



State Organization & Structure

Target & battleground states



Purpose of this Document

The purpose of this document is to act as an overview of how each state in the Johnson Weld 2016 (JW2016) target and battleground states should be organized. In addition, we list all the responsibilities for each position and the minimum time commitment within the campaign. This organizational structure is a proven model and should work for most if not all states.

We have a lot of work to do! In order for JW2016 to be successful in your state we must build value for volunteers, activists and donors. It is crucial that we are organized and are properly trained. Throughout the campaign we will offer specialized training and direction for each position within JW2016. If you have any questions please contact your Regional Director.

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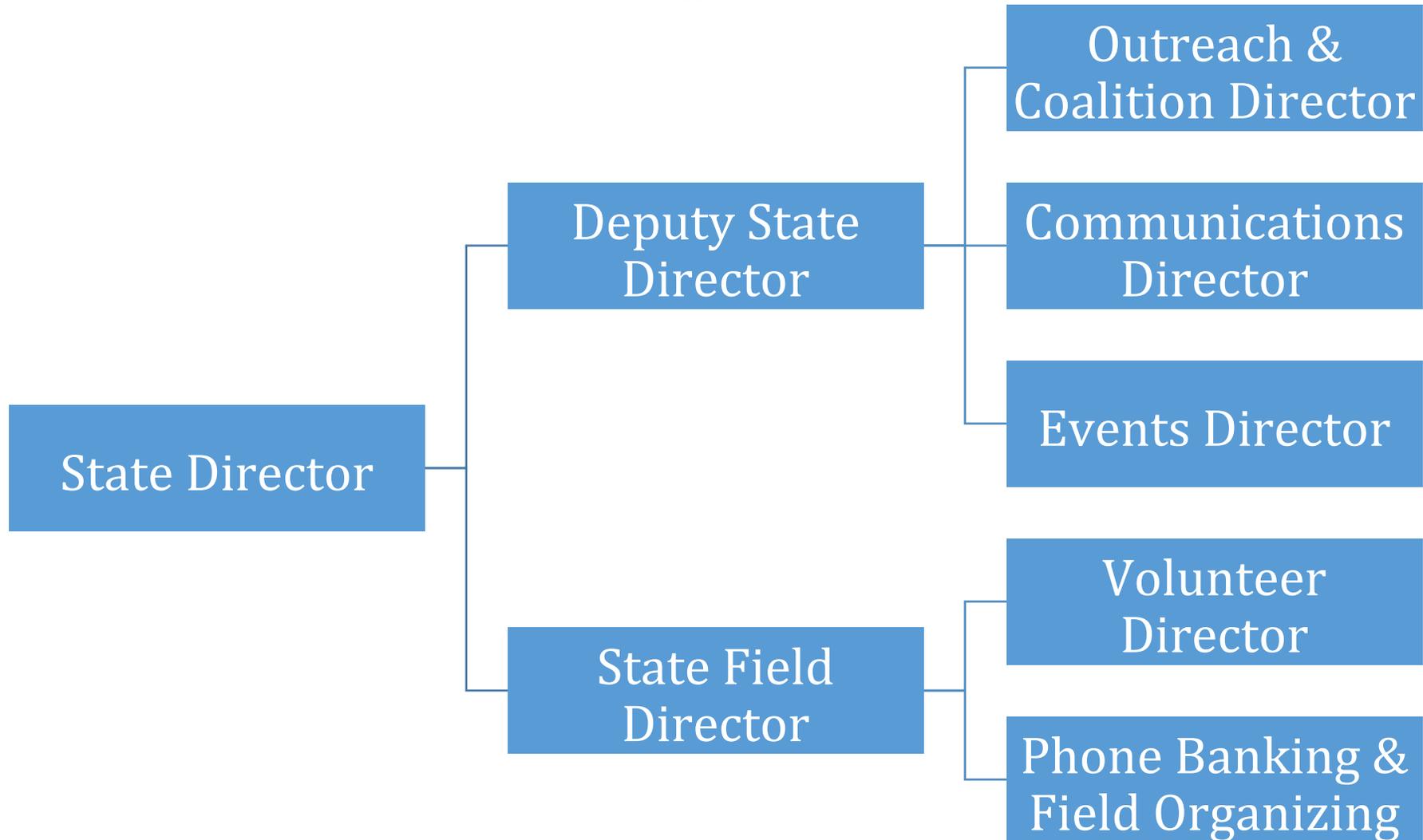
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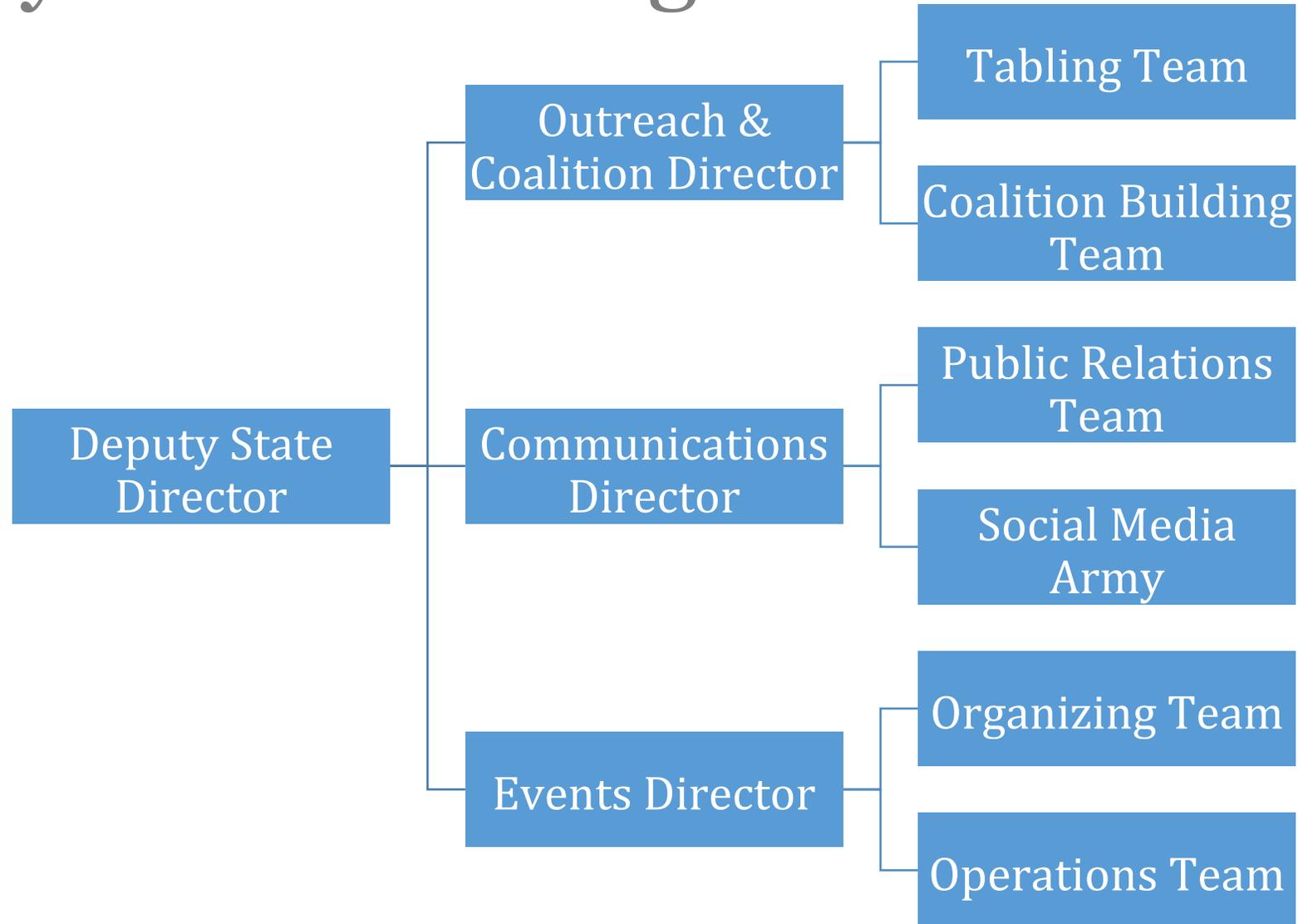
Leadership Hierarchy

The following are hierarchies and the organizational charts (Org Charts) for State organizations. It starts high level and then breaks out further based on each Director. Job descriptions and additional information follows the organizational charts.

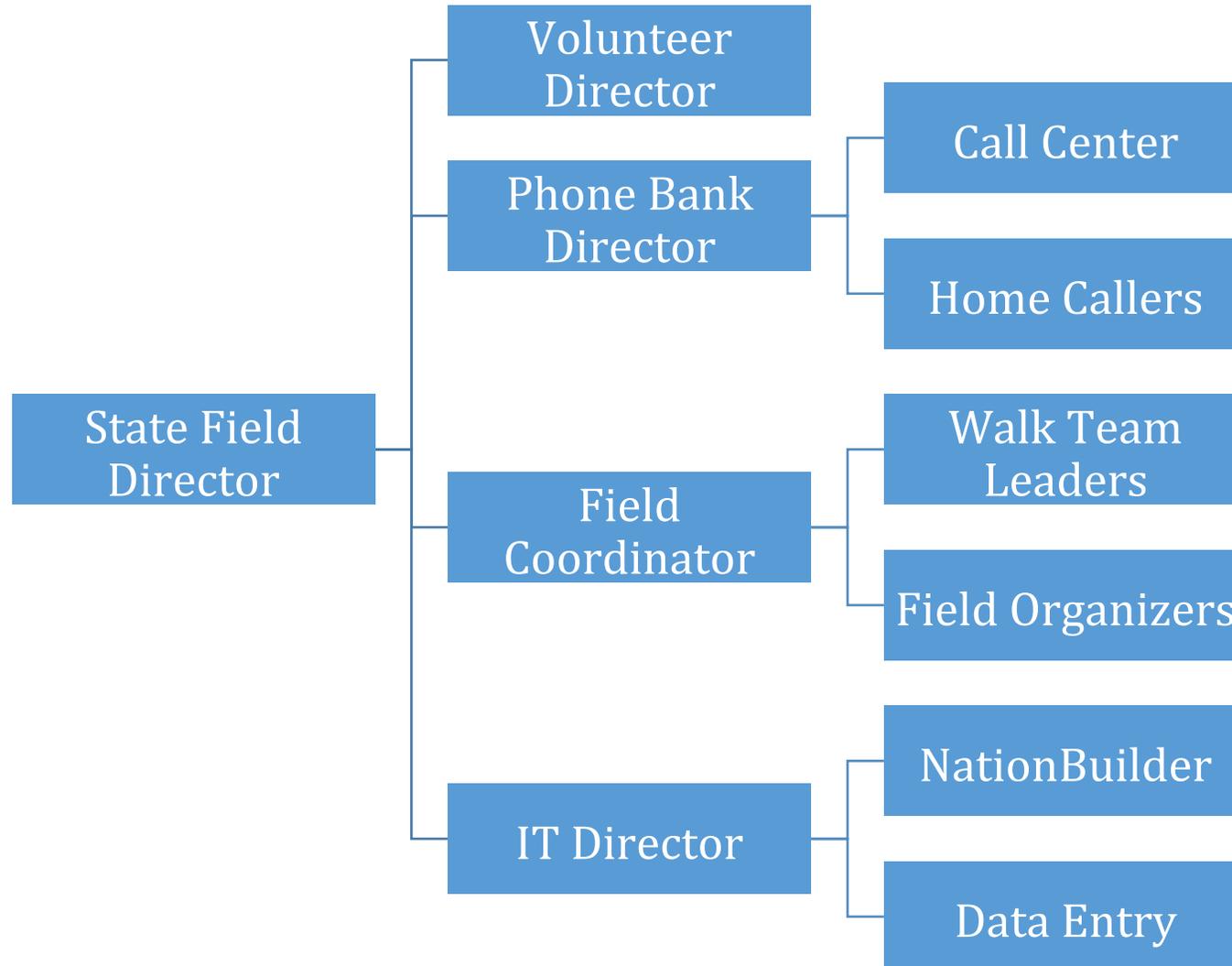
State Leadership Org Chart



Deputy Director's Org Chart



State Field Director Org Chart



Field Organizers Org Chart



Job Descriptions

The following are Job descriptions, principle accountabilities and minimum time commitments for each position within the State Organization.

State Director



State Directors are responsible for developing, growing and maintaining the Johnson Weld 2016 (JW2016) campaign in their state. State Directors will recruit and appoint all positions within their state. State Directors are responsible for overseeing all aspects of the campaign within their state which include, but is not limited to; advising and supporting Directors in their state, develop and maintain an effective campaign team, ensure the campaign message is being delivered correctly and professionally. State Directors will work with their Regional Directors and report to National Directors such as Coalition and Volunteer Directors as well. In some cases, there will be a need for co-State Directors.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training and Field Organizing.
- Identify and recruit their Deputy State Director
- Identify and suggest candidate for their State Field Director to National Volunteer Director.
- Work with the Assistant State Directors to identify and recruit all Director positions within their state organization.
- Assist Directors with recruiting and filling all positions within their team.
- Ensure the Directors within their state organization has all proper training they need to effectively do their job.
- Communicate regularly with their Regional Director and National Directors and provide weekly update reports.
- Establish and submit budgets for special events, literature and other campaign expenditures to their Regional Representative.
- Identify key issues the campaign can support.
- Supervise and provide support to all aspects of the campaign within their state organization.

Minimum time commitment: 40+ hours per week

Deputy State Director



Deputy State Directors act in the capacity of an Assistant State Director and are responsible for advising and managing the Outreach & Coalition, Communications, and Events Divisions. The Deputy State Director will recruit and appoint all Director positions. Deputy State Directors are responsible for overseeing all aspects of their Divisions which include, but is not limited to; training, advising and supporting Directors, assist in maintaining an effective team, and ensure all functions within their Divisions completed correctly and professionally. The Deputy State Director will report to their State Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training and Divisional Training.
- Work with the State Director to Identify and recruit all Director positions they are responsible for.
- Assist Directors with recruiting and filling all positions within their Division.
- Ensure their Directors are all properly trained so they can effectively do their job.
- Communicate regularly with their State Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 30+ hours per week

State Field Director



State Field Directors act in the capacity of an Assistant State Director and are responsible for advising and managing the Direct Voter Plan which includes the Volunteer, Phone Banking, Field Coordination and IT Divisions. The State Field Director will recruit and appoint all Director positions. State Field Directors are responsible for overseeing all aspects of their Divisions which include, but is not limited to; training, advising and supporting Directors, assist in maintaining an effective team, and ensure all functions within their Divisions completed correctly and professionally. The State Field Director will report to their State Director as well as the National Volunteer Director for all phone banking and field organizing activities.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing and Divisional Training.
- Work with the State Director and Volunteer Director to identify and recruit all Director positions they are responsible for.
- Ensure the goals and objectives set forth by the National Volunteer Director are executed effectively in their state.
- Assist Directors with recruiting and filling all positions within their Division.
- Ensure their Directors are all properly trained so they can effectively do their job.
- Communicate regularly with the National Volunteer Director and their State Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 30+ hours per week

Outreach & Coalition Director



The Outreach & Coalition Director shall be responsible for building and developing relationships for the campaign with other organizations/coalitions throughout the state. Their responsibilities shall include targeting new demographics, networking, maintaining useful contacts and working with relevant state wide coalitions, recruiting key demographics into the campaign, identify and secure key endorsements for Governors Johnson and Weld, and developing contacts with other grassroots-level organizations. Where applicable the Outreach & Coalition Director will work the National Coalition Director. The Outreach & Coalition Director will report to their Deputy State Director and National Coalition Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training and Divisional Training.
- Identify and recruit additional team members for their Division to include a professional team to table events.
- Develop, implement and evaluate Outreach and Coalitions building plans to include networking events and tabling.
- Ensure their team is interfacing and networking with all relevant statewide organizations/coalitions.
- Identify influencers (Individuals and Organizations) throughout their state and secure endorsements for JW2016.
- Establish and populate a Host or Steering Committee with prominent leaders from your state aligned with JW2016 issues.
- Communicate regularly with their Deputy State Director and National Coalition Director & provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their Deputy State Director.

Minimum time commitment: 25+ hours per week

REPORTS TO: Deputy State Director

Communications Director



The Communications Director shall be responsible for communicating the APPROVED policies, positions, and opinions of the JW2016 to the public at large. This responsibility shall include maintaining the content of the state campaign website, establishing and maintaining the social media presence for JW2016, developing and managing relationships with all media and press and communicating with the JW2016 supporters in their state. The Communications Director will report to their Deputy State Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training and Divisional Training.
- Identify and recruit additional team members for the Public Relations Team and Social Media Army.
- Create and maintain a database of all media outlets and contacts in their state.
- Contact all media contacts with an APPROVED script informing them of the appropriate JW2016 media contacts.
- Establish all social media assets for their state party and publish APPROVED content from the JW2016 Digital Team.
- Keep the State's JW2016 website up to date with content APPROVED from the campaign.
- Communicate regularly with their Deputy State Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 20+ hours per week

REPORTS TO: Deputy State Director

Events Director



The Events Director manages and oversees the Events Division. Their primary function is event planning and production for all JW2016 events within their state. The Events Director will work with event organizers from other organizations/coalitions and schedule joint events when applicable. All major events, events with appearances from Governor's Johnson and Weld, and events which will cost money must be approved by the National Events Director. The Events Director will report to their Deputy State Director and the National Events Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training and Divisional Training.
- Identify and recruit additional team members for their Organizing Team and Operations team.
- Create and maintain a schedule of all events happening within their state through the election.
- Make recommendations on events we should have a presence at as well as submit request for the Governors to participate.
- Establish and submit event budgets with an overview which includes approx. number of attendees and media presence.
- Oversee the administrative functions of all events as well as maintain relationships with vendors.
- Work with the IT Division to ensure the events are listed on the website, and the Communications Division to ensure they promote the events via social media, and when applicable press releases and emails are sent out.
- Communicate regularly with their Deputy State Director and provide weekly update reports.

Minimum time commitment: 15+ hours per week

REPORTS TO: Deputy State Director

Volunteer Director



The Volunteer Director manages and oversees the Volunteer Division. Their primary function is recruiting and building relationships with volunteers. The Volunteer Director will work with all Directors and help anticipate upcoming needs for their state organization. The state Volunteer Director will work to ensure the goals and objectives set forth by the National Volunteer Director are executed effectively. The Volunteer Director will report to their State Field Director and the National Volunteer Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing and Divisional Training.
- Identify and recruit additional team members as needed.
- Effectively manage and place all volunteers including maintaining a Volunteer Profile when onboarding volunteers
- Contact all volunteers and constantly recruit new volunteers.
- Collaborate with all Directors and state leadership to understand their need for volunteers.
- Communicate regularly with their State Field Director and National Volunteer Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Field Director.

Minimum time commitment: 25+ hours per week

Phone Bank Director



The Phone Bank Director is in charge of all outbound calls from the state campaign. Their primary function is training, managing and supervising all callers in the state organization. The Phone Bank Director will work with the Volunteer Director to ensure there are people placing outbound phone calls to potential JW2016 supporters. The Phone Bank Director will report to their State Field Director and the National Volunteer Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Call Center and Divisional Training.
- Identify and recruit additional team members as needed.
- Manage, supervise, train and support all callers - call centers and home callers.
- Ensure the goals and objectives set forth by the National Volunteer Director are executed effectively.
- Disseminate all scripts provided by the National Volunteer Director.
- Secure a location to run phone banking and develop a strict, written schedule for calling.
- Work with the IT Director and NationBuilder to establish call lists.
- Communicate regularly with their State Field Director and National Volunteer Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 15+ hours per week

REPORTS TO: State Field Director

Field Coordinator

The Field Coordinator is in charge of all field organizing throughout the state for the campaign. Their primary function is training, managing and supervising everyone involved in grassroots organizing, canvassing and walkers in the state organization. The Field Coordinator will work with the Volunteer Director to ensure there are people available to walk districts throughout the state. The Field Coordinator will report to their State Field Director and the National Volunteer Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing and Divisional Training.
- Recruit and fill all positions within the Field Organizing Division from Regional State Directors to Precinct Captains.
- Ensure their leaders are all properly trained so they can effectively do their job.
- Manage, supervise, train and support all canvassers including working with NationBuilder and establish walk lists.
- Establish locations throughout the state to setup drop off and pick up locations for literature, rides, etc. and develop a strict, written schedule for canvassing.
- Ensure the goals and objectives set forth by the National Volunteer Director are executed effectively.
- Work with the IT Director and NationBuilder to establish and assign walking lists.
- Communicate regularly with their State Field Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 25+ hours per week

REPORTS TO: State Field Director

IT Director



The IT Director is responsible for supporting all technology needs to the state organization. Their primary function is managing NationBuilder and the additional technologies used by the campaign. Additionally, they will be the go to person for each Leader in the campaign who needs NationBuilder training and/or support. They will also establish a team to assist with data entry. The IT Director will report to their State Field Director and work with the National Digital Team.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing, Call Center and Divisional Training.
- Recruit and fill all positions within the IT Division.
- Manage and supervise their states data through Nationbuilder.
- Work with the Phone Bank Director to ensure call lists are established via NationBuilder.
- Work with the Field Coordinator to ensure walking lists are available via NationBuilder.
- Provide training and support to all leaders within the state organization for Nationbuilder and all other technologies.
- Communicate regularly with their State Field Director and and the National Digital Team & provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 15+ hours per week

REPORTS TO: State Field Director

Field Organizers

The Field Organizers are responsible for building out their states team of canvassers. They will establish the leadership in their state to effectively manage Precinct Captains to ensure maximum exposure for JW2016 in their state. They will ensure everyone on their team is trained on NationBuilder and provide all support. Field Organizers will report to their State Field Coordinator.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing, and Divisional Training.
- Recruit and fill all positions within the Field Organization.
- Manage and supervise their states walking lists through Nationbuilder.
- Work with the IT Director to ensure walking lists are available via NationBuilder.
- Provide training and support to all leaders within the field organization for Nationbuilder.
- Communicate regularly with their State Field Coordinator and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 15+ hours per week

State Field Area Directors



The State Area Directors are responsible for building out their area/district/county team of canvassers. They will establish the leadership in their area/district/county to effectively manage Precinct Captains to ensure maximum exposure for JW2016. They will ensure everyone on their team is trained on NationBuilder and provide all support. State Area Directors will report to their State Field Coordinator.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing, and Divisional Training.
- Recruit and fill all positions within the Field Organization.
- Manage and supervise their states walking lists through Nationbuilder.
- Provide training and support to all leaders within their area/district/county field organization for Nationbuilder.
- Communicate regularly with their State Field Coordinator and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 10+ hours per week

County Field Directors



The County Field Directors are responsible for building out their countywide team of canvassers. They will establish the leadership in their county to include organizing by area/district/upper house/lower house to effectively manage Precinct Captains to ensure maximum exposure for JW2016. They will ensure everyone on their team is trained on NationBuilder and provide all support. County Field Directors will report to their State Area Directors.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing, and Divisional Training.
- Recruit and fill all positions within the Field Organization.
- Manage and supervise their states walking lists through Nationbuilder.
- Provide training and support to all leaders within their area/district/county field organization for Nationbuilder.
- Communicate regularly with their State Area Field Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their State Director.

Minimum time commitment: 15+ hours per week

Precinct Captains



The Precinct Captains are the front line of the JW2016 campaign and serves as the main communication source between the JW2016 campaign and current and future supports in his or her precinct. The Precinct Captain is charged with connecting the people in the precinct to JW2016 campaign. The Precinct Captains will report to their County Field Director.

Principle Accountabilities:

- Complete all mandatory training including, but not limited to; NationBuilder Expert Training, Field Organizing, Call Center and Divisional Training.
- Using Nationbuilder they will familiarize themselves with the demographics and geography of their precinct.
- Get to know your neighbors and enter as many people into Nationbuilder as possible.
- Host house parties, BBQ's, block parties etc. and invite all their neighbors to talk about politics and issues concerning their precinct. Relate with them on issues and invite them to other political events.
- Canvass the precinct using Nationbuilder walking lists and call lists.
- Be a visibly proud JW2016 supporter – display yard signs, bumper stickers, camping buttons, etc.
- Recruit new volunteers and other volunteers in your Precinct and communicate with them regularly. Adding volunteers means you can divide the Precinct for more personal contact with the voters.
- Communicate regularly with their County Field Director and provide weekly update reports.
- Establish and submit budgets for special requests of campaign expenditures to their County Field Director.

Minimum time commitment: 10+ hours per week

REPORTS TO: County Field Directors

Teams Overview

Overview of the important teams in each State Organization.

Tabling Team



“Tabling” is when the JW2016 campaign sets up an information table in any specific location with the purpose of educating people and bringing awareness to Governors Johnson and Weld. It’s a powerful opportunity to:

- Raise awareness about JW2016
- Enroll others in supporting our efforts
- Raise funds

The Tabling Team will report to their Outreach & Coalition Director. Establish and submit budgets for special requests of campaign expenditures to their County Field Director.

Coalitions Building Team



The Coalitions building Team goal is to identify and start building relationships with all the organizations in your state you feel JW2016 could work with. These organizations include, but are not limited to;

- State policy network(s)
- Issue specific organizations such as 2nd Amendment, Marijuana, Pro-Business & LGBT groups
- Political Parties
- Student organizations
- Ethnic specific organizations
- Nonprofits
- Think Tanks

Public Relations Team



The Public Relations Team is in charge of developing a media contact database and to send all media inquiries to the National Communications Team. When applicable, the Public Relations Team will disseminate communications from the National Communications Director to their media contact database.

Media Contact Database: Put together a list of all media outlets in your state. Identify journalists, editors, writers, and other contacts from each outlet and include the following;

- Name
- Title
- Phone
- Email
- Twitter
- Preferred method of contact

The Media Contact Database will be sent to the National Media Team.

Additional training on this topic coming soon

Social Media Army

The Social Media Army will setup all necessary social media accounts on major social network for the state campaign. They will disseminate and repost APPROVED social media posts from the National Social Media accounts. The Social Media Army will use tools to help automate the process. Additionally, they will engage supporters where phone numbers and emails are not available but only social media accounts.

They will build out and maintain all statewide social media assets. Make sure they are all branded the same way.

- Facebook (Page & Private Group)
- Twitter
- InstaGram
- Google+
- Pinterest
- Stumbleupon

Additional training on this topic coming soon

Event Organizing Team



The Events Organizing Team will organize all events for the JW2016 campaign within their state. They shall draft an events schedule and present it to the Events Director. They will put together a plan to include all upcoming events in their state where JW2016 can set up booths and tabling events. In addition, look at the calendar and start planning out events through November 2016. Draft a calendar of all major events taking place throughout your state through November 2016. This includes state/county fairs, parades, gun shows, etc.

- Start planning out events throughout your state with specific purposes.
- Team up with other organizations on issues specific events

The Events team must submit a request for all appearance(s) from Governor's Johnson or Weld. All events that require money must be approved by the National Events Director.

Additional training on this topic coming soon

Event Operations Team



The Events Operations team will ensure that the campaign has a strong, professional presence at all events JW2016 will participate in. They will work with the Volunteer Director to ensure the event is appropriately staffed and everything is setup accordingly. The Event Operations Team will submit requests for literature, merchandise and any other needs including but not limited to audio and video support.

Additional training on this topic coming soon

Getting Started

The first steps to creating a State Organization.

Work with The Libertarian Party



Some states have a strong Libertarian State Party and it is a great starting point to identify and recruit leaders for the JW2016 campaign. Additionally, some states might be interested in folding their operations into the campaign through the election. Contact Brett H. Pojunis for introductions to state Libertarian Party leadership and assistance on this.

- Introduce yourself to the state party or ask for an introduction to be facilitated.
- Setup a call with Leadership such as the state Central or Executive Committee(s).

The goal is to build a strong JW2016 presence in each state.

Build State Organization Leadership



The first steps in building the state organization Leadership are as follows:

- Identify and recruit Assistant State Directors by contacting all volunteers and provide the Job Descriptions to see who is qualified. DO NOT take the first person who raises their hand, spend time to recruit the right person for the job.
 - Deputy State Director
 - State Field Director
- Reach out to the Libertarian Party in your state and setup a call with your Regional Director.
- Assist Assistant State Directors with identifying key leadership positions within the organization.

Ensure Ballot Access



All of our efforts will be in vain if we do not have our Presidential Candidate on the ballot in your state. Please provide the following information to your Regional Director:

- Identify if we are currently qualified to be on the ballot, if not, identify what the requirements for being on the ballot in your state.
- If we need to do something such as gather signatures, please identify EXACTLY what the process is to gather signatures and how many we need.
- If we already meet the requirements, get a certified letter from the SOS that states we are on the ballot.
- Make sure we have identified the “Electors” in your state and/or know the process.

Work with the National Ballot Access Team to ensure we are all set for November. If there are any issues we need to know immediately.

Get Data!!!



Try to get as many databases as you can. The more data you have the more people you have to contact. The more people you have to contact the more volunteers, activists and leaders you will find for your organization.

- Contact your county and state elections department to get an updated database of all registered voters. In some cases you will get the voters phone number and email address.
- Contact like minded organizations and do a data swap, this MUST be approved by the National Campaign.
- Reach out to student organizations and political parties
- Collect data at EVERY event and get business cards

When you get data send it to your State Director so they can get it to the National Digital Team.

Additional training on this topic coming soon

Set Up an Office



Establishing a physical office will greatly assist your efforts building your state organization. When you have an office you have a home base that will be used by volunteers, activists and donor meetings.

To get started, research your local market and see how much an office would cost to rent. Put a quick budget together that would include rent and utilities through December 2016 and determine what the total expenses will be. Try to raise money from potential donors to cover the projected expenses.

If you are unable to secure donor(s) to cover the costs, try to find someone who will *donate office space to JW2016. The best way to do this is to look through your contacts and JW2016 supporters to see if there are any business owners who might have additional office space we can use. Post a message on Facebook and Linked In as well.

Ballot Initiatives



If applicable in your state see what will be on your ballot in 2016. If there are initiatives which are aligned with the goals and objectives of JW2016 find out which organizations are involved with them. If there are initiatives we would not support see which other groups don't support them and build a relationship with them.

This is a great way to build relationships with other organizations we share commonalities with. Additionally, we will benefit if we get behind winning initiatives! Work with Kevin Gibbons, the National Coalitions Director to see if he has any contacts in your states.



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