

Hello and Welcome to “Becoming a Delegate to the National Convention”

We will begin shortly. While you are waiting please take a moment to do a couple of things in order to ensure the webinar runs smoothly.

- Please make sure to mute yourself in the upper left hand corner
- Please change your username to your actual name so we can better address any questions you may have
- Please indicate next to your name what state you're from (EX: Franny-IL)



Becoming a Delegate to the National Convention

Democratic Three -Tiered States



Brought to you by the Center on Civic Engagement

Overview

- The process of becoming a delegate to the National Convention
- The commitment of being a delegate
- Campaign tactics for a successful election
- Roles and responsibilities of delegates at the Convention
- Questions and Answer Session



The Jargon

- Delegate: A person sent to a convention to represent a presidential candidate
- The National Convention: A large meeting held by each party during which delegates from every state vote for the presidential candidate to become the nominee.
- Allocation: The manner by which the number of delegates that will represent each presidential candidate at the National Convention is determined.
- Brokered Convention: No presidential candidate receives a majority of the votes at the National Convention and a second vote must take place between the top two candidates



Why be a delegate?

- It can be used as a stepping stone for running for other political office
- It's a great way to get involved in politics and be an engaged citizen
- You can meet many new people and become more involved with your community and state.
- There is a sense of honor in representing your district or state on a national arena.
- You will have the chance to meet many incredibly accomplished political peers and leaders.
- We will help you find the resources you need to see the process through.
- It's fun!



Process for becoming a delegate

Questions that will be answered:

- What are the types of delegates and which should I be?
- How are delegates assigned to presidential candidates?
- How can I be elected in my state?



- 2 major types of elected delegates:
 - District-level delegates
 - Elected by each congressional district to represent that district
 - At-large delegates
 - Elected by the entire state to represent the at-large population
- Other delegates:
 - PLEOs
 - Super Delegates



Types of Delegates



The process of determining how many delegates supporting a specific candidate attend the National Convention, is known as allocation.

- Proportional allocation
 - Candidates receive delegates based on the percentage of vote they get at the primary or caucus

- The state will hold a primary or caucus vote where voters select the presidential candidate they support.
- Delegates will file with the State Democratic Party indicating who they support for president.

First tier:

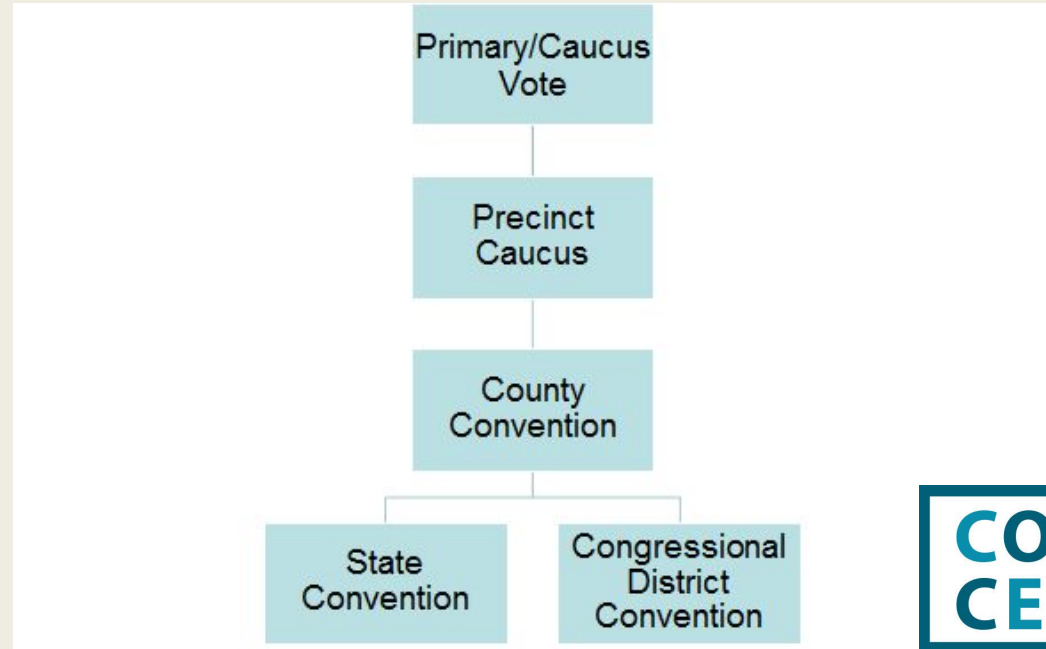
- Precinct caucus

Second tier:

- County convention, Organizing Unit convention, Legislative district convention

Third tier:

- State convention and/or Congressional district convention.



The Election Process

The Commitment of Delegate

Questions that will be answered:

- How much time and money will becoming a delegate require?





To become a delegate, you will need to invest some time and money to gain enough recognition to earn votes:

- This does not need to be your own time and money as you can recruit volunteers.
- The time and money you will spend varies based on the geographical size, population size and politics of your district or state and is something you will need to determine.
- Be Aware: Delegates are self funded!
 - State parties can sometimes help alleviate costs
 - Otherwise, you should expect to spend a few thousand dollars to cover the cost of the Convention.

Running a Successful Campaign

Questions that will be answered:

- Who should I reach out to?
- How should I reach out to them?
- Why are volunteers so important and how can I reach out to them?
- What are other useful tactics I should know about?



1. Decide how many voters you need to have contact with based on the past number of primary voters in your state.
2. Identify who you should have contact with:
 - a. Become involved in your community, district and state
 - b. Target people that may be interested in attending the district or state conventions
 - c. Target people involved in the party
 - d. Target your base
3. Timing is key!



Methods for contacting voters:

- One-on-one meetings
- Phone-banking
- Robo-calls
- Mail
- Local party events





GOTV Tactic	Impact of Action
One-on-one meetings	Most effective
Local Party events	Effective
Phonebanking	Effective
Mail	Less effective
Robo calls	Least effective

Volunteers help you cut down on the time and money you need to spend to be successful by spreading your name and making phone calls.

- **Recruit them:**

- Use volunteers to recruit more volunteers
- Send out emails
- Engage with local political groups and community organizations
- Always be on the lookout

- **Retain them:**

- Train them
- Empower them
- Respect them
- Care for them
- Thank them



Data and Information

- Get vital information on voters, addresses, and phone numbers
- Create walk sheets and phone packets
- Create your own list of targeted voters
- Track volunteers

This information can come from your state and local party, political consulting firms or on your own through databases such as nationbuilder



****For delegate elections, becoming more involved in your party is critical to success****

- Attend party meetings
- Build relationships
- Build credibility
- Make your desire to be a delegate known



Party Involvement

Earning the endorsement of local and influential community leaders will boost your campaign through:

- Raising awareness for your campaign and who you support
- Building name recognition
- Expanding your base of voters
- Increasing connection with the local and state party



Roles and Responsibilities at the Convention

Questions that will be answered:

- How does the Convention work?
- What am I responsible for at the Convention?
- What is the “party” that will happen at the Convention?





Events at the National Convention:

- Opening reception to get to know the other delegates and leaders
- Daily breakfast meetings for each state delegation featuring many guest speakers
- Delegates elect the Presidential nominee from their party
- The party's determine their national platform
- The Presidential nominee officially kicks of their campaign for the presidency

What to expect

What will YOU be responsible for at the Convention?



- Know the restrictions of your state!
 - Your states require that delegates vote for the presidential candidate with which they ran.
- Cast a vote for the presidential candidate based on the restrictions of your state
- There is a chance there will be a brokered convention and you will have to cast a second ballot.

VOTE



Responsibilities

Get excited for the National Convention Showcases!

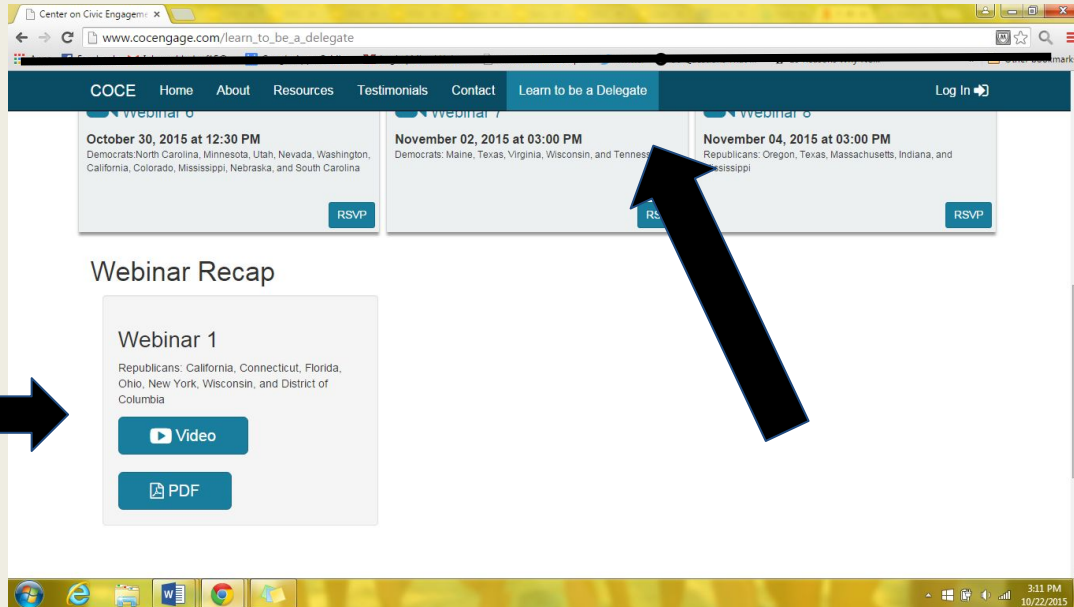
The showcase will be a celebration of your hard work and dedication of all of the delegates that went through this training series hosted in conjunction with the New American Leader Project and other partners

You will be able to meet other delegates, interact with political leaders, and enjoy your achievement.



Showcase

Questions??



The screenshot shows a web browser window with the URL www.cocengage.com/learn_to_be_a_delegate. The navigation menu includes COCE, Home, About, Resources, Testimonials, Contact, Learn to be a Delegate, and Log In. The main content area features three webinar cards:

- October 30, 2015 at 12:30 PM**
Democrats: North Carolina, Minnesota, Utah, Nevada, Washington, California, Colorado, Mississippi, Nebraska, and South Carolina
- November 02, 2015 at 03:00 PM**
Democrats: Maine, Texas, Virginia, Wisconsin, and Tennessee
- November 04, 2015 at 03:00 PM**
Republicans: Oregon, Texas, Massachusetts, Indiana, and Mississippi

Each card has an RSVP button. Below these is a 'Webinar Recap' section for 'Webinar 1' (Republicans: California, Connecticut, Florida, Ohio, New York, Wisconsin, and District of Columbia), which includes 'Video' and 'PDF' download options. A large black arrow points from the left towards the 'Webinar Recap' section, and another large black arrow points from the 'November 02, 2015' webinar card towards the top of the page.

