



# ***KANSAS YOUNG DEMOCRATS***

## ***CHAPTER HANDBOOK***



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# KYD Basics

## **KYD at a Glance**

Kansas Young Democrats (KYD) is a youth-led political organization and the official youth arm of the Kansas Democratic Party. KYD mobilizes young people under the age of 36 to participate in the electoral process, influence the ideals of the Democratic Party and develop the skills of our generation to serve as leaders at the local and national level.

## **KYD Leadership Structure**

All of the KYD leaders' contact information is located on the KYD website.

**Officers:** There are nine people elected every year by the delegates at KYD's State Convention. The Officers hold calls regularly and guide decisions for the organization. These are distinguished positions which take dedication to building the sustainability of KYD. The nine elected officers currently serving KYD are:

- ★ Jamie Epstein, President
- ★ Craig Gunther, First Vice President
- ★ Doug Schaible, Second Vice President
- ★ Lupe Ramirez, Secretary
- ★ Cassie Brickell, Treasurer
- ★ Shane Gagnebin, National Committeeman
- ★ Merriam Langdon, National Committeewoman
- ★ Tom Hartley, State Committeeman
- ★ Talitha Hazelton, State Committeewoman

**Executive Committee:** Serving as the formal body in the KYD constitution, this includes Officers, Caucus Chairs, Congressional District Chairs, YDA Executive Committee members from Kansas, and the past KYD President. The Executive Committee can make decisions between meetings of the State Committee. It is currently comprised of 15 people.

**State Committee:** This is the governing body of KYD between conventions. It is comprised of the Executive Committee plus Congressional District vice chairs, Chairs of standing committees, the President of each chartered chapter, and twenty-five (25) delegates to be divided among the chapters chartered at the previous state convention. This body can change the constitution, pass resolutions, etc.

## **KYD Organizational Structure**

**Charter and Bylaws:** The operating rules for KYD is the Constitution. A copy is available to all members on the KYD website and available upon request.

**Platform:** The Platform of KYD is debated and adopted at the convention of the membership.

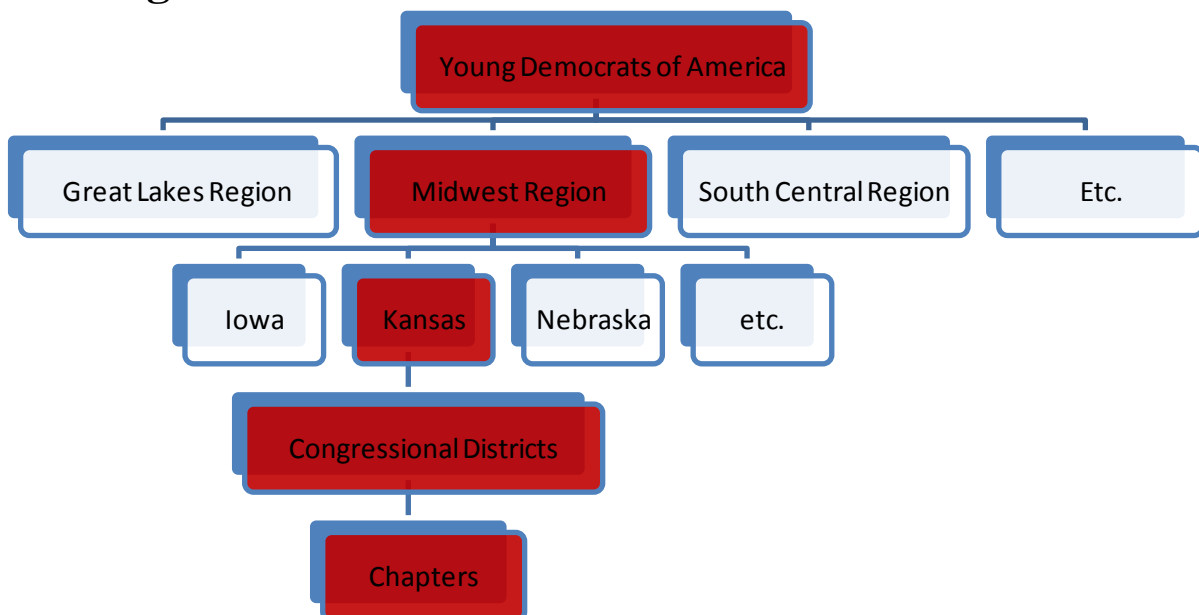
**Standing Committees:** Membership is composed of the Appointed Chair, Vice-Chair, and a representative from each congressional district or chartered chapter (depending on the committee).

- ★ **Membership Committee:** Helps chartered chapters increase and keep active members by providing resources and assistance when possible.
- ★ **Convention Committee:** Recommends the location of the annual state convention and consults the host committee on the operation of the convention.
- ★ **Constitution and Rules Committee:** Reviews and reports on all proposed amendments to the constitution.
- ★ **Platform and Policy Committee:** Authors a platform of the issues and policies that are important to KYD.
- ★ **Credentials Committee:** Handles official certification of voting credentials at KYD meetings & conventions.
- ★ **Campaign and Elections Committee:** Drafts campaign plan and conducts an intensive voter registration campaign on an annual basis.

**Caucuses:** Caucus leadership is chosen by the membership of the caucus at the KYD Annual Convention. Membership of the various caucuses is defined by their bylaws, Caucuses serve to further the involvement and leadership training of the various Base Vote constituencies within the YDA, and foster the education of the youth electorate within these constituencies:

- ★ College Caucus
- ★ Faithful Citizens Caucus
- ★ Lesbian, Gay, Bisexual, and Transgender Caucus
- ★ Labor Caucus
- ★ Minority Caucus

## YDA Organizational Structure



# **Chapter Building Basics**

KYD has chapters on various levels (i.e. county, college, high school, middle school). This section is meant to be a step-by-step guide in setting up a local chapter.

## **Getting Started: An Army of One**

So you want to start a Young Democrats chapter – great! Your initiative is one of the biggest steps toward success. However, you cannot change the world alone. To start a chapter, you’re going to need reinforcements. Oh- before you start, make sure there is not a chapter in your area! You can check on [www.kansasyoungdemocrats.org](http://www.kansasyoungdemocrats.org)

*Note for Student Chapters:* Most High School and College Chapters are required by the schools at which they are located to have an official advisor to oversee and supervise the organization. A good place to start is a history or government teacher, but don’t forget that your art or English instructor may be a better fit. The advisor of the Kent State College Dems is a physics professor!

Your advisor can be a great help in recruiting new members and finding possible donors to your organization. Oftentimes, county chapters will choose an honorary chair who is an elected official from the area.

If you are having problems finding an adviser to meet school regulations, consider the idea of creating a club that is not directly affiliated with your school. For instance, if the administration at Peebles High School does not allow a group to form, consider forming the Peebles City Young Democrats.

High School and college 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.

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.

## **Recruitment of Members**

The best place to start finding others to join your chapter is by contacting your county party chair and asking if there are other young people who would be interested in a Young Democrats chapter. You may be surprised by how excited county party chairs are about starting Young Democrat chapters. Don’t be shy – recruiting members takes initiative.

Other places to find members:

- ★ Children and grandchildren of county central committee members
- ★ Local Union meeting, including teachers' unions
- ★ Local government employees employed by Democrats
- ★ Freshman orientations
- ★ School club fairs
- ★ Environmental groups, like Sierra Club
- ★ Women's Issues groups, like NOW, NARAL, or Planned Parenthood
- ★ Minority student groups, like NAACP, Black United Students
- ★ ACLU, Gay Pride Groups, Disabled Student Associations, Amnesty International

Ask the leadership of other active groups on campus if an announcement can be made about a College Democrats formation; often, members of College Democrats are also members in other politically active groups and can speak to other prospective members during a meeting at the meeting, in class or in other social situations.

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. The student government organization or student affairs office should be able to provide a list of student organizations on your campus.

### **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 or civil rights. The key is the effective communication of these positions to students.

One of the most effective methods is through issue forums and guest speakers. 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 debate that will provide 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.

## **College Recruitment**

Collegiate recruitment offers unique challenges and opportunities. Most college students are in their late teens and early twenties, and many are still discovering their political beliefs. They also not only have a busy school schedule, but most students work, and participate in other extra-curricular activities. Finally, because many students return home over the summers, continuity of chapters can be difficult. However, students are easy to identify, and there are more opportunities for visibility and the chance to focus on issues that matter to young people.

## **County Chapter Recruitment**

County Young Democrat chapters are a microcosm of the larger community - chapters are made up of students, laborers, young professionals and young families. The challenge with building county chapter membership is that young people cannot be found in one place like on college campuses or in high schools.

Recruiting Members Already Politically Active County chapters can take advantage of the links that already exist between the Democratic Party and existing advocacy groups in the area by forming working relationships with education, labor, business, child advocacy, women, minority, people with disabilities, and civil rights groups.

## **Targeting Other Group Leaders**

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.

## **Individual Recruiting**

Individual recruitment is often 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.

Ways of achieving higher visibility include:

- ★ FLYERING campus bulletin boards and political science and history classes
- ★ Sidewalk chalking before a scheduled meeting
- ★ Ads in the campus newspaper
- ★ Set up a booth at the campus activities fair - The Muskingum College Dems had a pin the tail on George Bush gimmick.

In short, be creative, witty and don't be afraid to be a little edgy.

# Meetings: The Bread & Butter of Your Chapter

## Infrastructure

Regularly scheduled and organized meetings are key to encouraging participation in a Young Democrat chapter. The frequency and type of meetings can vary, but it is important to hold meetings consistently; this allows members who may miss a meeting to know when the next will occur, and it will help members to plan to attend future meetings.

### Choose an appropriate location

Democrats aim to be as inclusive as possible with its meeting details, especially location; that's why it is important that the location you choose fully complies with the guidelines of the Americans with Disabilities Act (ADA). Some members may have concerns about locations 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 suggestions for meeting locations:

- ★ Local Democrat Headquarters
- ★ Public Library
- ★ School or local college classroom
- ★ Private area of local restaurant
- ★ Office of local Democratic activist

### Advertise the Meeting

If you are going to hold a meeting you want people to be there. Here are some ideas on where to advertise your meeting and chapter.

- ★ 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.

### Planning Meetings

A type-written agenda of items to be discussed is a suggested way to keep your group on task and to make sure that all individuals are heard from during the business meeting.

The best agendas list each order of business or topic, and may include the names of the individuals who are responsible for presenting topics or for performing some action. County chapters will often send the agenda (and perhaps the minutes of the previous meeting) at least prior to the next meeting.

## **Running Meetings**

Many county and college chapters will use Roberts Rules of Order, which is a manual of parliamentary procedure, to govern the rules for conducting the meeting.

Start the meeting on time even though some participants have not yet arrived. Ask attendees to sign in on a prepared sign-in sheet; e-mail addresses are very important and for Young Democrat verification purposes, it is helpful to ask for birth dates.

## **Changing It Up**

Young Democrat chapters with high turnout for their meetings will change-up the format of meetings between business meetings, guest speakers, campaign activities and social events. Creativity and positive energy from the leadership and membership can help guide the activities.

Below are some activities local chapters hold to retain members:

- ★ West Wing Watch Party
- ★ State of the Union Watch Party
- ★ Pre-Election Night Rallies

Tip: try to liven up your meetings a little livelier by adhering less to parliamentary procedure. Begin your meetings with a little current events section to inform your members about recent news. Or have a short discussion after the regular meetings business is over. Most importantly, when a topic is brought up for discussion, put a time limit on how long the discussion can go on. If a concession cannot be made, then table the issue until the next meeting. Nobody wants to spend an hour listening to people argue over what flier to put up.

## **Bring in 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:

- ★ State Representative or State Senator, Local or County Elected Official
- ★ Leader of local allied groups (like the NAACP, or NARAL)
- ★ Local Democratic Party Chair or Official
- ★ Area or State Young Democrat Leader

Tip: Whether or not it's an election year always remember that we must constantly campaign and promote our Democratic ideals. Keep your organization on message and a friendly place for new comers. Do not let petty bickering and disputes bring a negative tone to your organization. Far too often strong, active people are turned off by the in-fighting we have in every organization. We all may stand for different things, but do not let us forget that we all stand as Democrats. Never forget that our greatest strength comes from the freedoms and liberties that our constitution allows us.

## **Meeting #1: Organize**

Once you have a small group of three to five individuals who are committed to starting a chapter, call an organizational meeting. Attendees should plan on meeting for at least an hour and a half to hammer out some fundamental issues. The agenda for this meeting should be very basic and you should address the following issues:

- ★ How often will this group meet? Where will the meetings be held?
- ★ How are we going to increase our membership?
- ★ How are we going to share responsibilities until we elect officers?
- ★ When will we meet again and what should we accomplish between now and then?

## **Meeting #2: Laying the Groundwork**

Your goal for your second meeting should be for each member at the first meeting to bring at least one other interested participant. Make sure everyone submits their contact information on a sign-in sheet. This may be an appropriate time to invite your county party chair to address the group.

Goals for second meeting:

- ★ Establish a committee to draw up the club's constitution and bylaws
- ★ Decide what officer positions are appropriate for your group and set an election date.

The second meeting is a prime opportunity to establish the rules for your organization. Thinking about a constitution and bylaws isn't very exciting, but you need to establish a baseline for how things will be done. Sample constitutions and bylaws can be found in this manual.

The size of your chapter will determine the amount of officers required. This is decided on a chapter by chapter basis, but the primary offices are President, Vice President, Secretary and Treasurer. There is a list of officer positions and job descriptions in this manual.

In addition to job titles, it is imperative that certain responsibilities are delegated among the participants. These can go to elected officers or officers appointed by the President; prior to officer elections, the group should identify individuals who will be responsible for:

- ★ Publicizing the meeting
- ★ Securing the location of the meeting
- ★ Developing an agenda for the meeting, including inviting speakers if applicable
- ★ Providing a sign-in sheet
- ★ Recruiting new members

## **Meeting #3: Ratify Your Constitution**

The group responsible for drawing up the constitution and bylaws should also present that information at this meeting.

## Meeting #4: Nominate Officers

Now that your organization has a governing document, it's time to nominate officers and hold elections. Ensure that your constitution address explicitly who qualifies as a voting member. At this meeting, hold nominations for each office and ask each nominated individual to give a brief statement about his or her desire to hold said position.

## Meeting #5: Elect Officers

As per the rules laid out in your constitution and bylaws, hold officer elections.

Once officers are elected, it's time to set the course for the future of the organization. This handbook outlines possible activities, ideas to recruit and maintain membership and opportunities you can experience through your Young Dems organization.

Electing Officers is important because it gives structure to the group and clearly delegates responsibility and maintains accountability for various aspects of the chapter development.

As the membership grows and develops, many chapters re-examine the number and responsibilities of the officers to ensure that work is fairly delegated and that no one member is carrying the burden of the chapter.

Some groups elect a President, Vice President, Secretary and Treasurer and then the President appoints other positions from there. Other chapters will hold elections for each office they create.

Chapters may require fewer or different officers. Make sure these job descriptions are outlined in your bylaws, and that a method for evaluating each officers performance is maintained.

- ★ **President:** The President ensures that the chapter's activities correspond with the overall mission of the organization. The President's responsibilities include delegating responsibility to other members of the executive board will increase efficiency while building unity. Ultimately, it is the President's responsibility to ensure that all tasks are completed, and to officially represent the chapter to other Democrat organizations, the press and to other allied groups.
- ★ **Vice President:** The Vice President assists the President and fills in for the president's responsibilities when the president is unavailable. Oftentimes, the Vice President fulfills some of the roles described below under Events and Political Director.
- ★ **Secretary:** The Secretary's primary job is to be the official record keeper for the group and to oversee the distribution of meeting information and correspondence. The Secretary is responsible for facilitating communication among the members through mailings and email and other media, as well as recording minutes at executive and general meetings. Many club secretaries are also in charge of producing updates on club activities and writing articles about current issues, especially if the club does not have a Communications Director.
- ★ **Treasurer:** The Treasurer is responsible for keeping accurate records of all monetary transactions to avoid problems between the bank and the club's register by making procedures and bookkeeping clear to the membership and then for the officers who take

over in following years. The treasurer often plans the annual budget based on potential income in partnership with the Chapter President. This person may also be charged with helping the club fundraise.

### **Other Positions to Consider**

- ★ **Communication Director:** The Communications Director serves as the media contact for chapter events, publicity director for meetings, and works with the chapter secretary. Responsibilities may include:
  - creating and distributing a chapter newsletter, press releases and advisories;
  - writing and issuing press releases on activities and events
  - maintaining the chapter website and listserv
  - providing talking points for debates, letters to the editor and op-eds.
- ★ **Membership Director:** The membership director is responsible for outreach programs, new member recruitment, and maintenance of current membership. The Membership Director may also be in charge of yearly membership drives and should encourage diversity by making a strong effort to recruit a diverse membership that accurately reflects the population of the area. The diversity of our Young Democrat organizations is an area of pride for the Young Democrats. Tasks may include:
  - keeping a membership directory including listing of phone numbers and addresses of all members
  - regularly report this information to the state Young Dem organization
- ★ **Events Director:** The Events Director may ensure that the chapter maintains a full schedule of events for the members and the greater community that address the broad range of interests of the membership including activist events, educational events, community service and Democratic theme parties.
- ★ **Political Director:** The Political Director organizes and coordinates student involvement in national, state and local campaigns. These tasks could also be the responsibility of the Vice President. The Political Director may act as the liaison between the State Young Democrat organization and Democratic campaign offices, update membership on the progress of the candidates, and work with the local campaigns to promote outreach to young people. Additionally, he or she may coordinate volunteers to recruit, organize and schedule volunteers for phone banks, GOTV efforts, dorm lit drops, and other activities.

## Sample 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 Kansas Young Democrats, and by and through the Kansas 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 Kansas Young Democrats, except that members must be a student of \_\_ (Name of School) \_\_.

*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:

- 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**

### **Advisor**

The chapter will select a member of the faculty to serve as a advisor of the organization. The advisor 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 School) \_\_ on campus organizations. The sponsor will serve as a liaison between the chapter and the administration of \_\_ (Name of School) \_\_. Every two years the chapter may vote to retain or select a new sponsor.

## Chapter Building Activity Ideas

Below are just a few ideas.

### Recruitment Booth

The best time to get new member is in the first few weeks of school. This is the time when young freshmen are just learning their way around a new campus and are most likely to join up with an organization. “Hook’em while their young” has been the cigarette companies’ slogan for years and it should be yours too.

This is when early planning pays off; that booth you scheduled midsummer is now ready to be set up, but there are a few things to remember:

**Chairs:** Don’t have any. When your members are sitting around a booth people will be less likely to come up to you. Also they will be more active in soliciting people. Chairs encourage people to sit and be lazy. Don’t be lazy.

**Talking to People:** Now that everyone is on their feet, it’s time to break out the clipboards and get some new members. Have a few people stay in the main lane of traffic.

Sometimes it works to have them talk to everyone, but train your members to look for those that make eye contact. Then position their body so that they are obstructing the person’s path and say with a smile “Would you like to join the Young/College Democrats.”

If they are interested either have a clipboard with a signup sheet or funnel them to the booth. If they are Republican, say a quick goodbye and move on, there’s no point arguing with them. Before you let your new recruit leave make sure they are given a handbill with the day and time of your next meeting and one for any event you might have planned.

**Fliers, Handbills, and Pamphlets:** Keep only small stacks on the tables, this makes them more enticing to potential members. Have the large stacks tucked behind the table, to fill when you’re running low. Do the same thing with bumper stickers or button you might have been given by a candidate or you’re selling.

**Sign:** Can be either a simple poster board with “University” Young/College Democrats written on it, or purchase a Union made vinyl sign, check around to find a shop that might cut you a deal.

**Music:** It’s always a good idea to have some music playing in the background at your booths. Check with your school to see about power cords to speakers and CD players or computers. The music doesn’t have to be overtly political, keep it upbeat and something that will attract a large audience. If your using an iPod or computer try to have some playlists created beforehand. That way people are not scrambling to change songs and can focus on recruits. Don’t try and supply the entire area with music, you need to be able to stand in front of the booth and hear what people are saying.

**Other Tips:** Now that your booth is set up pick times when there will be heavy traffic, such as lunchtime or class changes. Try to get extra help during these times. Most last only a short fifteen to twenty minutes.

If there are extra people standing around give them a stack of handbills and send them to work. The most effective way to reach a large number of people is to find bottlenecks of traffic. You can easily pass out a hundred bills in a few minutes if you find the right location and time. Class changes, especially those in large auditoriums are key. Most schools will not allow soliciting inside buildings so stake some territory outside the doors.

Stairs and walkways to large buildings are also a good place to stand.

### **Dorm Storming**

Get a group of people together, go into the freshmen dormitory, and knock on every door. This is much like canvassing, but in an air-conditioned building. Arm everyone with signup sheets, handbills, and fliers to put on doors. This is a great way to get any interested persons that you might have missed during school hours.

**Fliers:** The evening before your first meeting you should try to get a group of people together and plaster every possible corkboard and telephone pole with fliers. Putting up fliers in the late afternoon or evening is a good way to ensure that they will stay up for the next day. Most of the fliers will be torn down within a few weeks so repeated postings are a must.

**Social:** That weekend, you should have a get together for all the old members and the new ones you've just recruited. This will allow you to get back into the swing of things and relax after a week of school and recruitment. The best groups are those that have friendships outside the organization.

### **Connect With Your County Executive Committee**

Once you find the committees meeting time and place try to get at least one person to every meeting to take notes and represent your interests to the local members of the state party. They can be valuable asset if you are planning fundraisers outside of your campus.

Expect to help them out with a project or two. If you want their assistance the least you can do is aid them in some way.

## Ten Things You Can Do Right Now To Help Democrats

1. Get 10 of your Peeps involved  
Invite them to a book club, brunch, or BBQ to get down and talk politics! Check out our information packet on how to organize a book club, brunch, or planning meeting. Ask them if they are registered to vote - if not, offer to bring a voter reg form next time you see them.  
[When you do register them, make photocopies of their Voter Registration Forms and start a database of contact information, so you can remind them to vote when the time comes!]
2. Get the scoop on Kansas politics  
For specific information on your state registration deadlines, board of elections offices, etc. check out Project Vote Smart [www.vote-smart.org](http://www.vote-smart.org).
3. Volunteer for a Campaign  
Get an internship with a local politician or an organization working on the 2005 election. Check with your guidance counselor to see if school credit is available.
4. Start a Young Dems Chapter.  
It's easier than you think – more information is included in this packet!
5. Register Voters  
Organize a voter registration drive. Get your school to put voter reg materials into orientation packets, mailboxes, graduation packets. Organize a table with voter registration materials at lunchtime or at other events.
6. Go to a city council or school board meeting  
Find out what your community is talking about and who the people are that always show up at these meetings. Introduce yourself – elected officials are always excited to meet young people who want to be involved.
7. Raise Awareness  
Read local and community dailies instead of a national paper. And then – act! Write letters to the editor of your school or local paper on an issue critical to you. A sample letter to the editor is included in this packet.
8. Party for the Party - Throw a party or fundraiser to raise awareness, support a cause you believe in, and get your friends pumped. Do a benefit to support the work you are trying to do.
9. If you're already involved with another organization:  
Get your group to agree to organize their people to vote: their communities, other organizations, workplaces, or even just 10 friends each. Propose creating a voting guide for new voters. Ask if folks would be interested in getting a speaker in to talk about local electoral politics
10. Bring in an expert  
Invite a speaker/trainer to talk to your school or class about voter organizing, the electoral process or local government. KYD can help!

# Facilitation Techniques

As a chapter leader, you may be asked to “facilitate” a chapter meeting or training session.

It is important that you take the task of facilitation seriously, knowing that the chapter members and volunteers will look to you for leadership and guidance.

A facilitator never imposes a solution on to the group. They clarify issues, focus discussions, bring out viewpoints, synthesize differences, and look for underlying agreements.

As a facilitator, you are responsible for preparing for and implementing all aspects of a meeting or training, from the content, the activities, reflection and evaluation.

## General Responsibilities of Facilitators

- ★ **Facilitators are the standard-setters for the discussion.**  
Facilitators must stay focused, alert, and interested in the discussion and the learning that is taking place.
- ★ **Facilitators are mindful of timing issues.**  
Always plan for activities to take longer than you think they will last.
- ★ **Facilitators are responsible for articulating the purpose of the discussion and its significance to the group.**  
It is important to clearly state the goal and purpose of each activity and section of the training. Also, let the group know the expected time that will be spent on each activity.
- ★ **Facilitators make use of various techniques/tools to keep the discussion moving when tension arises or discussions come to a halt.**  
The facilitator must be prepared with tools to keep the group moving forward and focused on the task at hand.
- ★ **Facilitators are responsible for paying attention to group behaviors.**  
You need to be observant of verbal and non-verbal cues from the group. Address any problems immediately in the group or one-on-one.
- ★ **Facilitators should be relaxed and have a sense of humor that ensures meetings and trainings are enjoyable as well as educational.**  
Laughter and a relaxed environment can be the greatest methods for a good meeting.

## Basic Tips for Facilitators

### Before the Meeting or Training

- ★ Prepare an agenda. This helps guide the meeting and training.
- ★ Determine needed supplies, room requirements and chair set-up.
- ★ Survey the training location and room before the training to ensure there is adequate lighting, parking spaces, elevators, wheelchair ramps, etc.

- ★ No one learns or retains information the same way. Therefore you need to have several different ways to demonstrate and to teach the methods in the training.
- ★ Remember you are training adults. Adult learners focus on how they can use what they learned in real life situations.
- ★ Have a number of visually appealing handouts and flip charts. This helps with visual learners.
- ★ Select an appropriate activity to start out the meeting or training that will meet the needs of your group. Have many fun energizers/icebreakers on hand.
- ★ Think through the activity/icebreaker and visualize potential pitfalls. One of the biggest problems is not allotting enough time for activities.

## **During the Meeting or Training**

- ★ Exude confidence. Be clear about direction. Speak loudly. Be enthusiastic. Breathe often!
- ★ Relax. The participants in the room want you to succeed.
- ★ Start your presentation on time and end on time. It shows the audience that you respect their schedule.
- ★ Use humor, stories and examples that directly relate to the task at hand.
- ★ Plan to welcome everyone to your training or meeting by telling them about yourself and other facilitators.
- ★ Review the agenda and expectations of the meeting and training.
- ★ Plan a fun icebreaker or activity.
- ★ Observe individual participation and involvement during exercises. Be aware of individuals that may be experiencing discomfort or are not participating.
- ★ Follow up the exercise with discussion that relates the activity to the task you are asking folks to accomplish- whether that is door knocking or envelope stuffing.
- ★ Make eye contact and move around.
- ★ Take cues from the participants. If they look bored, take a break. Be willing to alter your presentation slightly if your group is responding better to one part of the presentation than to another.
- ★ It is inevitable that you will face demanding people in the group that challenge you or are blocking what others are saying. In general, you need to address the behavior, not the person. Try to memorize some reliable responses you can utilize when people are being difficult. NEVER seem negative or that you are treating someone unjustly. This will affect the entire learning environment and make the participants feel uncomfortable. Some quick responses are:
  - Would you see me at the break to discuss this point further?
  - That is an interesting dilemma; perhaps we can discuss this over lunch.
  - You are very knowledgeable about this topic. Thank you for sharing another perspective.
  - Actually, for this presentation I pulled resources from...
  - I hear three questions. Let's deal with one question at a time. (then repeat the questions you heard them ask to check for clarity)
  - Thank you for asking. I must not have been clear before. Let me try to explain the concept in a different way.

# **Icebreakers & Teambuilding Activities**

Icebreakers and activities help build positive group dynamics, foster mutual respect and open discussion. These activities often help set the tone of the training and help release tension during difficult moments.

People often ask, “Why are we playing these silly games?” and, “When are we going to get to the real content of the training?” While these are common and valid questions to ask, it is important that you remind the group that icebreakers can help facilitate learning, reinforce the message of a workshop and foster relationships with group members.

The biggest mistake people make when choosing an icebreaker for a workshop is not making the icebreaker relevant to the workshop topic. For example, if you are facilitating a communications training, choose an icebreaker that reinforces the content of the training.

Do not choose an icebreaker that teaches the participants to manage their time effectively.

## **Reasons to Use Icebreakers**

- ★ Helps build a sense of team.
- ★ Creates an opportunity to have fun and laugh with each other.
- ★ Creates an opportunity to learn about and with each other.
- ★ Energizes people and helps them stay alert (especially after meals).
- ★ Allows the trainer to get a feel for the group norms.
- ★ Helps establish the trainer as a facilitator, not a lecturer.
- ★ Reinforces learning.

## **Tips for Facilitating Icebreakers**

- ★ Focus on building the group, not just for the sake of the good group dynamics, but to develop an atmosphere in which the group can work and learn together. The stronger the group, the better chance the group has in taking on difficult tasks during the campaign.
- ★ When planning an icebreaker, give yourself plenty of time to describe the activity and debrief the activity.
- ★ Some icebreakers make people feel uncomfortable. You can use the discomfort as a topic for discussion. However, you need to respect and be aware when a person discomfort level is placing them in an unhealthy and unproductive situation. Be aware of participant’s physical ability (i.e. some participants may have wheel chairs that place boundaries on their mobility).

# Political & Issue Campaigns

## Lobbying Your Elected Official

This brief document will prepare you for a lobby visit with your member of Congress. Lobbying is not necessarily hard -- nor time consuming -- but it pays to know what to expect and to have a good plan. Although this document discusses lobbying members of Congress, most of the material here could be used to lobby local and state elected officials as well.

### Why Lobby?

Meeting with your Senator or Representative can be one of the most effective means of securing constituencies needs. Because public officials need votes to remain in office, it is in their interest to meet you and to try and accommodate your political needs whenever possible. Even legislators who generally vote against youth concerns can be convinced to change negative rhetoric, to avoid antagonistic positions and even to vote for us on occasion!

Do not worry about being a novice. Every opportunity you take to discuss youth concerns with your representatives increases their ability to understand our issues and to respond more appropriately. Your persistence as a concerned, credible and well-organized constituent is your most powerful tool.

### Step One: Deciding Where to Lobby

For most members of KYD, it is more convenient to lobby a member of Congress in their district offices, rather than DC. A complete list of these offices can be found on the KYD website.

Congress often begins introducing legislation in the early spring. Therefore, the Presidents' Day Recess and Easter/Passover Holiday Recess are great times to plan a lobby visit. Call as early as possible to schedule a visit. Other periods when members may be at home for an extended visit are the weeks of Memorial Day, Independence Day and the month of August.

Finally, you can also learn from the in-district offices when your legislators are holding community meetings to speak to the public and hear about constituents' concerns. While a one-on-one personal visit is the best way to lobby, you can communicate to politicians the local KYD chapter's interest in federal politics by attending these community forums and asking questions as a young person.

### Step Two: Doing Your Homework

You also should try to learn, if possible, what relationship the member has with the youth community in your area. Again, KYD may be able to help put you in touch with local groups if you are not connected to them already. Find out if others have lobbied the member or have other information on the member. Also, consider the most recent elections. Did the member win handily or just barely? Are they up for re-election soon? Are they considered a leader in Congress? Are there other constituencies supportive of the member who may be supportive of our issues, too (i.e., labor unions, pro-choice groups, civil rights organizations, or progressive church leaders)?

Finally, check out the list KYD has generated of the issues you may wish to lobby about. The legislator's office will ask what issues you are concerned about when scheduling the appointment. You can usually only expect an appointment to last 20 to 30 minutes, so use the time wisely. KYD staff can advise you on the items pending in Congress and how to plan your agenda. In order to develop a clear strategy for the meeting, try the following steps:

- ★ Research the Representative's positions and recent "wins" or "losses":
  - Look at the websites on [house.gov](http://house.gov) or [senate.gov](http://senate.gov), [hrc.org](http://hrc.org) or [thomas.loc.gov](http://thomas.loc.gov).
  - Scan newspapers, political journals, Congressional Yellow Pages, etc.
  - Look at the opposing perspective as well so you know how to counter-argue those points.
  - Know what makes the representative 'tick' and 'move' (e.g. wanting lots of press coverage).
- ★ Research the representative's involvement on the issue:
  - Find out the committees, sub-committees, caucuses, working groups, etc the member serves.
  - Research how this issue affects them at the voting polls (why should they care?).
  - Research any funding sources that come from people on either side of the issue.
  - Develop a good understanding of the community's strength with the office:
  - Does the community have weight with the office?
  - Would the office NEED to meet with the group or meet simply out of courtesy?
- ★ Choose a clear objective and realistically assess the possible responses:
  - Create counter arguments for possible "no" answers.

### **Step Three: Who to Bring**

Occasionally, it will make sense to lobby an office by yourself. Usually you should bring a small cross section of your community (and not always just the gay community, think about straight allies as well) to the meeting. Keeping the total number between three and six is generally best. Think of inviting people who show broad support on the particular issue you will be discussing or who have personal stories to tell that are related to this issue. Think about any contacts that you have that the Member of Congress would like to meet (e.g. celebrity spokespeople, Board President, etc). Also, groups who may be affected by budget cuts or restraints should be invited to send a staff member or client.

### **Step Four: Asking for the Appointment**

When speaking with the scheduler for your representative, explain the issues you wish to discuss, discuss the affiliation of the attendees and suggest some possible dates and times. It is best to be ready to meet as early as possible, to avoid legislative developments derailing your meeting. Prepare to meet with a legislative aide instead of your representative- it is often hard to meet with members themselves.

If you have difficulty in securing a response from an office, contact KYD so we can help. Follow any firm appointment with a confirmation letter or fax to the office. Sometimes the members' office may require such a written request before scheduling a meeting. The letter should restate the issues to be covered (briefly, don't debate in the letter), name the attendees and their

affiliations and mention the date and time of the meeting. Be sure to include your phone numbers so they can contact you.

- ★ Tell the scheduler the contingent's name/s, nature of the visit, possible dates, and number of people expected in the visit.
- ★ Aides are usually well informed and offer critical advice that help shape the representative's position. Staff members provide strong guidance to legislators in their decision-making.

### **Step Five: Planning the Discussion**

Assemble information on the topics you will be discussing in the meeting. KYD can provide you with talking points and other material.

Meet with the people accompanying you. Make certain that everyone understands the agenda and assign one point or topic to each person. This will give each person one point or agenda topic that they make sure gets included in the discussion. Take the stress off of people who might be nervous by giving them a specific topic to be responsible for.

It is also very important that one person be appointed to get the meeting started, keep the meeting going and to end the meeting. It is easy for staff, legislators and participants to lose track of time and monopolize the discussion. One person in the delegation should make sure that each issue gets covered and that specific requests you have of the legislator are asked before the meeting ends.

- ★ Convene a meeting with the group before the visit.
- ★ Appoint a leader to start the discussion and to give an overview at the visit.
- ★ Agree on the desired outcome and who will speak and in what order.
- ★ Know the main points of the legislation being addressed:
- ★ Prepare main talking points that are key to the position of the group.
- ★ Know the cosponsors and bill numbers.

### **Step Six: The Visit**

Dress appropriately. Be on time. Showing proper respect for the office and the importance you place on the issue is reflected in your appearance and demeanor. Introduce each person attending the meeting with a couple of comments about their interest in the issue, what group they represent, the place where they live, etc.

Start on a positive note. Thank the legislator for a recent good vote on one of our issues. If he or she isn't particularly supportive of our issues, try bringing up a positive response on another kind of issue. If nothing else, you can always thank them for the meeting!

Present the problem. Each person should proceed to make the points about the issue. If you are talking about specific legislation, make sure to talk about the bill number or name at the beginning. Don't assume they know why you are there or what bill you are talking about.

Be specific about your reasons to support or object to a bill. Also, be honest. If you don't know the answer to a question, say so. Promise to follow up and do so later. Be specific about what you would like the legislator to do as well. If you are asking for a difficult stand or vote, be sure to acknowledge that in the conversation.

Get the legislator to talk. If they aren't interested in helping, legislators will frequently not say anything in hopes that you will talk away the time. Ask specific questions that require specific answers. If he or she is having a hard time agreeing, try to pinpoint the area of difficulty. This will help you in future lobbying efforts. Information about their position, their personal issues, ignorance, opponents lobbying against us on the issue, etc. all of this is useful for next steps.

Finally, if you can't get what you want, try to end on a positive note. Never threaten to oust the legislator in the next election if he or she doesn't comply with your request. This is an old and rarely enforceable threat that will only destroy a relationship that you are trying to develop. Hopefully, your research will have given you insight into appropriate second tier commitments for your issues. Finding something to agree on helps end the meeting on a positive (or at least neutral) note. Thank the official and staff for the meeting. Confirm any requests for information that have been made or promised and set a date you can reasonably respond by. Even if the meeting was less than successful, make it clear that you look forward to a future positive relationship.

Notes on dealing with staffers and Legislative Aides: Often, even when your visit was confirmed with a legislator, you will end up meeting with their staff. Even if you do meet with the member, staff will be the likely focus of any follow up work and future substantial communication.

Make sure staff has your names, addresses and phone numbers. Be sure to get their business cards. Ask for their title and duties. Are they the chief of staff, committee staff, counsel or a legislative aide for a particular set of issues?

Again, if the Member or staff is non-committal, be sure to understand what matters are holding back a legislator's commitment on the issue. Are they receiving lots of calls from our opponents? Does the staff feel they have little information to advise the member? Is the member looking to hear from more constituents? All of this will help plan your next step.

### **After the Visit**

Make sure that each attendee sends a polite thank you note to the staff or member you met with. Be sure to mention any follow up commitments you and/or the member made.

Also, review the main points very briefly and the action you wanted the member to take.

Finally, think about your next step. Likely next steps -- after taking care of the follow up materials requested and the thank you letters -- are to plan a letter writing campaign around the main issue or more lobby visits. If the member is particularly friendly or close to agreement, you may want to plan a public forum back in the state with the member and his/her gay constituents. A friendly member may also be willing to talk to other members of your congressional delegation, if that would help change their position or vote.

# Writing a Letter to a Member of Congress

A letter is the most popular choice of communication with a congressional office. Below are tips to help you write a letter to a Member of Congress. Always start with the proper title (e.g. Honorable, Representative, Senator).

1. **Be brief and courteous.** Effective letters can only be 4 to 5 sentences long. If you can, begin your letter by thanking your representative for a recent vote or speech. Check out voting records sites (e.g. [www.thomas.loc.gov](http://www.thomas.loc.gov)) to find out how elected officials voted on the issues and bills you care about.
2. **Time your message to be most effective.** If other groups are talking about an issue (e.g. gay marriage), it also may be a good time for you to write a letter on the same issue because there is more awareness and momentum.
3. **Be specific.** Your purpose for writing a letter should be stated in the first paragraph of the letter. Identify the particular legislative proposal you are writing about and briefly explain why you want your representative to support or oppose it. If your letter pertains to a specific piece of legislation, identify it accordingly; i.e., House bill: H. R. 953, Senate bill: S.486.
4. **Address only one issue** in each letter. If possible, keep the letter to one page.
5. **Write your own letter and personally sign it.** Think about what makes you change your mind on an issue. It is not always the fact-filled argument that wins a Member of Congress over to your side, it is often a concerned person who shared their experiences and observations.
6. Put your **return address** on the letter (or email) as well as on the envelope. Most congressional offices respond to constituent mail with a letter. Your address shows your Member of Congress that you are a constituent in their congressional district or state.

## Canvass Dos and Don'ts

Before a volunteer goes out to canvass for the first time, hold a training session about the importance of canvassing and create a Dos and Don'ts list together. Canvassers should feel a sense of pride and ownership about their work. That's why it is important to help them develop the Dos and Don'ts list together.

**Introduce why the campaign is canvassing.** A well-trained canvasser is a tremendous weapon. The advantages of canvassing are:

- ★ Personal Touch – People want to talk about the candidate. It gives the voter an opportunity to participate in the campaign and gives an opportunity for the voter to ask questions and feel heard.
- ★ Message Delivery – The mass media sometimes confuses voters about issues. When a voter is face to face with another person, this is a perfect opportunity to educate them on the issues important to the campaign.
- ★ Visibility – People like to be part of a winning team. Seeing lots of volunteers in the streets for the candidate gives people hope and motivates them to volunteer, donate and vote.
- ★ Data Retrieval – The data the canvasser is able to retrieve from the voter (i.e. issue stances, for whom they are planning on/leaning towards voting, email addresses, etc.) is critical to the next steps of the campaign.

**Share personal success stories.** Share stories about how they have gotten someone involved in the political process or why they are volunteering.

**Empower canvassers to take pride in their work.** There is a groundswell of individuals getting re-engaged in the political process. Empower the canvassers and the people they talk with to continue to get involved and invested.

**Brainstorm with the group Dos and Don'ts.** Develop a list on flip chart paper outlining the dos and don'ts and discuss them with the canvassers. Post the list on the office and make a copy for all volunteers. Your list should look similar to this:

Dos	Don'ts
Dress in a casual professional manner	Over or underdress
Respect private property	Cross over lawns or enter closed porches
Ensure your own safety	Carry too many items with you
Approach the door with confidence	Ignore "Beware of Dog" sign
Smile and be polite	Invade personal space
Be attentive and a good listener	Take rejection personally
Be flexible with responses	Get off message
Be yourself	Act unprofessionally

## Rules to Remember When Going Door-to-Door

1. **Never step inside a house you are canvassing.** This will keep you in view of other canvassers and allows you to not get delayed at the door. It is much easier to disengage from the voter when you are standing outside the door.
2. **Always have a drop off and pick up location.** Pick a cross street that is central to several canvassers if possible. Sometimes it may be a local convenience store. It is important that the driver and canvasser or supervisor is punctual and sets a realistic pick up and drop off time.
3. **Know where other canvassers are walking.** The canvass supervisor and/or drivers should have a map that indicates all of the canvasser routes. Also, each canvasser should keep track of the last time s/he saw a fellow canvasser.
4. **Carry your map with you.** Make sure each canvasser has a highlighted map of their route and knows the pickup and drop off points.
5. **Use your best judgment.** Do not go to any house you do not feel comfortable approaching – your personal safety is a priority. You should always be aware of your surroundings and keep an eye on who is in the neighborhood and where other canvassers are located.
6. **Always enter an apartment building with a partner.** If you are going to canvass inside a building, do it in teams. Work the floors together so you can keep tabs on your partner. Follow the same safety rules as other doors.
7. **Shake the gate.** Always shake the gate or fence to alert animals that you are about to enter the property. Once you have assessed the animal you can decide whether it is safe to enter.
8. **Do not put literature in the mailbox.** It is against the law to put any literature you are carrying in the mailbox. You may leave it at the door, but not in the mailbox.
9. **Safety, Safety, Safety.** Keep the essentials with you. Always carry your map to know exactly where you are in relation to other canvassers and the pickup point.
10. You may choose to carry a whistle to catch the attention of other canvassers and to scare off dogs. Last, always keep your wits about you – think first, to be aware of your surroundings and know your options.

# Fundraising

## Chapter Fundraising Fundamentals

Raising money is fundamental to a chapter's ability to affect elections and reach out to your community. This is not the single responsibility of the chapter president or the treasurer or a finance director; each club member should be an active participant in helping the club raise funds.

Most chapters have a checking account with a local bank, and many will require the signatures of the chapter president and treasurer for checks written. This provides a safeguard for the chapter funds and for the officers who are responsible for stewarding those funds.

## Record Keeping

Experienced Young Democrats suggest that chapter treasurers use meticulous and careful record keeping techniques for keeping track of club funds. This includes keeping copies of cancelled checks, saving bank statements in a secure location, and confirming the balance in the chapter account by hand and using computerized methods (many computers have online book keeping software that makes keeping track of finances easier).

The chapter treasurer should give a report at every club meeting and report contributions and expenditures so that every member is aware of spending and saving practices.

## Follow the Rules

It is important to review the rules for how your chapter can spend your money, particularly in the area of campaign expenditures. Depending on the project and the scope of spending, your chapter may need to register as a Political Action Committee, a non-profit or fill out the appropriate paperwork for IRS purposes. Some clubs give money directly to candidates for office, but many chapters do not because of the process of officially filing as a PAC.

Even sample ballots or campaign-related materials could qualify as an independent expenditure on behalf of a candidate which would be affected by local, state and federal campaign finance laws. Additionally, if you are receiving school funds for your chapter, the way those funds can be spent may be limited. Most chapter-related activities (flyers for meetings or events, supplies for parade floats, etc.) fall under the realm of club activities and would not require any special registration.

## Creating a Budget

Your Young Democrat organization should create a yearly budget. This is an important step to setting up a professional finance operation, even if you only hope to raise \$500.

## Creating a Finance Plan

If you are going to raise money, you must have a plan organized laying out where it's going to come from. For example, target to raise \$5000, breakout from the following groups:

- \$1500 from members
- \$2000 from individuals
- \$1000 from Elected Officials
- \$500 from Labor/Businesses

## **Research!**

Research is the key to successful fundraising. No matter where you are in the country there are tools at your fingertips. If you are starting from scratch, or if you have had an organization in your area for 50 years there is still research that can and should be done.

Whether you are a county, college or high school organization you can begin by researching who the donors are in your area. Ask your County Chair to provide you with a donor database for those individuals and organizations that support the County Party.

## **Reception/Happy Hour**

Many county chapters hold “happy hour” fundraisers which offer a social experience and snacks for members, Democratic Party officials and friends of the chapter. If alcoholic beverages are to be served, chapters should be mindful that members or guests under age 21 are not consuming alcohol. Most Young Democrat chapters aim to ensure that activities are open to members under 21 years of age, and that the establishment will let members and guests under age to attend and will provide suitable beverages.

For a fundraiser to be considered profitable, many chapter fundraisers recommend **only spending 10 to 12 percent** of the price of admittance on throwing the fundraiser. This includes, cost to rent location of event, if applicable and all costs associated with the food and drink. Spending more might mean fancier food but it will substantially limit your profit margin. Remember, this is a fundraiser, so the main goal is to raise funds for the organization, not to spend it all on a great event with expensive food and drink.

## **Concession Sales**

Contact local amusement parks, sporting facilities and other events who will often offer monies to local groups for an honest day’s work in the concession stand.

## **Sustaining Donors/Honorary Members**

Send letters to local officials, Democratic Party members, former active Young Democrats, business owners, union officials, and anyone else who is active in the political process in your area asking them for donations to your group. Create different levels of sponsorship and offer an incentive program for those who give substantially to your group. For example, those who commit to be \$100 sponsors get to have their names published in the YD Chapter brochure.

## **T-shirt/Chum sales**

Find a great union printer who can give you a deal on t-shirts and get them printed with a fun, flashy logo. Sell the t-shirts to interested parties and members in your area.

## Securing school funding

If you are a high school or college chapter, there could be funds available for chapter building activities. Contact the Student Activities Office at your school for more information.

## Basic Principles of Fundraising

1. A major rule of fundraising is: If you don't ask, you probably won't receive.
2. The best approach is the direct, in-person approach.
3. You have to give people something for their money.
4. When you do fundraising correctly, people give you money because they want to, not because they are trying to do you a favor or because they feel guilty.
5. The basic process you follow is: research, plan, be specific, be convincing, ask, thank you, ask again/repeat

## Ladder of Effectiveness

In the 'ladder of effectiveness' of various fundraising methods/ techniques, the most effective methods are (in order from most effective to least effective):

- ★ Personal visit by a team.
- ★ Personal visit by one person.
- ★ Solicitation by a personal letter with a follow-up telephone call.
- ★ Solicitation by a personal letter without a follow-up telephone call.
- ★ Personal telephone call by a peer with a letter follow-up.
- ★ Personal telephone call without letter follow-up.
- ★ Mailings to lists known by campaign staff.
- ★ Grants (not directly applicable to candidates/applies mostly to nonprofit campaigns).
- ★ Phone-a-thons.
- ★ Special Events.
- ★ Door-to-Door.
- ★ Media Advertising.
- ★ Direct Mail.

The last method, and in essence the worst fundraising tool, is the direct mail method. Direct mail rarely makes money- it usually costs an organization more money to send out a direct mail packages.

## Tips on Asking for Money

- 1) Don't be shy. Don't underplay your needs.
- 2) Advise donors that they can contribute on an installment plan. Ask them to pledge the full amount, then work out a payment schedule over a period of time.
- 3) Ask donors for names of other potential contributors. They can introduce you to others who might support the campaign- donors tend to know others with resources.
- 4) Gathering lists of additional contacts is critical to a successful fundraising campaign.
- 5) You can also ask for in-kind contributions- some groups include a 'wish list' of items they need for the office in a fundraising letter. Items for the wish list include postage, copying services, paper, etc.

## Who to Ask

Research is an important, and often overlooked, first step in raising money. In order to know ‘who to ask’ you must gather information about people who are interested in your issue. This stage is called “prospecting.”

- 1) Brainstorm with people involved in your organization.
- 2) Look at the people who attend the organization’s meetings and events (get names, emails and address at all your meetings).
- 3) Read the newspaper- both local and national - to find out who is going to similar events, reporters who write about your issue, and other people who are working on similar issues.
- 4) Businesses with a stake in the outcome of your campaign and/or program.
- 5) Religious institutions.

## The Follow-Up

You must follow-up and appreciate a donor if you ever plan on having them contribute to the campaign or program again. Explain to the donor how their contribution helped the campaign- give them specifics.

Appreciating the donor can happen in several ways:

- 1) If you received an in-kind gift of printing pamphlets from a local print shop, include their name on the pamphlet and announce their in-kind donation at the event. Let the printer know how many people were at the event when you send a thank you card.
- 2) Take pictures at the event with the donor and candidate and send one along with the thank you card.
- 3) If press covered the event, insert a copy of the article with a thank you card to the donor.

## Fundamentals of Writing a Letter

There is no magic formula for writing a winning letter, but there are some proven rules. Solicitors typically follow the traditional problem-solution form of advertising in donor letters, e.g. Our community is facing the highest taxation ever, let’s work together to vote XYZ Candidate into office this November. Or to use a commercial example of the problem-solution formula, “Acid indigestion, take Roloids.”

The goal of the letter should get the reader to take action and give you money. Get the reader to understand why the organization is writing a letter (the problem), what the organization intends to do about it (the solution), and what the reader can do about it (again, the solution- give money).

A general process of the formation of the letter is as follows:

- ★ Get right to the point. After writing the first draft, **read the third or fourth paragraph.** That is probably where the letter should have started.
- ★ Recognize the reader. Early in the letter, **bring the reader into the message.** If they have given previously, thank them for their contribution and their involvement.
- ★ State what the organization wants early in the letter - usually by the end of the **first paragraph.** Make sure you make clear how the reader can help solve the problem.

- ★ State the problem by using specific examples. In order to get the reader’s attention and money, details are needed, and more importantly, a **personal ‘grabber’** that pulls them into the letter.
- ★ **Restate the problem and its solutions.** Redundancy is a critical point for letters, state the problem and solution, state it again, and state it for a third time. People do not read every word, they scan the page, so you will want your main points in the letter **at least three times.**
- ★ Ask for money. Be **frank, specific and direct** in the letter—it is a fundraising letter not a “I want to get to know you better” letter. Tell the reader how much money is wanted, for what the money is wanted, and the time by which it is needed. Never use, “Please give what you can afford.” This is empty and means nothing to the reader. Ask for a specific amount, such as, “Your \$35, if received by March 5, will help pay for the campaign signs so we can reach more supporters of our critical campaign.”
- ★ Ask again. Just like you need to restate the problem and the solution, you need to **ask for money at least 2-3 times** in the letter.
- ★ Be timely. It is normal for well-intentioned people to procrastinate. So give a **date by which the contribution is needed** and follow up with phone calls.
- ★ The more things change, the more they stay the same...hanging on a fundraiser’s office wall is a typed letter of appeal signed by Helen Keller and sent to the writer’s father in 1943. It stays on his wall as a reminder that the more things change, the more they stay the same. The basic precepts of a successful fundraising letter are constant: **One human being communicates with another** despite the advent of faster and more sophisticated technology.

### **Fundraising Pyramid**

The standard rule is one of every four prospects actually gives a donation. Aim for 10% of the goal from major donors, 80% from mid-level giving donors, and 10% from small donors. The other rule is that 10% of the donations will raise 60% of the budget.

# Old School Fundraising Activities

## A Table + a Jar

A simple way to raise money fast to have volunteers put up a table in a highly trafficked area (e.g. campus student union, grocery store, fair, etc). Have your members make a poster or hang up your banner on the table and arm folks with coffee cans or some other canister to collect money. It's a good idea to have flyers that people can take with them about your chapter or about a campaign you are raising money for.

## Direct Mail

You will need access to a list of names and addresses. Sometime state parties will give chapters list of donors or voters (which are good prospects of donors) and you will need letterhead and envelopes and of course stamps.

The letter should contain a brief description of your organization, a polite request for contributions, and an invite to attend your meetings, along with time, day and location.

## Benefit Concert

If you have a hip college band that you have access to, you might try this out. Find a liberal friendly establishment that will cut you a deal on renting the bar or concert hall. A lot of bands will do this for a small fee, but many more will do it for free. An offer of free advertising and no responsibility in planning the event will entice them.

If you can find a snazzy name for the benefit, something that is hard to agree on, place that on the top of the flyers and handbills. But it might be better to simply put the names of the bands, location, day, time, and then sponsored by "University" Democrats. Shell out some cash for massive amounts of flyers and place them in every building and telephone pole around campus. On the week of the event it's good to have members passing out handbills. Place the event in the campus or city newspaper calendars, most universities and newspapers require up to a week's notice so put them in early. Also contact campus or local radio stations that announce upcoming concerts. Writing press releases to these places might bring free publicity for your group. An addition idea might be to have speakers, local politicians, professors, etc. We have done concerts with and without and both were successful.

## Benefit Dinners

If your University has one it is more cost effective to use theirs. Most will give a discount to student organizations. Contact your executive committee and ask where would be the cheapest place or search for a liberal friendly owner to get a discount. I have been to dinners for other organizations at church rec facilities that might be another place to look.

If using the University's facilities check to see how much they charge. If the price is too high, see if they allow outside food to be served. Look for sympathetic catering services in the area to get a lower price. One way to reduce costs would be to make the food. Of course this might require someone to have a food handlers license. Check your local regulations on how to obtain one.

# Press, Media & Publicity

## General Press Tips for Chapters

### Engaging the Press

Many times, when Young Democrats are throwing an event there is so much to do that getting press coverage for the event is almost an afterthought. Use the information in this section to think about engaging the press and vying for media coverage throughout the process of planning your event, whether it's a debate, a forum, or a voter education/registration activity.

### Rapport with Reporters

Open up the paper each day and notice who is writing about local politics - usually one reporter will have the local political "beat." This is who you want to start with before an event is even planned.

When calling TV reporters, call first thing in the morning so that your event is in their budget for the news. Usually these meetings are held daily at around 8 a.m. for the evening news. Ask to speak with the assignment desk, and pitch your event quickly to the person on the other line.

The best time to call print reporters is between 10 a.m. and 2 p.m. Remember reporters are always on deadline; calling a TV or newspaper office after 3:30 means you are calling at their deadline time and you are not likely to receive a warm reception.

With confidence, introduce yourself as the media relations person, communications director or secretary of the local Young Democrats chapter. Tell the reporter that you are involved with local campaigns and trying to engage more young people in the political process.

If you are "pitching" a story, remember you need a "news hook." If there is a national story out about the apathy of young voters, pitch the idea that there are organizations in the area doing something about that and talk about your local voter drive. If there is a presidential debate, invite a reporter to your "debate watch party" to get the reactions of young people.

If the President has made a speech in your state about higher education or jobs, there is an angle of that that applies directly to young people. If you can tie your Young Democrats angle to a national or state event, you are more likely to get play because reporters are always trying to "localize" big stories. Typical business meetings are not the best events to pitch because it's not generally considered "news" to the people outside of your club.

**Accuracy** is really important so that people do not get confused, or get burned out by having misinformation. Spend time getting the information correct. Send out a press advisory a week before your event, and then call the reporters individually to ask if they have received your advisory and see if they will be able to attend. Use spell-check; make sure the date and time are right, the names are spelled correctly, and you include the right directions.

**Always tell the truth.** This isn't as easy or as obvious as it sounds. It can be tempting to exaggerate the number of members at a meeting, the amount of money you have raised or if the governor endorses your group. But your reputation is all you have in politics and if reporters cannot trust you, you will not get good coverage of your event. Use reliable information- if it's not confirmed, don't say it. You will have a lot more problems if you promise that the local congressman will attend your event if his scheduler has not confirmed it; it could cause problems with his staff, with local reporters and could cause problems for your chapter in the future. Write a press release about your event and send it to local reporters immediately after your event.

### **Newsletters**

Newsletters are an excellent way to keep members, donors and community members apprised of the club's activities without depending on earned media for coverage. Many computer programs are available so that newsletters can look professional and organized while communicating important information. Because of the expense associated with mailing newsletters, some chapters will only mail a small number to benefactors and donors, while passing them out to the members at the meetings. Email distribution is another way to save on the cost of mailing.

### **Interactive Media**

More than any other age group, young people use the Internet to communicate –whether through e-mail, message boards, instant messengers, or blogs, so be sure to make the Internet a tool for organizing to build your chapter.

### **Websites**

An organization website is really an electronic office for your group. Many clubs put all of the officer contact information, meeting times, and publicize events through their website. Many programs are out there that have templates for easy web design. Content should be fresh and timely; you will have more visitors if the site is regularly updated. Additionally, websites clearly designed and easy to navigate will be more user-friendly. A variety of links will help Young Dems looking for other sources of information as well.

### **Listserves and E-mail lists**

Listserves are quick and cheap ways to get important information to members and to advise them of last minute updates. Free technology exists to keep your members connected through an e-mail listserve. Try Google Groups or other programs; be sure to only add those who have asked for their e-mail to be added. Some groups have all messages approved by a moderator; other groups let anyone post.

### **Blogs**

Short for “weblogs,” blogs usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order..

## Fundamental Media Tips

- ★ **Meet with reporters**, talk show hosts and editors personally- develop the relationship and establish a rapport. Follow-up with phone calls to give them story ideas or to give them an update on your program. They are HUMANS- remember this above all else!
- ★ Try to get an **Editorial Board Meeting**. These meetings are important if you want to get a newspaper's editorial endorsement for your campaign. You should know before meeting with the editorial board if they've already taken a position on your issue/campaign- it will impress them, and if they've been non-supportive in the past, you can prepare yourself to counter their charges.
- ★ **Read reporter's stories**. Give them feedback- make them aware you are reading, watching, and listening to them. By reading their stories you will know who to contact for your media outreach.
- ★ Be prepared to give reporters facts, accurate information, quotes, historical background information and if possible an "**exclusive**" which means they are the reporter to break the news.
- ★ Return reporter's calls as soon as possible and try **not call reporters after 4pm**.
- ★ **Study the issues**. Choose and memorize a couple of clear, short messages about the candidate/campaign/issue that you can repeat when you suddenly find yourself in front of a journalist or a microphone.
- ★ The average "**sound bite**" that TV or radio uses is only seven seconds long, and the print media usually publishes no more than two or three lines when quoting someone. Complex issues on TV are often reduced to **30-60 second stories**.
- ★ **Discipline your message!** Use your slogan as much as possible. Write down three quotes and use them often, repeat yourself!
- ★ Know the **opposing points** and have at least 2 counter points.
- ★ An interview is never over, even if the tape stops rolling. Everything you say to a journalist is **on the record**.
- ★ Don't get frustrated by difficult questions - just **stick to your messages**. If you slip up, don't worry. Ask the reporter if you can start again (unless it's live).
- ★ If you don't know an answer to a question, **don't force it**. Try to return to your message. If it's an interview for print media, tell the reporter you'll track down the answer later and call them back. Get all their contact information and get back to them as soon as you can.
- ★ Tell the reporter **you have more to add** if he or she overlooks something you think is important/critical.
- ★ **Never lie** and avoid profanities, because they will only give people an excuse not to listen to your message.
- ★ Be careful about questions that belittle you and your cause. For example at a rally, "Are you disappointed with the low turnout today?" In that case, follow this "**ABC**,"
  - Acknowledge the question
  - Bridge away from it
  - Communicate your message. So to the above question you might reply, "Not at all, because every person here represents hundreds of people in the nation that support XYZ candidate for President. Having a true opportunity to talk with our neighbors about critical issues is all that matters."
- ★ Ask the name and organization of the journalists, ask for his or her card, when the story will be run and most of all **thank them**.

## **Writing Press Advisories and Releases**

A press advisory is notice of an upcoming event. It should include the “who, what, when, where and why,” correct directions, time and place of the event and the purpose. Most press people will send at least two days notice of an event to reporters. Some news sources may need more time. Send the release out once, then make an initial call to reporters to see if they have received it. This makes a good ice breaker for you with reporters you have not talked to before (“This is James from the Young Democrats. I was just calling to see if you received our press advisory about our rally on Friday. You did? Great - will you be able to attend? Can I get you more information on our event?). Please see the sample press advisory in this section.

A press release is a statement that you would want reporters to write if they attended your event. This should be written in the third person, contain quotes from the primary sources speaking at the event, and should recap the event.

Be sure if you are quoting a local elected official or other person, their quote is approved by them. Today, e-mailing releases is an acceptable means of delivering your information to reporters. Fax is also acceptable. Phone calls are the best way to confirm if reporters have received your advisory or release.

Please see the sample press releases in this section.

# Sample Press Advisory

For Immediate Release  
April 15, 2003

Contact: Lauren Goode  
(614) 555-1212

## Young Democrats To Mark Equal Pay Day with Equality Event

Who: Kent State University College Democrats  
State Rep. Mary Branstool, Chair of the Legislative Women's Caucus  
What: Equal Pay Day Event  
When: Noon, Tuesday, April 15  
Where: Capital Steps, State Capital Building  
Why: To acknowledge April 15th as Equal Pay Day, highlighting the difference in pay scales for men versus women and minorities.

The Kent State University College Democrats will mark April 15, 2003 as Equal Pay Day with a rally on the statehouse steps, led by Rep. Mary Branstool, chair of the Legislative Women's Caucus.

Equal Pay Day is an active reminder that despite innumerable accomplishments and advancements for women and people of color, they still do not make the same pay for the same jobs as men. Women, on average, earn 74 cents for every dollar a man makes. This inequality hurts the quality of life for all families, as well as hurts our economy.

# Sample Press Release

For Immediate Release  
April 15, 2003

Contact: Lauren Goode  
(614) 555-1212

## **Young Democrats Mark Equal Pay Day with Equality Event**

(Columbus) - Over 100 Young Democrats of the Kent State University College Democrats, led by Rep. Mary Branstool, chair of the Legislative Women's Caucus rallied outside the Statehouse today to demonstrate the inequities in pay scales between men and women and minorities.

"Equal Pay Day is our way of reminding everyone that despite innumerable accomplishments and advancements for women and people of color, they still do not make the same pay for the same jobs as men," said Rep. Branstool, Chair of the Legislative Women's Caucus. "As we continue to draw attention to this inequality, it will improve the lives of countless children, who directly benefit when their mothers earn more for the household."

Women, on average, earn 73 cents for every dollar a man makes. African-American women earn 65 cents for each dollar, and Hispanic women make only 53 cents.

"If working women earned the same as men, those who work the same number of hours, have the same education, age, and union status and live in the same region of the country, their annual incomes would rise by \$4,000 and poverty rates would be cut in half," said Emily Jane Workingwoman, Vice President of the Young Democrats of Ohio. "Women do not choose to lose deserved promotions, be overlooked for pay raises or make less money for doing the exact same job as their male counterparts."

## Letter to the Editor & OpEds

Letters to the Editor makes the campaign's perspective represented in the local newspaper and can be a counter argument for articles that misrepresent the campaign. They also:

- ★ reach a large audience.
- ★ are monitored by elected officials and other decision-makers.
- ★ create an impression of widespread support for or against an issue.

**Be Direct:** Make one point (or at most two) in your letter. Because letters are often edited, state the point clearly in the first paragraph. Start with a catchy opening and use the active tense.

**Be Timely:** Address a specific article, editorial, or letter that recently appeared in the paper you are writing to or a recent event. Refer to title, date, and author of the piece you are agreeing with or disputing.

**Support Your Facts:** If the topic you address is controversial, consider sending documentation along with your letter- but don't overload the editors with too much info. Refute or support specific statements, address relevant facts that are ignored, and avoid blanket attacks on the media or the newspaper in particular.

**Local Angle:** Connect the issue to the local level.

**Know Your Audience:** Familiarize yourself with the coverage and editorial position of the paper to which you are writing. This is not a letter to a friend- be professional. Write for the community who reads the paper (don't try to discuss technical terms if this is a paper for people who don't know the technicalities of the issue).

**Maximize Use of the Letter:** Send the letter to neighborhood, parent, niche, and college papers- the smaller the publication the more likely it will get published. Get others to write letters- if your letter doesn't get published, someone else's letter on the same topic might.

**Logistics:** Check the letter specifications (usually a 250 word limit), write in short paragraphs (3 sentences long), find out the editor's name, include your contact information (name, address, phone number, email), type or email the letter. Call the paper to see if they received your submission and ask when it will be published. Monitor the paper for your letter- if your letter has not appeared within two weeks, follow-up with a call to the editorial page department.

**Op-Ed Pieces** are a highly effective way of expressing your opinion in the newspaper. Op-Eds are opinion pieces that appear opposite editorial pages. They are persuasive, well thought-out, well-written, short in length (800 words)- but longer than a letter to the editor, and authored by a high-profile person or someone who is experienced with the issue.

# Sample Op-Ed

## Equal Pay Still Issue in United States

In 1944, after the end of World War II, Eleanor Roosevelt said, "...there can be no democracy without equality." While many brave young women are serving our country in the Armed Forces during the current conflict in the Middle East, at home, women continue to suffer do the inequities in pay that persist in our country.

Women on the homefront earn just 73 cents for each dollar earned by a man. For minorities, the statistics are more staggering: African-American women earn 65 cents, and Latina/Hispanic women earn 52 cents for each dollar earned by men. Over a working lifetime, this wage disparity costs the average American woman an estimated \$250,000.

April 15 is Equal Pay Day in America, a national day of awareness that the wage gap is still a reality for women and people of color. Despite the strides women have made - decades after the women's movement took grasp of this country, generations since women earned the right to vote - women still do not make equal pay for an equal day's work.

At a time when we are asking the ultimate sacrifice of our women in the military - many of whom are leaving husbands, children and loved ones behind - it is imperative that our country also answer their call and eliminate pay inequity for all women.

Pay inequity is not a "women's issue"; it truly affects the quality of life for the entire family. Simply, the wage gap limits the opportunities of women of all ages. For young women hoping to attend college, or contemplating an advanced degree, the injustice in pay may determine whether college is even an option. Less pay means less money for essentials like groceries, doctors' visits and childcare, not to mention the capacity for women to return to college or technical school for advanced training, and the ability to save for her children's education.

When a woman earns more, she is able to pass that along to improve the livelihood of her children and herself. And as women age, and on average live longer than men, the wage gap becomes more apparent. Women retirees receive only half the average pension benefits that men earn; in 2000, the average retired women's Social Security benefits totaled just under \$730 a month, less than \$8,800 a year. The poverty rate of elderly women is twice that of elderly men.

If women are unable to attain an equal pay rate to that of men due to the persistent inequities that go unaddressed by the President and his Republican majority, young women returning from the war as heroes, and the millions of women who stood behind them here at home, we are not demonstrating proper dignity for their sacrifices.

The inequities in pay must be addressed, so that we may live as a more impartial and democratic society.