

The Precinct Committeeperson

The most important job in politics

Agenda



- ☐ What is a Committeeperson?
- ☐ Responsibilities and Privileges
- ☐ Goals and metrics
- ☐ Canvassing tactics
- ☐ VoteBuilder
- ☐ Owning your precinct

The foundation of democracy

The foundation of the Democratic party is the precinct committeeperson. These representatives serve as leaders of the most basic political unit of government, the precinct. Precinct representatives are elected to a two-year term in each even-year primary election.

The foundation of democracy

In order to run for election to the post of precinct committeeperson, you must obtain at least 10 valid signatures from eligible electors in your home precinct. If elected, you will serve a two-year term. Vacancies may also be filled by appointment from the county chair.

Responsibilities and privileges

*Elected and Appointed
Committeemen*



Responsibilities and privileges

- ☐ Represent the Democrats in your precinct at the biennial county Central Committee to elect the county party's chair and executive officers.
- ☐ You will be casting a weighted vote, based on the number of Democratic ballots cast in your precinct in the primary election.

Responsibilities and privileges

- ☐ Attend Democratic Central Committee meetings.
- ☐ Become a voter registrar and recruit new voters.
- ☐ Appoint and fill vacancies of election judges for your precinct's polling location.

Responsibilities and privileges

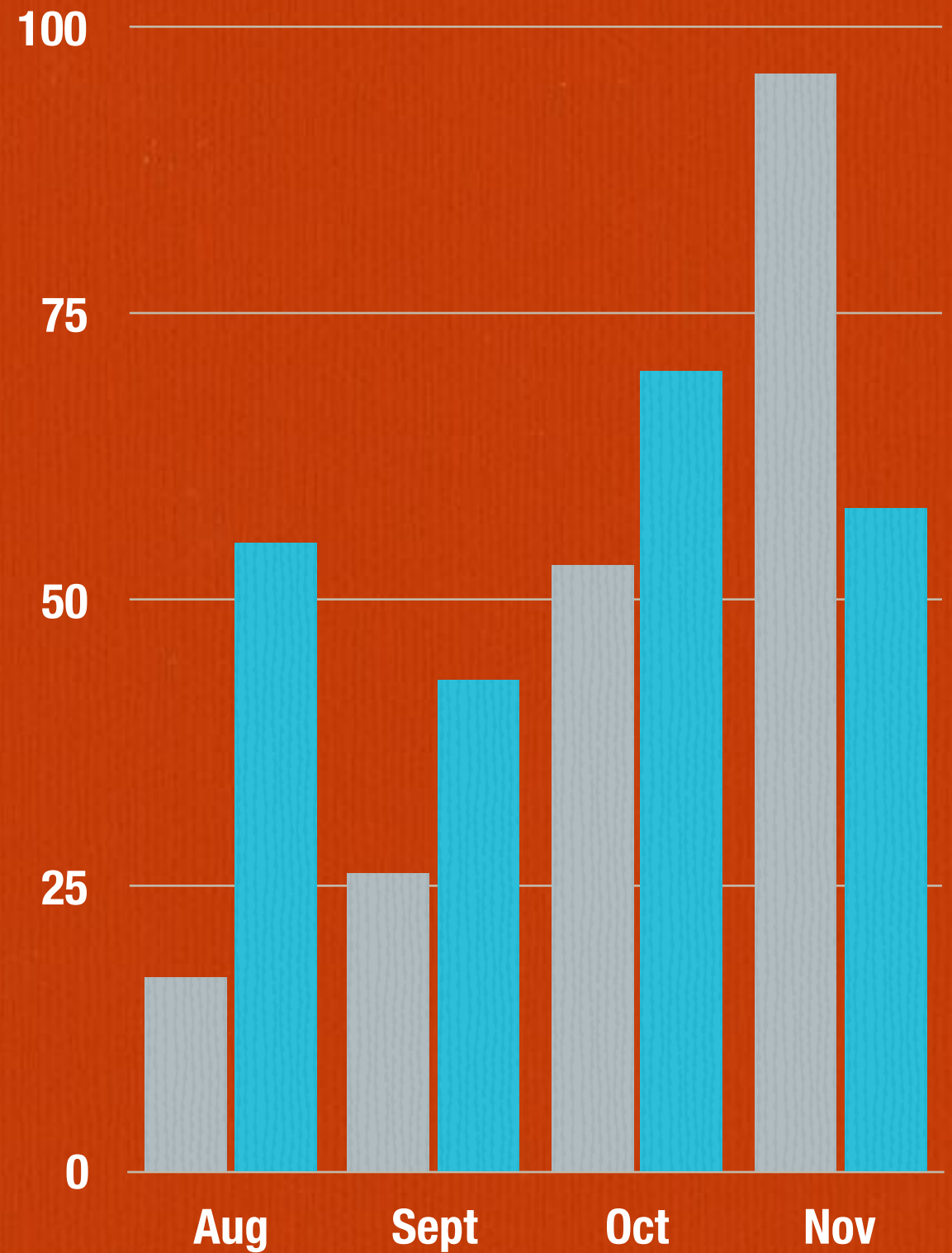
- ☐ Circulate petitions for candidates prior to the primary.
- ☐ Canvass your precinct in support of our candidates.
- ☐ Promote early voting and absentee voting.
- ☐ Recruit poll watchers for election day and early voting.

Responsibilities and privileges

- ☐ Identify potential financial supporters and new party members.
- ☐ Be an advocate for the interests of the voters in your precinct.

Goals and metrics

What is success?



Goals and metrics

- ☐ Voter contacts: 3-5 “touches” per election cycle
- ☐ Dominating your precinct with yard signs and literature
- ☐ Persuading swing voters
- ☐ GOTV: Get Out The Vote

Goals and metrics

- ☐ Know your winning number
- ☐ Track your supporters, neutrals and opponents
- ☐ Communicate with your candidates weekly
- ☐ Get the data back into VoteBuilder

Canvassing tactics

Winning at the door



Canvassing tactics: planning

- ☐ Prioritize your voters
- ☐ Who is likely to vote?
- ☐ Who among those is up for grabs (savable)?
- ☐ If you are running out of time, focus on the savables

Saints, Sinners and Savables



- ☐ **Saints: Hard Core Democrats (34%)**
- ☐ **Sinners: Hard core Republicans (41%)**
- ☐ **Savables: Independents and Swings (25%)**

Canvassing tactics: at the door

- ☐ Introduce and identify yourself
- ☐ Hand out literature during intro
- ☐ **VERIFY** who you are talking to
- ☐ Deliver your message and hook the voter

Canvassing tactics: at the door

- ☐ Do NOT debate
- ☐ Disengage: “Can I count on your vote?”
- ☐ 90 seconds per door (average)
- ☐ 20 doors per hour

Canvassing follow-up

- ☐ Who wasn't home?
 - ☐ Call
 - ☐ Go back
 - ☐ Mail
- ☐ Who asked questions or wanted help?
- ☐ Make call lists for GOTV

Canvassing logistics

☐ Make sure you have enough stuff:

☐ Literature

☐ Lit Bags

☐ Maps

☐ Clipboards

☐ Pens

☐ Water

☐ Bags for carrying lit bags

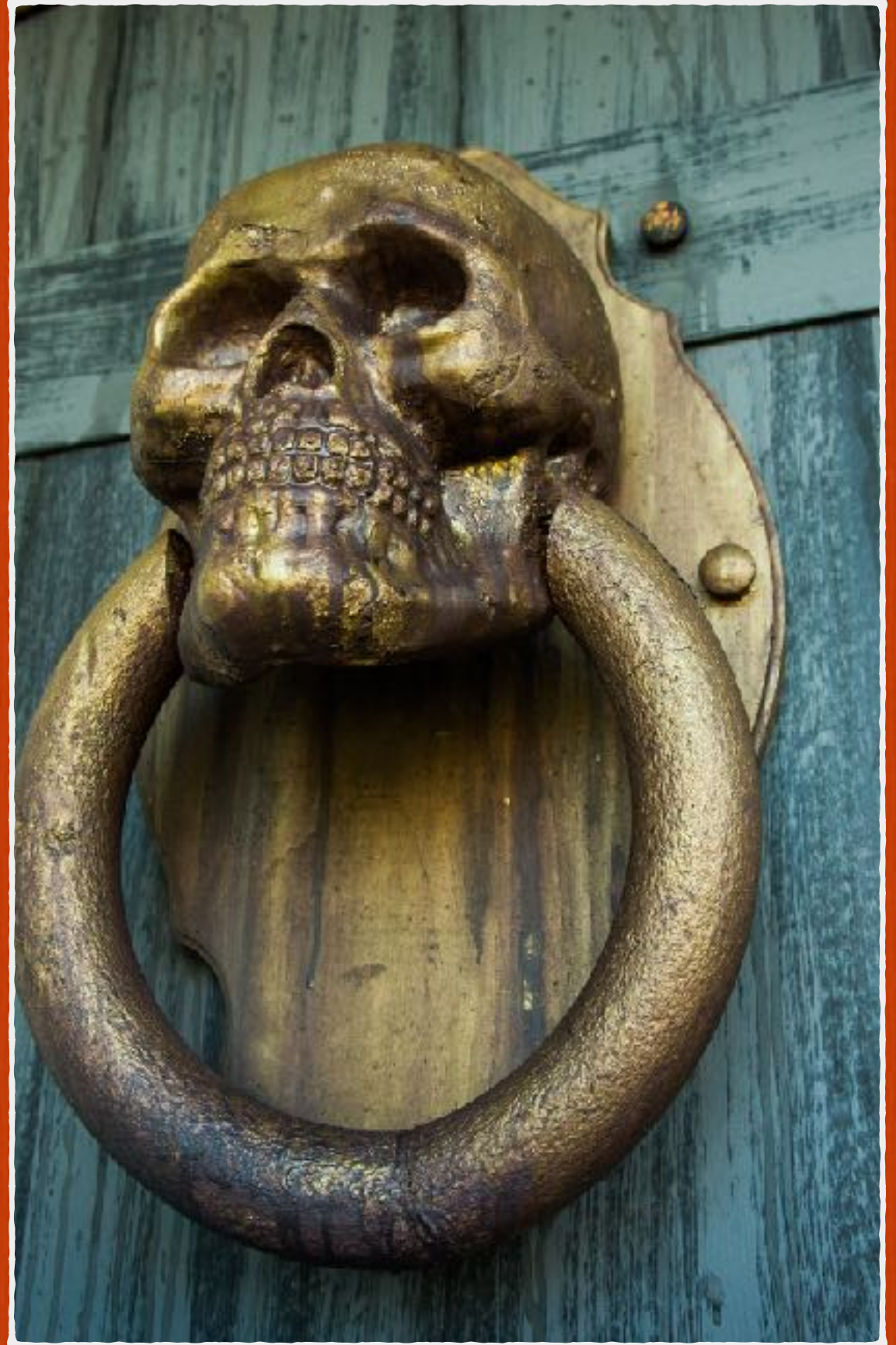
Canvassing common sense



- ☐ Ignore no soliciting signs
- ☐ You are not selling
- ☐ If reaction is hostile, apologize and leave
- ☐ Door slams are not the end of the world

Let's practice!

Talking to voters

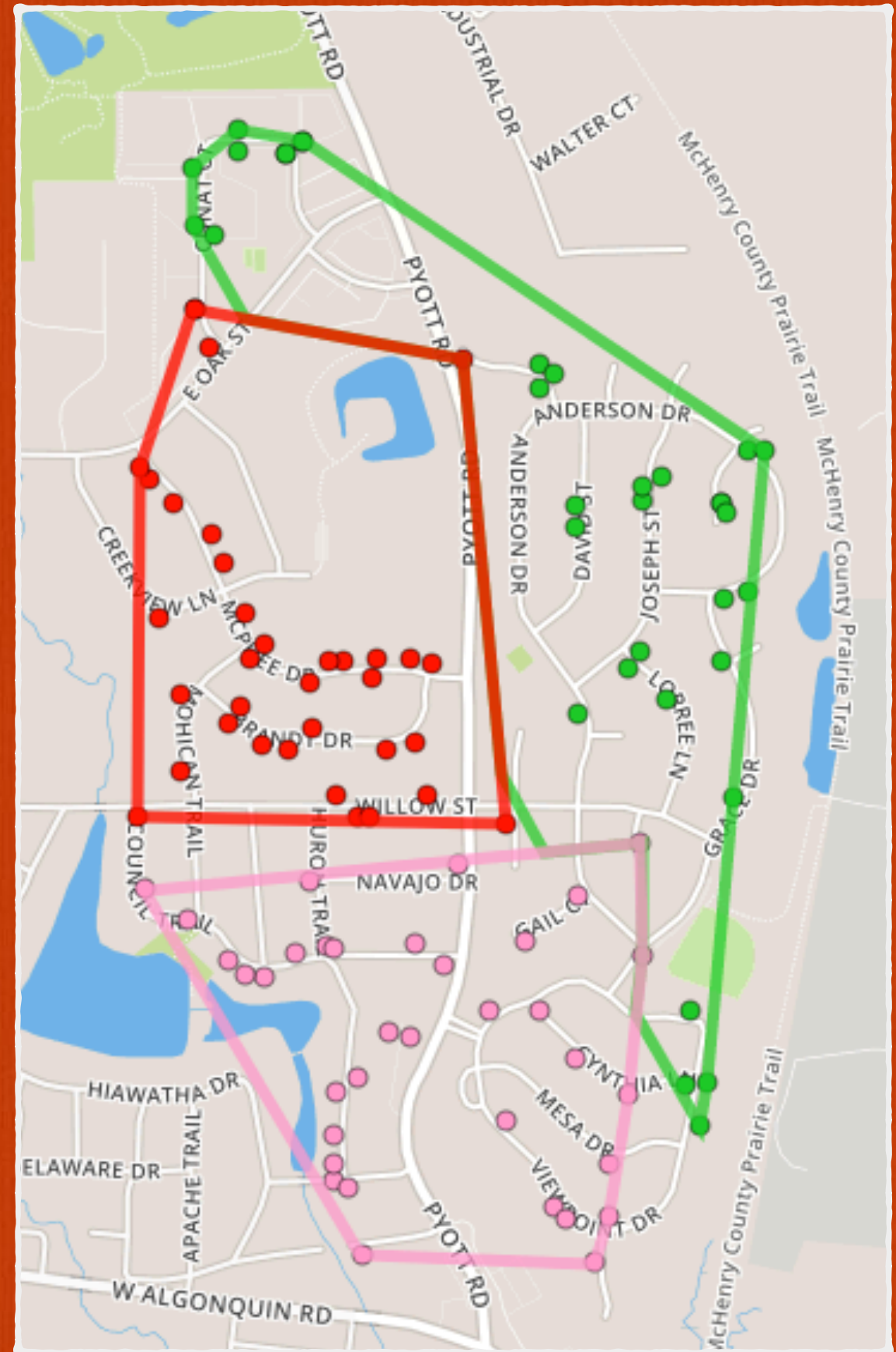


Let's practice!

- ☐ Talking to a Saint (Democrat)
- ☐ Talking to a Sinner (Republican)
- ☐ Talking to a Savable (Swing Voter)
- ☐ Talking to an "Unknown"

VoteBuilder

Our secret weapon



VoteBuilder

- ☐ What is it and what can it do for us?
- ☐ Why is it important to use it correctly?
- ☐ What are its limitations?

VoteBuilder data entry

- ☐ Canvass results for each door
- ☐ GOTV targets
- ☐ Yard signs, volunteers
- ☐ Post-election analysis

02 9 Tarleton Road West Roxbury	B	Name Hills, Doug C	Hot Contact <input type="checkbox"/> OFF
01 66 Temple Street Boston	D	Address 82 Sanborn Avenue Apt 2 West Roxbury, MA 02132	Previous Union <input checked="" type="checkbox"/> ON
02 77 Temple Street West Roxbury	E	City/Zip West Roxbury, MA 02132	Spanish Speaking <input checked="" type="checkbox"/> ON
02 82 Temple Street West Roxbury	F	Home (617) 323-2514	What type of work do you do?
01 83 Temple Street Boston	G	Cell (123) 456-7890	Industry Tech/Telecom >
05 86 Temple Street West Roxbury	H	Email douglash@gmail.com	What issue is most important to you?
01 92 Temple Street Boston	I	Age/Sex 49 F	Member Issue Education >
01 92 Temple Street Apt 1 West Roxbury	J	Edit Person	What action did the member take?
03 96 Temple Street West Roxbury	K	Add Person to this Address	Action1 >
02 98 Temple Street West Roxbury	L		
01 99 Temple Street Apt 1 West Roxbury	M		
01 99 Temple Street Apt 2 West Roxbury	N		

NGP VAN Minivan

Use MiniVan if you have an iPhone, iPad or Android phone

VoteBuilder hands-on

Practice session

DNC VOTEBUILDER Illinois

My Voters | My Campaign

Search for a page

Main Menu / My List

My List

145 People
114 Phones
104 Doors
104 Mailboxes

Print | Letter
Split | Grid

➤ Description

Last Name | First Name

Name ^	Address
Anderson, Fredrick S	1347 Cunal Ct Apt 2B
Balsden, Michael T	938 Cynthia Ln
Barnett, Bruce A	693 Anderson Dr
Barthel, Carl M	819 Menominee Dr
Barthel, Deborah R	819 Menominee Dr
Barthel, Jason Jang Ho	819 Menominee Dr
Bonsignore, Amy Surana	814 Willow St
Bonsignore, James J	814 Willow St

**“A champion is afraid of losing.
Everyone else is afraid of
winning.”**

– Billy Jean King

Owning your precinct

What it takes to win

LYNN M GRAY 194
JOE TIRIO 258

STATES ATTORNEY
RACE # 180

RAY FLAVIN 162
PATRICK D KENNEALLY 298

D5 COUNTY BOARD
RACE # 240

ALEX WIMMER 127
PAULA YENSEN 204
MICHAEL SKALA 262
ANDREW SNARSKI 167

D22ND GRAHAM UAC
RACE # 260

JAMES S COWLIN 380

COUNTY ADV 1 ANTI
CORRUPT
RACE # 270

YES 434
NO 26

COUNTY ADV 2 BRD MEMBERS
RACE # 280

YES 330
NO 116