams and wear campaign stickers or t-shirts.
- ◆ Canvassers should be dressed appropriately (no sunglasses if possible).

### Checkers

- ◆ Checkers need to be prepared for a long day at the polls! It is highly recommended that checkers take a chair and warm clothing. The campaign should remember to provide lunch for each of the checkers.
- ◆ Checkers and other volunteers who will go into polling sites will need to carry credentials - letters from the campaign identifying them as volunteers.
- ◆ Packets for the checkers should include the precinct list arranged in alphabetical order, pencils and note pads, change for phone calls, Election Day telephone list (contact number at GOTV headquarters), etc.

### **Phone Banks**

- ◆ GOTV phoning should begin the week before Election Day.
- ◆ Phone banks need to be expanded on Election Day in order to complete the high volume of calls in the limited hours available. Home callers should be available unless there is no other way to complete the goal of targeted calls.

# Supervisor's Instructions For Phone Bank

1. As supervisor of a phone bank, you will be responsible for all phoning activity and the general productivity of the phone bank.
2. You will be calling from lists of registered voters in the targeted precincts. Your phoning lists will be given to you by the phone coordinator.
3. You will be responsible for keeping your phones filled during all phoning hours.
4. You will need to hold training sessions for your phoners the first night. This need only last about one-half hour. Rehearse the phone message with them, instruct them in marking the tally sheets, etc.
5. Be pleasant and courteous. Encourage your phoners constantly. Reward good performance. Be watchful for trouble areas with phoners.
6. It is your responsibility to total all tally sheets and compute the statistical evaluation sheets. Do this at the end of each shift.
7. Run shifts for 4 hours. Assign phoners on a shift basis each day.
8. Collect special request forms periodically. Don't let them pile up. Refer them to whoever will do follow-up with more information about your candida.
9. Have a contact number of someone at the headquarters, incase of emergencies.
10. Most phoning should take place during the evening hours (6:00 - 9:30 p.m.) all day Saturday (10:00 a.m. - 9:00 p.m.). Sunday calling is acceptable in some areas but not in others. Also, daytime phoning during the week is an option, particularly if you are falling behind schedule.

## ***WALKING A PRECINCT***

It is the duty of all Young Democrats to walk a precinct at some point during a campaign. This is often looked upon as one of the least favorable parts of a campaign. Don't be fooled by what others may lead you to believe. Precinct walking is one of the most essential components to winning or losing a campaign. Walking a precinct is also one of the most difficult jobs that you may be asked to perform, so here are some basic tips that you need to know to make your job easier and safer.

1. Always carry a map of the precinct you will be walking.
2. Always walk a precinct with a partner.
3. Never go into a house.
4. Never enter a fenced yard (there could be dogs).
5. Don't approach houses with high raised porches (danger of dogs).
6. Don't approach a house that looks abandoned or that you feel uncomfortable about.
7. Don't walk in someone's yard (this is rude and disrespectful).
8. Always walk on sidewalks and/or driveways.
9. Always look for dogs or posted signs.
10. NEVER deposit campaign literature into a mailbox (this is a Federal offense).
11. Knock on doors (the door bell does not always work).
12. Always have an emergency contact phone number (the number can be the campaign headquarters or the number of a precinct captain in the area you're walking).