

# BPOU Organization and Voter Outreach

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Many thanks to Mitch Rossow, CD5 Secretary, for helping create much of the precinct leader content of this training.



# Contact Info

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# Hodgepodge Training

- Tips and tricks to help you get organized and start influencing voters
- First two trainings (Data Center and Campaign Finance) underscored the mechanisms available to engage and the rules you must follow.
  - Password: R2TR17
- Now we will begin to focus on organization and outreach efforts.
- Lots of ideas in BPOU handbook (2015 edition available, 2017 edition is being formatted).



# District or County Wide Priorities

- Money
- Voter ID and Voter Outreach
- Messaging
- BPOU Structure/Organization
- Precinct/Local operations





# Voter ID and Outreach

- Fairs, events, parades
  - Opportunity to conduct voter ID surveys, answer questions, and persuade.
  - Party is building outreach kits for 2018.
- BBQs, cookouts, happy hours
  - Energizes the base, some fundraising opportunity, allows people to do engage in politics and have a good time.
- Door-knocking, phone banking
  - Critical to build lists and winning in 2018.



# Messaging

- Social Media
  - Facebook, Twitter, Instagram
  - Humor is great as long as you understand what you're posting.
  - Pithy posts, link to source if available, always check sources (Duffelblog and the Onion are not real!)
- Literature drop
- Direct mail
- Radio advertising
- Letters to the editor
  - 300-500 words, depending on newspaper



# Messaging

- Find one or two issues that people in your area care about, and hit them hard.
  - You will likely not have the resources to educate voters on every issue of importance. Focus on what resonates with voters in your area.
- Request help from CD or State Party if you need some background on an item.
  - We are happy to help you build a campaign.





# Your BPOU Structure/Organization

- Every organization is different
- Must have chair and treasurer
- Often have Chair, Deputy Chair (or co-chair), Secretary, Treasurer, and Vice Chairs.



# Delegation is not a dirty word!

- In the GOP, we may be in debt, but we are rich in titles.
  - Communications Director
  - Social Media Coordinator
  - Holy Roman Emperor
  - Finance Chair
  - Vice President in charge of research
  - Executive Producer
- Don't micromanage.
  - Just because something isn't done exactly your way doesn't mean it's bad.
  - Volunteer organization.



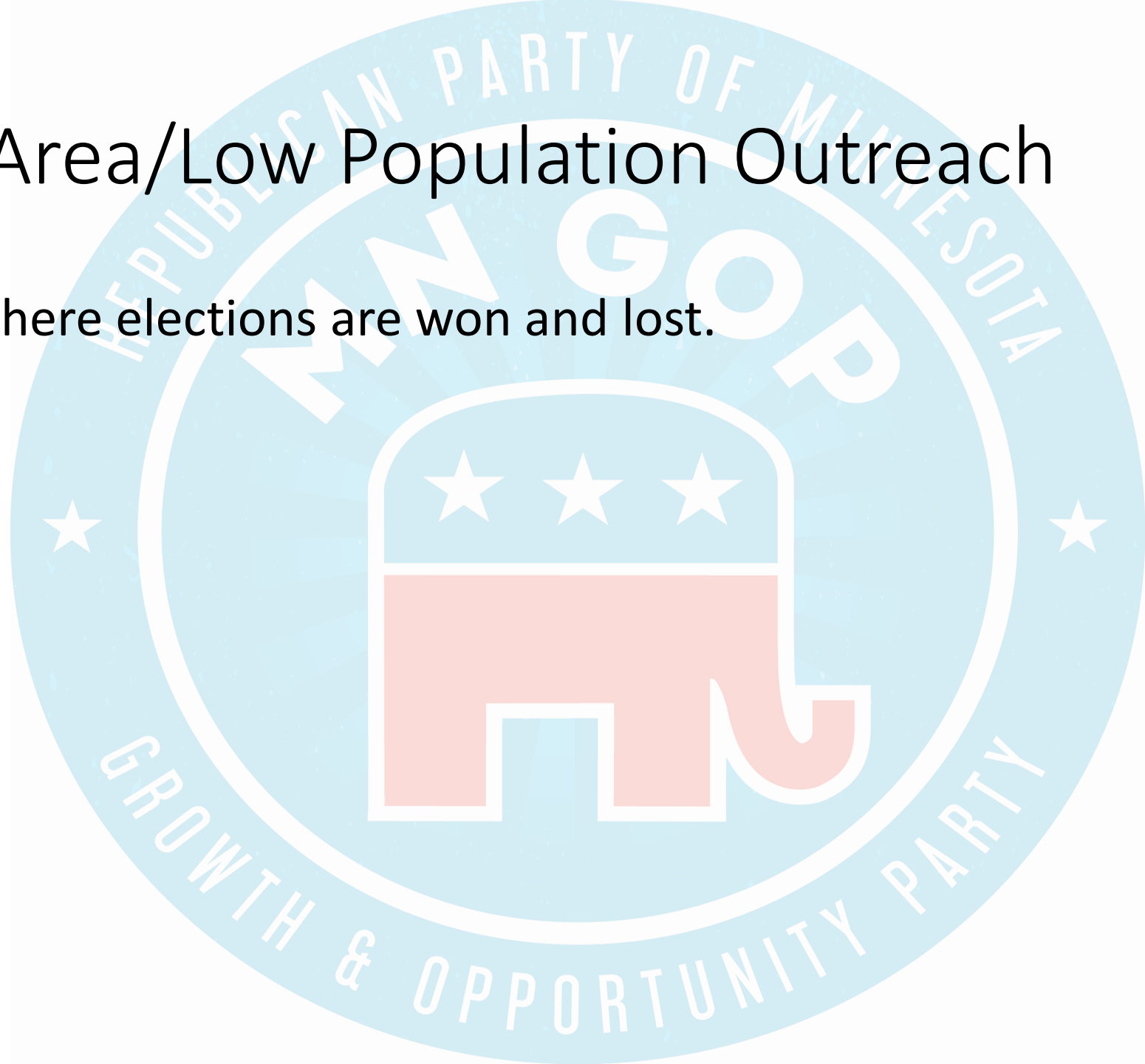
# Set your goals, set your job descriptions

- Plan what you'd like to accomplish for the next election cycle.
  - Fundraising goals, voter outreach targets, etc.
- Assess your BPOU leadership and your talent pool.
  - Different for each organization.
- Craft job descriptions for interested people.



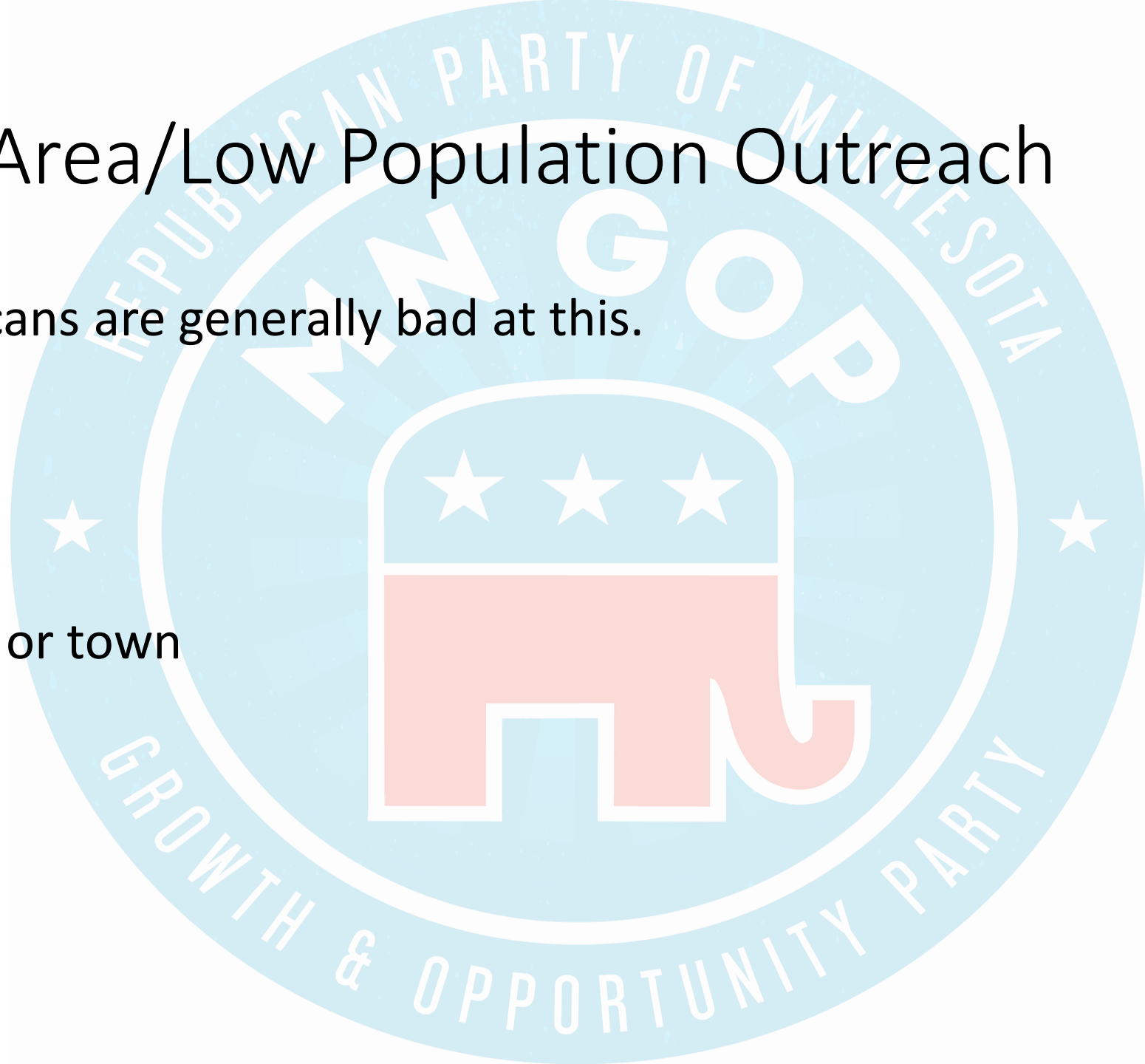
# Small Area/Low Population Outreach

- This is where elections are won and lost.



# Small Area/Low Population Outreach

- Republicans are generally bad at this.
  - Why?
- Precinct or town



# Why is this important?

- Many people who would vote Republican are discouraged, unmotivated or simply need to be asked to vote.
- If you & your team can find, persuade, and help 100 or more people to vote, you can shift the returns by 5-15%.
- Many elections are close, especially state-wide elections. Your efforts can be the deciding factor.



# What are we doing wrong?

- Successful local campaigns are built by candidates, not the party.
- Their success has been mostly due to making personal connections with voters. ★
- When a campaign is over, the team scatters & the data is lost.
- The Precinct/Local Team should develop & maintain relationships & information regardless of election cycles.



# What should Precinct/Local Teams do?

- Direct contact with voters (events, national night out, etc.)
- Develop personal connections
- Find & motivate like-minded voters
- Speak over the media
- Know local issues and the way local elected officials are voting
- Get your neighbors to the polls
- Track upcoming events and get involved





# Ideas for the Ground Game

- Host BBQ, house party, or coffee shop gathering.
- Host Candidate Meet & Greets
- Discuss neighborhood Issues, association or city council meetings
- Organize your local National Night Out
- Go door to door and meet fellow conservatives
- Lit drop for candidates
- Use community rooms at businesses (coffeeshops), churches, civic buildings
- Use “Next Door” app.



# Attend Local Meetings

Attend or have a member of your team attend:

- Neighborhood association meetings
- City Council, Town, or County Board meetings ★

Why?

- Knowledge
- Recruit
- Voice of opposition
- Causes to rally



# GOTV at the Precinct/Local level

- Keep a list of all the new people you have met.
- Also input list to DataCenter and determine the Republicans who've only voted once or twice in the last four elections. (1/4, 2/4)
- Divide up the names and assign them to your volunteers.
- Have your volunteers contact these voters.
- 80% will take an absentee ballot which you can sign them up for at any time.
- The Ballots will come 46 days before the election, so follow ups at that time are recommended.
- The remainder can either be given rides to the polls or connect them with a motivated voter to be their 'voting buddy.
- An organized precinct system is how we win.



# How to build your team

- You don't need to make everyone a chair (sometimes people don't want to be the leader).
  - "Coordinator," "Vice Chair," etc. will work
- Go through caucus list and get interested people together.
- Build off of established relationships (friends/family/neighbors).



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- You and your teams can change the political landscape of Minnesota, one personal relationship at a time.

- Questions?

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