

Outline for teleconference:

8/27/12

Intro: touch on the following:

Overall campaign structure- symbolic campaign (showing political value from campaign) vs. realistic campaign

Overall campaign structure/hierarchy

3 bullet points / 5 bullet points / short bio / elevator spiel”

Discussion of volunteer training & retention- giving volunteers the right task(s)- ones that they are good at and enjoy

1. Publicity
  - a. Press
  - b. Debates (especially public access TV)
  - c. Endorsements
2. Public Events
  - a. Street fairs/farmer’ s markets/leafleting
  - b. Benefit events (music, film, dinner, art event, spoken word...)
  - c. House Parties- similar to house parties for non-profits, invite neighbors and have hosts invite people
3. Direct Voter Contact
  - a. Phone (Voter ID)
  - b. Knock on Doors (Voter ID)
  - c. Lit Drop
  - d. Digital engagement (blog, tweet, facebook etc)
4. Indirect Voter Contact
  - a. Signs on poles/in windows (check local laws)
  - b. Ads (paper & digital)
  - c. Paper propaganda everywhere
5. Weekend Volunteer Days
  - a. Always have something for volunteers to do. “I can't give \$, but I can give time” should get an instant response of, “That's great, how about 10 am this Saturday at my house- there'll be free coffee & donuts!”
  - b. Have a variety of activities (See #3, a thru c)
  - c. Debrief volunteers, get feedback, hear their experiences
6. Absentee/Vote-By-Mail Ballots
  - a. Time outreach (press, door knocking, public events) to coincide with when ballots are mailed out. Varies by state and county- here they’ re mailed out beginning October 6<sup>th</sup>. More and more are voting absentee.

Resources: “Media Training” “Maximizing Resources” (for overall strategy)