

Florida Liberty Candidate  
Resource Center



*Precinct Coordinator*

# WHAT DO WE WANT?

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Constitutional government



Pass Liberty Legislation



Have Liberty Minded Officials in Office



Elect Liberty Minded Candidates



Have Liberty Minded Candidates Running for Office



Restore the Precinct

# The Precinct Coordinator

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# What is a Precinct Coordinator?

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The precinct is the key to liberty. The Precinct coordinator is the communications hub for liberty. You are there to provide information to the voters about the political process and the proper role of government. Your goal will be to become the person your neighbors will turn to for voting information. If you are able to convince just 4 out of every 10 voters to vote your way there is not an election your suggested candidates will lose.

# Why the Precinct Coordinator is vital to restoring the republic

We have seen election after election going to the candidates who simply have the most money. The current political establishment is well funded and will stop at nothing to win.

Principled individuals will very rarely have the money to compete with this. The only area that we can compete with the establishment is with people. Our movement has more active and dedicated individuals than the establishment could dream of.

Politicians really use the campaign money to reach out to voters. They use it for mailers, radio and television commercials, signs, robo-dialing, websites and campaign staff dedicated to communicating with the voters.

In reality this money is just used to influence the vote

Our Precinct Coordinator will compete with this because they are not doing it for one candidate in one election but influencing the decision on all offices on the ballot in every election. Individual campaigns are short term and our Precinct coordinators are there for the long term.

The money will not be able to compete with the individual neighborhood connections of our precinct coordinators.

It is this connection that will overcome all those commercials and mailers the establishment will use and principled candidates will win elections.

# The Goal of the Precinct Coordinator

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Influence enough of the vote in  
your precinct to have a  
majority in every election

# Responsibilities of the Precinct Coordinator

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**Maintain a List of the Voters in Your Precinct:** You will be responsible for keeping an updated list of the registered voters in your precinct. It will be broken down by party affiliation. Republican, Democrat, Libertarian and everyone else. You will want to add other pertinent information like an up to date contact information including email address and cell phone and Identify if they are a Liberty Takeover 2012 precinct volunteer, possible candidate, possible campaign volunteer, liberty minded or a statist.

**Identify Liberty Minded Individuals in your Precinct:** In order to be effective you must find people who want to help in your precinct. The good news is that there are at least 20 liberty minded people in your precinct on average. Your first goal is to find 5 others who will want to help you. You will be able to accomplish this using a number of different methods like calling the lists of the people in your precinct, Drive your neighborhood and look for yard signs of liberty minded candidates or going door to door and talk to your neighbors

**Maintain a Current Voter Guide for Your County and have Available in Digital Form:** This information is retrieved from your county supervisor of elections. Contact them and get a hard and digital copy. Read it cover to cover and send a digital copy to each person in your precinct. Make sure you keep the most up to date version. Remember that you want to be the information hub for your precinct.

**Maintain Instructions for the process of absentee voting:** Our goal is to get as many people as possible to become absentee voters. This will assist in understanding when people vote and allow us to “come to them” at the right time. Most people just want to live their lives and are looking to someone who will inform them about the candidates and the issues. You need to become familiar with the process and tell the voters in your precinct about it and maintain a list of those who are already absentee voters. Knowing this will help you to maximize your time.

**Ensure that each voter is contacted every quarter:** You and your team will want to contact each voter every 120 days with information. This can be many different types of information from basic information on LTO, the political process, absentee voting, primary election dates, voters guides, the proper role of government or other information that the voters need to know.

# Ways to communicate with your precinct.

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Your goal is to be the most influential person in your precinct when it comes to politics. This can only happen when people know you and want to turn to you for information. There are several ways to communicate with the people in your precinct.

**Start Knocking on Doors:** You can utilize our flyer and tell your neighbors what you are doing. Many will be excited to see you and want to know more information. Always remember that you have two ears and one mouth for a reason. Listen to them twice as much as you talk.

**Set Up a Neighborhood Event:** One method will be to set up an informal neighborhood event. This event does not have to be about politics. You just want to get to know you your neighbors and understand what their concerns are.

**Make Phone Calls:** Calling your neighbors is an effective way to reach people. Our suggestion is that you get permission to call them while you are walking door to door before you pick up the phone.

**Monthly E-Mail Newsletter:** This is an effective was to get information out to people on a regular basis.

# Materials needed to start connecting with your precinct

**Pad of Paper and Pen:** The pad of paper and pen is important to have as you canvas your precinct. This will be used to write down the information of people who are interested in getting more involved. You will need to get their name, phone number, address, email address and what they are interested in getting involved in. Every precinct coordinator is a recruiter and this pad will be helpful to keep the information on people who would like to get involved in one place and it can be with you wherever you may happen to come across someone.

**Precinct Walk List and Clipboard:** Your precinct walk list is the information you need on all of the registered voters in our precinct. You will use this to make contact with your neighbors and add in the information that is needed on each person you contact. This will be: adding any missing or incorrect information, notes on the issues that are important to them, when is a good time to reach them and how receptive they are to your message.

**MailChimp Account:** Electronic communication is an effective way to communicate with the people in your precinct. Once you have obtained the email addresses you can create a newsletter to get voter information out quicker and easier. We recommend only sending one monthly email and a possible second email only when there is an event or other important information. We do not want to be more spam in someone's inbox. The reason we suggest Mailchimp is that for under 2,000 contacts it is a free service.

**Flyers:** Each time you visit voters you will want to give them some kind of information. Since this is going to be a quarterly process most of the time, your information will be a guide to the political process. The first flyer will be on Liberty Takeover 2012. The next flyers could be on absentee voting, local groups, voting dates and registration deadlines and of course information on the proper role of government.

# How do you get started?

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**Make a Commitment and Become The Precinct Coordinator:** Make a decision that you will take on the responsibility of informing your neighbors about politics.

**Get a List of All the Registered Voters in Your Precinct:** This will be the most important thing you will need. This list will give you the name, address, phone number and party affiliation of the individuals in the precinct. Contact your county coordinator to get this information.

**Drive Around Your Precinct Looking for Other Liberty Minded People:** The first thing you want to do is to drive around and get familiar with your precinct. Look for yard signs, bumper stickers individuals walking around with pro liberty shirts and ask them if they want to help you.

**Set up a Precinct Walk Day:** Decide on the date for your first precinct walk. Set up an event and tell everyone you know that may want to help. Post the event on Facebook and email it to Matt who will post it on the Liberty Takeover 2012 website. You will want help for the first event.

# Door to Door Canvassing

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The best and most effective way to reach voters is with direct contact. The advantage for you is that you are not walking for one candidate but you are walking to give your neighbors the information they need to make an informed decision.

Remember that you have two ears and one mouth. The best thing you can do is to listen to people. You will find out what issues are most important to them. Make sure you remember and write down what is important to each person. You will be able to use this information later to talk to them about candidates and issues.

You also want to understand that you will not be able to teach them the entire liberty platform in one stop. Use the method of 75% political process and non-partisan information and 25% liberty issues. Remember that liberty is like cheesecake and they can only handle one piece at a time.

Also remember that most of the people you will talk to will not have the passion for this that you do. Most of them are just too busy living their lives. Do not get mad about this. Just understand that you truly only need people to vote for the right candidates on election day and you are there to ensure that happens. You do not need to convince everyone. You will only need 4 out of every 10 voters.

You also want to be on the lookout for people who are willing to do more. You want to find people who will walk the precinct, become Liberty Takeover 2012 members, exit poll takers, poll workers, volunteer for campaigns and become candidates. Keep a separate list of these people and give this information to your county coordinator. The more people you get involved the less time it will take you to accomplish your goals.

# Setting up a precinct walk event

Going door to door all by yourself is not an easy task. It is much more fun and efficient to get some help. One of the best ways to do this is to set up a precinct walk event. This give the people the date and time to show up to come help. You can also provide training on how to canvass and what you will be canvassing for. These are the steps you take to make your event a successful one.

**Create and market the event:** Getting the word out about the event is key to get people to help you. Make a Facebook event and email your event to Matt so he can post it on the LTO website. Matt's email address is [matt@libertytakeover2012.com](mailto:matt@libertytakeover2012.com)

**Call your friends:** The more people you have the easier this event will be. Contact everyone you know and ask for their help. Make sure you tell them that they will have fun and talk to them about why you are doing this. People like to belong to something bigger than themselves and what is bigger than liberty.

**Prepare walk lists:** This is the most important step if you want to have a productive day. Contact your county coordinator and ask them for the walk list and they will help you in this effort. You will want to split it up into small lists so people will not feel overwhelmed.

**Gather your supplies:** You will need materials to hand out and other supplies to make it a productive day. Make sure you have enough clipboards, pads of paper, pens, flyers for each walk list.

**Get your script ready:** Each time you walk there will be a major theme that they people will want to tell. Make up a script and pass it out in the beginning when you give the training. This will give people the confidence they need to be productive.

**Have a productive and positive day:** Remember that you are participating in one of the most effective types of political activism. Door to door canvassing is effective and if you smile and think positively then you will have a productive day.

# Hosting a precinct outreach meeting

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You can combine a precinct walk with an outreach meeting. This is a great way to get your neighbors together to discuss the issues. It is like a town-hall event on a small scale. There are different kinds of events that you can hold to make it an informative meeting.

**Basic voter information**

**Issue based event**

**Candidate forum**

**Political debate**

**Special guest speaker**

**No holds barred town-hall**

**Political Workshop**

**Non Political block party**

You would only want to hold these events semi annually. You do not want to turn this type of meeting into the regular monthly meetings that so many groups have. You want to be different and events like this will bring in people.

# What does the long term look like?

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Let's say you have taken on the responsibility of becoming the precinct coordinator and want to get started in your neighborhood. You start by going to your neighbors and passing out a simple flyer.

This flyer is very non-specific. It talks about issues that concern a large number of people regardless of party. You are not really asking that person to get involved but you are offering direction if they want it. You should have several people contact you that are already liberty minded. A few may even want to help in the neighborhood. You don't need to ask them to do anything more than to talk to their neighbors. You can also start asking if they would like a quarterly newsletter from you by email. This email will provide them information regarding the political process and other issues that you feel are important.

It would also be good to have one liberty topic to talk to them about. Remember to keep it simple. You could ask them an open ended question that would require them to do some research.

## **What will this accomplish?**

1. You will introduce yourself to your neighbors in a very passive way. You are letting them know that you care enough about the political process to get involved.
2. You are letting them know that we need people to get involved but in a way that they will not feel pressured to say yes.
3. You contacted the voter and started a relationship where you are going to be view as an expert. (This will be important later)

# What does the long term look like?

120 days later you visit them again. This time you will have to visit fewer houses because you will have help. What do you give them this time? Another great piece of information to give them would be the instructions on how to absentee vote. Go to your county supervisor of elections for this information.

## **What will this accomplish?**

1. If someone already is an absentee voter they will tell you and now you will be better informed on how they vote. You will also have a list of all of the absentee voters in your neighborhood. This will make it easier to know when to visit them during the election season.
2. You are in the process of establishing the relationship as a trusted advisor when it comes to politics. Will everyone trust you? No, but you only need 2 out of every 10 Republicans in the primary or 2 out of 10 Democrats in the primary or 4 out of 10 voters in the general election to ensure your candidates win.

# What does the long term look like?

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120 Days later you will go out again. This time you bring a new voters guide. Contact your local supervisor of elections for the most current guide. It is also suggested that you schedule an event around the same time. This event could be for your choice of many different options.

## **What will this accomplish?**

1. Furthering the relationship with your neighbors. At this point they will begin to recognize you as a person in the community that is extremely knowledgeable in politics.
2. You have an event that they can attend. It is still local and it is with their neighbors. They will not have to travel and will be appreciative of that. You are respecting their time.
3. Your neighbors will see that you took the time to visit them during a time not typically during a political season. You care and they will have much more respect for you and what you have to say. (building trust)

# What does the long term look like?

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That is 3 visits in 12 months. Let's say you started in Jan 2013. You would have visited them 3 times by January 2014. If they have questions regarding local politics you will become the person that they know and trust. Do you think they will be more willing to listen to what you have to say at this point?

And every 120 days you do this. Starting in 2014 you will know of candidates who need petitions signed. Do you think that the people you visited will help you by signing your petitions? Do you think that they would be willing to attend a local event to hear one of the candidates YOU support?

We all know that at the local tea party meetings where candidates go they will get an average of 75 individuals. What if you had a joint event with another nearby precinct? Don't you think you would get 200 voters in a room? These people are not normally involved but because of the relationship you built they feel comfortable about going. Most of the candidates we support have great ideas and the only problem is that they cannot get in front of enough people. Your efforts will help solve that problem.

# What does the long term look like?

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You are two weeks away from Absentee ballots going out and since you have a great idea who gets those absentee ballots you can visit them and give them your voter's guide.

By this point you will be able to influence at least 4 out of 10 voters to select the candidates you recommended.

**REMEMBER THAT ONLY THE BIG RACES ARE TALKED ABOUT ON TV. MOST PEOPLE HAVE NO IDEA WHO TO VOTE FOR IN THE SMALLER RACES.**

Our candidates will be able to compete with the political establishment because of your efforts. It will take the effects of big money out of politics because you are their voice instead of the television and main stream media.

**This is how you restore the republic.**

**LIBERTY TAKEOVER 2012**  
TIME TO END THE SPECIAL INTEREST INFLUENCE IN FLORIDA

It does not take a majority to prevail...  
but rather an irate, tireless minority,  
keen on setting brushfires of freedom in  
the minds of men.” Samuel Adams

Will you be that brushfire of freedom in  
your neighborhood?

**LIBERTY TAKEOVER 2012**  
TIME TO END THE SPECIAL INTEREST INFLUENCE IN FLORIDA

QUESTIONS?