

New Grassroots Campaign Manual

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The Spirit of the Lord is on me, because he has anointed me to preach good news to the poor. He has sent me to proclaim freedom for the prisoners and recovery of sight for the blind, to release the oppressed... Luke 4:18

Back when I coached baseball and basketball our motto was, "No matter if you win or lose as long as you have fun; it's just winning is a lot more fun than losing".

It's time the Republican Party begins to have some fun by winning, and with a little bit of work upfront, we can do just that. When we began a walking campaign, we stumbled onto one of the most effective ways to reach voters and get votes; by connecting with people personally and not with a television or advertising campaign. We had a town that had voted Democrat for the previous 8 years and a State Representative candidate who was targeted as the easiest seat to change from Republican due to her novice status. Not only did she win it, but our town went Republican and has stayed that way.

In addition to her seat, we nearly switched the long time State Senate Leader with a woman who had never run for an office either. The incumbent was so terrified by our forest of signs and enthusiasm for our candidates he increased his usual \$200K campaign to \$1.1 million to retain his seat. We did all of that without any training or organization in any formal sense. The Democrat Party threw everything from the unions and students to vicious ads as they targeted our town and a group of amateurs was able to beat them with a system so simple yet so effective it has to be repeated throughout the state.

The one thing we didn't do, which needs to be done, is to go on offense. As a Conservative in one of the most liberal states and cities in the union you become used to being on defense. When Republican candidates are questioned on Conservative issues they naturally take the defensive position and try to explain why they are not mean spirited. For example, when our candidate told us she was called Sarah Palin early in her campaign she was offended and began explaining why she wasn't Palin putting her on defense. I told her rather than go on defense simply turn it around and give them 3 things she agrees with Sarah about and embrace them to turn their attack around. By the end of the campaign they were calling her Mama Grizzly and she took that term on and had fun with it disarming their attacks. The bottom line is most level headed and independent people agree with Conservative values, which is why liberals try to be Conservative during the campaign. Rather than being ashamed of conservatism it is time to wear it as a badge to be loud and proud.

The media tend to paint every Conservative thought as wrong, and we need candidates who can either ignore the media, or provide them with points they either must agree with, or at the very least ones which cannot be disagreed without appearing foolish. When they painted the GOP as a Party which hates women, we needed someone who could say they care more about women who have families and are trying to strengthen those families. We need to explain how abortion has damaged millions of women's lives and we want to warn those women of those dangers. In the end the media needs to be ignored in most aspects of a campaign since they are simply activists for the Democrat Party. In the end, the media has a known bias; they are often activists for Democrats and as such can be ignored. This does not mean they are irrelevant; they

are somewhat relevant in that we know what they will say before they say it. We can plan for this by being prepared for it and rehearsing the delivery of our views in light of the pushback we already know we will get.

The key to this program is bringing God with you on the campaign and embracing Conservative Values while you change minds in five minutes on a person's porch – by having faith in your own beliefs. You don't need to bring religion up but when it is brought up, there is no point being embarrassed about your faith it is what many of us have in common. Rather than copying the Democrats digital campaigning of lies and deception, we need to meet people where they live to change their minds and make sure they vote.

The Democrats own the digital media whether it is the TV media or the Hollywood celebrities and spokespeople, the Republican stereotype is already defined in that media unless we challenge it on our own terms. Over the decades, they have painted Republicans as the evil racist, sexist, homophobes who are rich old white men that hate the poor and all their targeted groups. There is no way to overcome this stereotype with a few 30 second commercials and phone calls since those will simply be ignored if you ever reach them in the first place. We need to identify our people and give them a reason to vote then make sure they do vote.

A better way to change opinions is to go to peoples' homes in your neighborhood to overcome those well-worn clichés. When you talk to someone face to face they realize you actually are a human being and not the monster they have been taught to believe, the worn out clichés go out the window. Soon they find themselves agreeing with you on more than they disagree, and the seeds are planted so they have the opportunity to realize that they may actually not agree with liberals as much as they once believed. The next thing you know they acknowledge that Conservatism and the Republican Party are common sense principles whether they agree with every detail or not. Moderates by definition want to follow and your visit gives them a reason to follow our candidates and beliefs. These are the only people candidates should focus their time with: Republicans (R's) and unaffiliated voters (NAV's).

Database Targeting

No one wants to waste time. People working to create changes want to know they are making a difference. If there is no way to measure progress or outcome, we may as well be shoveling dirt from one pile onto another and vice-versa. Worse, volunteers get frustrated and quit. This means we must have data, and a means of measuring change.

The best voter data comes from County Elections (don't purchase a list from the Secretary of State). We purchase the same lists the county uses to mail and process the ballots. The closer we are to the registration deadline, the more accurate the lists will be. HOWEVER, we should already be working before the registration deadline (21 days before the election) which means we need to have our data ahead of time. We have found a voter history that is obtained 69 days before an election is about 6% inaccurate, a little too inaccurate for our needs. Purchasing a

voter history about 40 days before an election should be about the right timing for most effective use.

When you purchase the complete voter history list from your County Elections, go in person and bring a check or cash. They will typically request a \$ 25.00 deposit for a CD output with the balance due when you pick up the list. Do not purchase a printout. On this list, request all available data for all active voters, including the voting history for all elections the last 6 years (if they go back that far). The cost for this is about \$ 125.00 for Washington County, Oregon: \$ 5.00 for the CD and so many hundredths of a cent per voter. There is a \$ 25.00 minimum, so if you are purchasing one precinct, go in together with other Precinct Committee Persons (PCP's) in the county and purchase the whole county.

When you get the CD, it will have a text file. Open it on your computer:

- click anywhere in the text and click [CTRL]A to select all the text.
- Then click [CTRL]C to copy all the text.
- Open a blank Microsoft Excel spreadsheet, select cell A-1 and then press [CTRL]V to paste the data into excel.

This may take a while, depending on how many voters there are and how fast your computer is. Press F12 and save the file with a name like WCE raw (date). This is your baseline raw data from the county. I liken this to all the pieces in a puzzle box. Now that they are in Excel, you can sort them. A superior sort results in greater efficiency.

Voter History Raw Data

Press F12 to save the file under a different name and save it to a folder dedicated to sorting the voters. You will be making multiple files, so I recommend you develop a nomenclature in the file names so you know where you left off in the process. Here is what I use: “FILENAME FileDetail DATE, like “WCE Sort 120915”, for example, where the date is yymmdd. This dating method always puts the latest version of the file at the bottom of the list. You can use whatever method you like, but I have created thousands of files and found this nomenclature the best.

The first thing I do with the database is freeze the top row so you always see it, no matter how far down you scroll. Click on the left-most (header) box for row 2. This will highlight row 2. Then click on the View tab in the topmost ribbon, Freeze Panes, Freeze Top Row.

Sorting

All right, on to sorting the data. We sort on several factors, Party, Vote Ranking (propensity to vote), age, address, and by precinct. Party and precinct are the easiest sorts to do. Address is the most complicated sort. Age and Vote Ranking require formulas to assign values before you can sort on them, so they will be addressed later. Sorting is important because you understand more about your constituents easily and can focus on the voters who need your particular message. Whatever you sort, ALWAYS keep the voter ID number with the voter. A database record without a voter ID is worthless.

Party Sort

Let's start with a Party sort. It helps to see your major parties at a glance. Click on the header box above the Party Column. Click on the Home tab in the topmost ribbon, then click on

the Sort & Filter (“AZ funnel”) at the right. Select “Sort A to Z”, and expand the selection. Now you have all parties sorted. Highlight all the DEM cells in the Party column and make the font medium blue (not dark or light blue). Highlight all the IND cells and make them green. Highlight all the Non-Affiliated Voters (NAV) cells and make them purple. Highlight all the REP cells and make them dark red. Press F12 and save the file with the proper dated name and the letter “a” after the date to indicate the latest version for that date.

Address Sort

Next is the address sort. This is more complicated and will vary by the method addresses are determined in your county. The first sort you want is by the closest identifier to the front door of any dwelling, usually unit number. Sort by unit number just as you sorted by Party before. Next sort is probably by house number, then street type, then direction (NE, SW, etc.), then street name, (and then possibly city), and finally, precinct.

Sort Order 2 4 5 3 1

	A	B	C	E	F	G	I	J	L	M	N	O	P	Q	R			
1	VOTERID	Votername	house	pre d	street name	street	unit	unit	CITY	STA	ZIP	CO	EFF	REGN	C	Birth Date	PART	PHI
2	17894630	BROWN, HENRY J	403		MARSHA	DR			OREGON	CI	OR	97045	3/30/2004	6/28/1956	NAV			

When you are done with your sort, look it over. You should have no orphans and all street names and types should be grouped together in each precinct with the houses in order from low to high on each street type. If you don’t have this, then you will have to start your sort over.

Once you have a good sort order, create a new column at the right and number it 1 for the first voter record, 2 for the second voter record, 3 for the third voter, and then highlight those three cells and double click on the box in the lower right corner of the third cell, which will complete your numbering all the way to the end. You definitely will want to do this for the address sort order, which is your most valuable sort. Label the header of this column “ADD SORT”. Every column in the spreadsheet MUST always have a header. Sorting on this column always returns your list to address sort order, which is the most frequent sort you will use.

AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BE	
###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	ADD
No	Yes	Yes	-	Yes	-	Yes	-	Yes	No	-	No	Yes	No	No	Yes	No	-	-	Yes	-	Yes	-		
No	Yes	Yes	-	Yes	-	Yes	-	Yes	No	-	No	Yes	Yes	No	Yes	No	-	-	Yes	-	Yes	-		
No	No	No	-	Yes	-	No	-	No	No	-	No	Yes	No	-	No	No	-	-	Yes	-	No	-		
No	No	No	-	No	-	No	-	No	No	-	No	Yes	Yes	No	No	No	-	-	Yes	-	No	-		

Determining Age

Determining the age of the voter is the next step. We want to have the age in years on a certain date (I like using Election Day), not the birthdate. The lists you will be developing will be sent to volunteers. It is my position that those volunteers should not be supplied the voters birth dates, even though it is a public record. There are two reasons: It needlessly provides personal information and the volunteers would have to calculate the age of a voter if they want to know it. The purpose of these lists is to make it easy and efficient for your volunteers.

Each voter’s age is determined by creating a new column to the right of all the other columns. Put “Age” in the first row. In row 2, place this formula exactly as written, with two edits to personalize it to your needs:

=INT((DATE(2012,11,5)-P2)/365.25)

The numbers in the parenthesis following DATE need to be the year month and day on which you want the age determined – i.e. Election Day. The voter’s birthday cell is listed after the minus sign following the parenthesis. Get those two details and you will have the integer value of the person’s age on Election Day. Press ENTER and check the results. Click off the cell, then click on the cell and double click the right lower box to get the age of everybody on the list. Scroll to the bottom to ensure you have everybody’s age, then click above the column to highlight the entire column, click [CTRL]C to copy the column, then right click above the new column to the right and select “Paste Options”, “Values”. This will place the ages without calculations. Right click above the age formula column you created and select “delete”. This removes the age formulas from your database, which are no longer needed.

Vote Ranking

The next step is determining the Vote Ranking, or voter propensity, for each voter. This is complicated and tedious, but is one of the most important numbers to determine. We found the most usable Vote Ranking to be from 0 to 10, with 0 representing those who vote less than 5% of the time, 5 representing those who vote greater than 45% of the time, and less than 55% of the time, and 10 representing those who voter 95% of the time or better. This fine gradation is needed so you can target your efforts accurately and efficiently.

For simplicity’s sake, pick ten elections and discard the rest.

AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA
5/15/2012	3/13/2012	1/31/2012	12/6/2011	11/8/2011	5/17/2011	3/8/2011	11/2/2010	9/21/2010	5/18/2010	3/9/2010	1/26/2010	11/3/2009	9/15/2009	5/19/2009	11/4/2008	5/20/2008	3/11/2008	11/6/2007	5/15/2007	3/13/2007	12/12/2006	11/7/2006	9/19/2006	5/16/2006
Yes	-	Yes	No	Yes	Yes	-	Yes	-	Yes	-	Yes	No	-	Yes	Yes	Yes	Yes	Yes	No	-	-	Yes	-	Yes
Yes	-	Yes	No	-	Yes	-	Yes	-	Yes	-	Yes	No	-	Yes	Yes	Yes	Yes	Yes	No	-	-	Yes	-	Yes
Yes	-	Yes	No	No	No	-	-	-	No	-	No	-	-	Yes	Yes	Yes	-	Yes	-	-	-	Yes	-	Yes
Yes	-	Yes	-	No	No	-	No	-	No	-	No	No	-	Yes	Yes	Yes	Yes	Yes	No	-	-	Yes	-	Yes

We are working with percentages, so you could do this with 17 elections or any number, but we are using ten to keep the concept simple.

	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL
N	5/15/2012	12/6/2011	11/8/2011	5/17/2011	11/2/2010	5/18/2010	1/26/2010	11/3/2009	5/19/2009	11/4/2008
c	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	Yes
c	Yes	No	-	Yes	Yes	Yes	Yes	No	No	Yes
c	No	No	No	No	-	No	No	-	No	Yes
c	No	No	No	No	No	No	No	No	No	Yes

OK, let’s look at ten hypothetical elections as an example. See the dashes for some of the elections? Those represent an election where the voter did not qualify to vote. It could have been because there was no election in their area, or something else. The dashes do not count against the voting record. So we have to sort and add the yes’s and no’s.

Here is a spreadsheet we created for a different election.

Mapping

In (insert county here), we used the county tax maps (which show every house tax lot) to make our routes. Some volunteers would color code the houses to match the lists to who lived in the houses. Make sure it is detailed with the tax lots so you can plan how many to walk and be able to count afterwards. Often we would create lists to match the map, and mark the routes we would walk or drive, usually creating groups of 200-300 homes to provide enough for 5 to 10 volunteers to approach. This makes it easy to split up regions, and have some confidence we weren't missing any. Our maps have colored dots on the houses which differentiate between Dems, Republicans and NAV's so you can have an idea who you are going to be talking to when you get to the door. They also give you an overview of the neighborhood and what to expect before you get there.

You can complement your maps with lists of the area you are covering. We found a good way to cover large areas was out of a car using booklets of targeted voters. You can for example target the Republicans who voted in the last 5 elections (5V) through ten elections (10V) as well as NAVs to make reasonably sure they are going to vote in the current election. You can use an area as large as an entire House District and alphabetize the streets as well as make them numeric increasing by separating those data columns you created earlier. This makes it quick and easy to locate the voters you need to talk to.

As you walk or drive you can look them up in your booklet and always make sure you are talking to exactly who you want to reach. As Jim McConnell (one of the founders of this program) would always say, "It would be even easier if you had an occupancy gun to see if anyone was home." That is the only wasted time you have when canvassing using these data lists, since you have eliminated canvassing the Democrats who are not interested in what you have to say.

'No Soliciting' signs can be a bit awkward. Some will knock on those doors and others will not. I tend to go ahead, knock those doors. I have been thanked by the people numerous times especially if they are fellow Republicans looking for someone to talk with. It is personal preference or candidate determination if you knock on them since it is a bold move and takes a pretty strong will because you will get talked to about it occasionally by those who enforce it. We knocked on one door who had a list of who could knock on the door but had a Tea Party bumper sticker on his truck so we knocked anyway. He thanked us for knocking and became involved. Good judgment and paying attention is always a good idea.

The Door

The most important part of the old school campaign is the voter's porch. This is where the entire campaign is won or lost. We are there to promote conservatism and the Republican candidate. We are there to encourage Republicans and connect with NAV's.

The first thing is to wear comfortable clothes; you may want to stay away from the stereotypical Conservative buttoned down Republican look. If you are under 30 a suit is fine or if you like wearing political clothes to make a statement sure, but making the potential voter comfortable is the key. This is one of the reasons I wear the University of Oregon gear. It takes the edge off the meeting and gives a commonality with the person I am talking to as well as a smile to try to keep it light.

One technique I learned in door-to-door sales was to ring the doorbell, then turn around, and look out in the street. This takes all the pressure off the person coming to the door and gives them a chance to size you up without getting in their face to make them uncomfortable. If they don't answer or want to talk to you don't take it personal, lots of people don't like talking to strangers. The key to turning their opinion is to keep them comfortable and carry on an easy free flowing conversation.

When talking with NAV's you need to recognize the feedback is which is readable in just a few minutes. You can discuss the issues and teach more about them or leave a recommendation list so they know how to fill out their ballot and which candidates think the way they do. This is good old fashioned sales and a bit of evangelizing on what the Republican Party and our candidates stand for.

Another technique is to learn the name of the person you are speaking to, and use that name. It lets people know that you care enough to remember them and their opinions, they are important enough to remember. You will want to have that in order to say, "Thank you Mr. Thompson, it has been a pleasure talking to you tonight!" Respect is priceless.

Never argue with the voter over issues since that gets you nowhere in the end. Of course, there will be the occasion you will get in a passionate discussion with a liberal NAV or D, but cut it off as soon as you can rather than wasting your time with those who have their minds made up.

Stay away from the deadly words in sales which are: "Deal", "Pitch", and "Sell", "Buy", "Sold" or "Sign this", as they make people uncomfortable. Take the term "sales pitch" out of your dialog since it sounds sleazy. A book on sales technique can help you learn techniques to convert somebody to a new perspective without making them feeling they are being pushed, and make you feel more comfortable. What you are offering is the truth and America so you should allow your passion to carry the message.

A good way to start the conversation is to smile and say, hi! How are you today? "I am Gary a PCP from the Tualatin Republican Club and we are introducing our candidates to our neighbors." Telling them there is a Republican Club in your town gives them the feeling of neighborhood and comfort as well as making them curious about a local Party organization they may not have heard of, which is one of the goals of this program. Then it is simply a matter of telling them a few things about a couple candidates and work in some political talk in to find their hot button issues. This is why going in pairs or threes is a good idea to help identify hot

buttons for the voter and fill in empty spots in the conversation as well as covering your own safety issues.

When talking about your candidate, use their most memorable name to ingrain it into the voter. Some form of name recognition is important, people cannot vote for a specific person when they cannot remember some identifying detail about them. For women candidates it is good to use the first name to distinguish them. The voter may not remember the name when they are voting but will remember it was a woman's name and recognize it on the ballot. Men's names will usually be their last name unless they have a distinctive first name which is preferred. Getting everybody on a first name basis is where you ideally want to bring them, so when they vote they will be voting for familiar names. If the candidate comes along say the name you want them to remember often (Example: "Tom has stood for increasing funding for schools by..." "Tom challenged the school board and they told him... which isn't in our kids best interest," etc.).

Never attack the opponent directly but let the voter know what they stand for and why you disagree with that point of view. If they want to attack the opponent for various reasons, then it is always fun to go along but keep it on policies as much as you can and move on as quickly as you have an opportunity to, but note that you have an additional opportunity to give them a chance to become a volunteer themselves.

Once you have the person at the door talking about what they either like or dislike about the candidates, if they are a targeted prospect then you ask them if they would like to go to the next step and help with the election. You pull out the volunteer slip, go over it, and see what things they may be willing to do whether it is putting up a sign, knocking doors, phoning or whatever may interest them. Then it is simply a matter of getting their email address and phone to get them on the Volunteer email list.

At this point, either begin to wind down the conversation so you can keep moving, or talk about what is going on in their lives if they bring it up. This is the building relationship part of the meeting to find out more about your neighborhood and town. It is amazing how quickly people will open up to you on their porch since you are already in their extended house and they will reveal their pains and fears which is where they may need an ear or words of sympathy or prayer to let them know you understand their lives. Connecting on a human level is something most people like as long as it is within their comfort zone, and will only emphasize (without saying a word) that the GOP cares about the lives of individual people.

This is the "grassroots" part of this method of canvassing. In the old days, politics wasn't simply a time to get a person's vote by blasting him with commercials but a time to get to know your town. As the winter came on, this was a time to talk about the harvest and elect the town council to make it through the winter. Neighbors would trade stories on their porches and catch up with everything that was going on in each other's lives, building bonds and growing the towns together. This is what we are trying to recreate while we educate them about conservatism.

Our method was to knock doors 3 times a week for 2 hours every night. We went out on Monday, Wednesday and Thursday starting at 6:30 PM in the summertime. This allowed people to finish dinner and gave us a chance to catch them at home and talk. We would send out our Volunteer email in the morning to notify volunteers where we were going to start, making it simple for everybody involved.

This predictability allows the candidates to join your team if they were in the area so they could not only meet the voters but give the canvassers a chance to meet them and provide them a couple of points to discuss. If they are able to give volunteers a short personal story about why they are running, those go over well with the voter and paint word pictures in their minds.

Before we started knocking doors we would have a group prayer to give us strength and guidance on our mission. This helped to settle us and brought the Lord into our effort. We hit only the Republican and NAV houses to make sure we were in front of quality prospects for votes. With our list we could pretty well guess whether residents were going to be receptive, but you have to knock all your targeted doors since the lists can be inaccurate and need constant updating. You may find Democrats at Republican doors which you make quick work of and move on.

Make sure you include having fun while you're doing your door knocking. The candidates had pizza parties and we included Beaver/Duck competitions to lighten it up and keep the spirit in the tasks. We had a number of sign placement competitions to make it fun while getting a major job done. You can think of your own competitions to make this the heart of your campaign.

Stay as close together as you can and ideally stay in eyesight of each other for safety sake. Bring phones and make sure you have each other's numbers pre-programmed for if and when you get separated. When someone calls make sure to answer the call and say you are talking to Joan Smith and you will call back in a minute but make sure and answer so they can find you. Try to keep your conversations under 5 minutes since your 15 minute discussion may cause you to miss several houses and lose your group. If they seem excited and want to become active invite them to walk with you or fill out a volunteer sheet.

Basic Canvassing

One of the main goals of a successful door visit is to have them agree to put up a sign especially if it is a good corner lot with traffic. Make sure to note the address and name for future campaigns so we can put signs at that address again and again. Signs are very effective at not only increasing name recognition, but changing the mood of a community. Since Republicans in many neighborhoods often feel like the Red Headed stepchild having a neighborhood filled with Republican signs can give that neighborhood and town a Conservative atmosphere even if it is not.

When you see the town covered with signs it makes the other neighbors more likely to put

signs up themselves. It can also dishearten the opposition if they have to drive through or knock on doors in those neighborhoods. We believe one of the reasons a State Senate Leader wasted the million dollars on his race is we surrounded his house with his opponent's signs. He eventually gave up his leadership for not using the campaign funds properly. Signs literally change the attitude of a town so put them up liberally. Ideally those voters who don't pay attention and are not sure who to vote for will remember the signs and vote those names.

If you are starting a new area you have no previous sign locations you need to begin by locating the highest ranked Republicans on the busiest streets. We target R8-10s as the ones who we expect will put up a sign or volunteer since they understand the importance of voting and elections. The more times people see our signs driving around the more they begin recognizing the name and believe there are more signs than there are. After you finish with the busy streets the less traveled streets will be more likely to also put up signs since they now recognize the candidates name and have a feeling everyone else has a sign since they see them every time they go to the store.

The best strategy for a town that has already been mapped is to get your signs out at the previous locations first to cover the town and then do your canvassing. This creates momentum. You will knock doors from then on with lists that include your high rated Republicans to generate more sign locations and volunteers and more momentum. Once you find someone who is passionate about their politics it is an easy transition to let them know you are looking for sign locations and would they mind if we put one in their yard. You of course need to get their location, phone and email info to get them into the map. Your goal is to have a couple signs on each block to completely cover the town.

When you go back through after the signs have been sitting for a couple weeks the resistance for new signs is nonexistent making for more signs and more volunteers and eventually more votes.

Volunteers

Volunteers are the heart of any campaign. We ask people to help us a little or a lot it, that it all adds up. You have to value your volunteer's time as much as your own. If you can consistently have between 5 and 15 people knocking doors you can cover huge numbers of houses and really make a difference. With our methods you can cover a small town with a dozen people. We ask the people to come out one time and if they like the experience to come out one night a week for 2 hours. The PCP's of course should go out every night possible.

Some volunteers will do social network, enter names into a data base, run computers or whatever their talents provide. We need to identify and develop their skills and bring them to the table. The great thing about Republicans is we are the skilled people so we can have volunteers provide their skills for the campaign whether it is data entry or generation or wherever they can help. If we can find graphic artists to make flyers to hand out it would save our candidates valuable dollars. Sign makers would be ideal as well as those who can generate lists and

walking/driving maps. It is up to the Captains to find out what skills the volunteers have and get them involved in the campaign. The more skills we can identify and use the better and more effective our campaigns will become.

A huge advantage in developing your volunteers is to minimize the cost of the campaign. Being fiscally conservative should be a goal in not only our way of governing but also campaigning. Instead of raising money for TV commercials our candidates can go to the Grassroots making an example of how to effectively campaign with a minimal amount of money. The added benefit is minimizing our candidate's exposure to campaign favors while getting to know their voters in a way they never imagined.

On the next page is an example of the volunteer slips we used:

Take Back Your Town

If you are looking for something to do to make a difference in this Country, we need Volunteers like you. We need people willing to work to make a difference:

Call Ben Franklin 555-555-5555

email _____

Yard Sign _____

Making Phone

Calls _____

Write Letters to Editor/Blog/Facebook/Tweet _____

Knocking Doors for Candidates Mon Wed Th 6:30-8:30

Donate \$50 to a Candidate _____

Other skills for the Campaign _____

Name _____

Address _____

Phone Number _____ **Email** _____

Republican Clubs

While we were knocking doors in King City we changed our strategy due to the ages of our neighborhood. The person who was doing the maps and lists noticed the age of the neighborhood residents, and asked how we could find enough people physically able to knock doors with us. That is when we came up with the idea of setting up neighborhood Republican Clubs to bring people in rather than go out and get them.

This is where the next step of this program is headed. The clubs will be formed with the goal of growing the network and putting it to work. This is where the strategies and explanation of the program will occur as well as outreach from the grassroots effort. They will be focusing on growing their size so they can begin to saturate their neighborhoods.

Everyone will be encouraged to do activities that grow the group and new arrivals will be celebrated as this is their first step towards becoming active in the Party. People will get an opportunity to meet fellow conservatives and learn real lessons on how to become effective

activists for the conservative movement. You can have contests to reward the activities and have fun as well as to find the people who have both motivation and show leadership abilities.

The clubs is where the recruitment and training will take place. Every town should have their own Republican club where fellow Conservatives can come and learn these techniques and strategies. This is the lifeblood of the movement as they bring in speakers and leaders to promote and educate Conservative ideas and election victories.

These clubs will be where candidates will find their volunteers and can come to speak and hand out literature and signs. The clubs can also schedule their own activities as they take on their own personality and dynamic. They can schedule their own types of outreach rather it is helping grow other clubs at senior centers, schools or companies in their neighborhoods as well as going door to door.

During the campaigns these clubs will be used to distribute literature, signs and whatever else is required to win the elections. Once the neighborhoods are saturated they will be able to hand out entire towns in a matter of days or even hours. At that point there will be an outreach to convert the Independents and moderate Democrats to bring them into the club and get them educated to what Conservatism really is.

Things that do not work

What if everything we had thought was true about campaigning was false? What if the methods and strategies we have been told work are really a waste of valuable time, money and effort?

Phone Calls

One of the things we have relied on are phone calls when they appear to have no affect other than annoying people. Perhaps they worked twenty years ago and may have a very small affect if any now, with caller ID they are basically worthless. Most people will look at the caller ID and if they do not recognize the name will not answer it and let it go to voice mail. If they see a political party they think it is a plea for money or a pushy caller and will not answer so all you end up with is the 10-20% who answer over and over. This is not very effective.

The other problem is with more and more people making cell phones their primary phone you are not reaching the right phones at all. This will only become more prevalent in the future as more and more move away from land lines and combine their cell phone plans. As hard as it is to get land line numbers it is near impossible to find cell phone numbers.

This is a wasted effort that will not bring any votes out when you need them. From a campaign management standpoint phone calls are a measurable activity which is easy to quantify and organize. Many campaigns measure their volunteer activity by the number of calls made and often quantify the success of a campaign by the number of calls. The problem is there

does not appear to be any correlation between calls made and votes cast which is the most common measurement in any campaign.

TV ads

From our analysis there does not appear to be any increase in votes and money spent on television advertisement. Just like the problems with phone calls and caller ID you have the same issues of reaching voters with television and people having hundreds of channels to choose. The modern TV viewer has learned how to minimize the number of commercials they have to watch by using the channel changer, so when they see a batch of commercials many people will grab the changer and see what the other channel has to offer while your commercials are running. Most TV viewers have managed to eliminate commercials almost entirely from their viewing lives. Many networks have attempted to minimize this problem, but there are plenty of channels to view while commercials are running even if they watch the commercial most people have learned to tune out messages, especially political ones.

In addition to unlimited numbers of channels you have TIVO which allows people to watch their shows later and skip the commercials entirely. If we are going to run commercials it should be hard hitting commercials which attack the opposition and tell our voters they have a reason to vote. Before the opposition can run the 'R's hate women' commercials a hard hitting commercial with ladies whose lives have been damaged by abortion would be memorable. Once again we must learn to target Republican voters and affirm their values. Rather than trying to change minds we need to have our people make up their minds to turn out and maybe even help. Commercials are not going to get one person to vote for you so you should either ignore doing them or target your Republican voters in ways that encourage the spread of your message.

Radio ads

There may be marginal response from radio ads although you have the same problem with the hundreds of channels available. You may be able to target your audience more with them by using sports channels or talk radio as well as Christian stations but once again, how do you find them? The problem with talk radio is you are likely preaching to the choir but in reality they are the ones who are ignored. Those commercials could be directed at getting volunteers and making sure those people vote.

Newspapers and News Reporters

This is likely the worst advertising of all. You are advertising in a platform which is an arm of the Democratic Party. Most news reporters and newspapers have a goal of defeating you which means your audience will likely be missed or be hostile to your message. Running an ad in the back of the newspaper will be marginalized if the front page is openly trying to defeat you. Only a small percentage actually get their news from a newspaper so expecting them to read your ads is likely a fool's errand. In the same manner, our candidates should no longer fear newspapers and TV reporters or the media. If people are not paying attention to them or receiving their news from these sources why should candidates worry about what they report.

People have long since stopped listening to what these reporters think and pretty much understand the bias these reporters have. Most people ignore these news sources and especially the voters Republicans need to be targeting, fellow Republicans and Conservative NAV's.

Computer driven campaigns

We have been trying to convince people from all walks we are on their side by changing the message to fit the voter. In Oregon we have a statewide program which takes all sorts of information from the person to generate call and mail lists for each selected group. The problem with this is it has so many variables and subgroups you may have large inaccuracies. It comes across as a way to trick people into voting for the candidate rather than having real values or giving them a reason to vote for you. When it came down to the actual getting out the vote and predicting the outcomes it was far less accurate than the data projected. This is due to inaccuracies with the over-estimating of potential vote switching.

Any computer program that does not focus on Get Out The Vote (GOTV) is wasted money. This means rather than spending time and money attempting to identify friendly Ds you should be finding your R's and friendly NAVs. You need to focus all of your resources on getting out R's and trying to find the NAVs who are sympathetic to you since nothing else matters. Rather than spending your time on a D who will not vote for you go find one who might. When it comes down to the two Parties it is like you are a Beaver and are asked to cheer for the Ducks during the Civil War game, it will never happen no matter how many computer models say you will.

Things That Work

Clubs

Republican clubs are a way to break down the walls and begin focusing on how to organize a town. The goal is to have clubs in every town which will attract around fifty people per town. With that number you can basically get out all the R's in that town to vote and get all of the grassroots effort you need to accomplish to win. Clubs need to be given more flexibility than the formal GOP so people can try new and creative ideas for improving grass-root campaigns.

The purpose of the club is recruitment and organization. You can have fun events as well as speakers to both educate and motivate people to come to the club. It is where you launch your campaigns as you give future politicians a place to learn how to speak to crowds and find volunteers for their campaigns. This becomes a great place to practice and hone their skills they will need for their future speaking engagements.

It is easy to get a group of people together at a club; it is only a little more difficult to grow them. You need dynamic speakers as well as motivated people to continue to invite their friends and neighbors. The other difficulty is keeping them involved through the down times. That is another function of the clubs, to keep people in touch with one another. If you can accomplish

all of these items you will have a place to strategize and organize your town.

Petitions

These are amazing tools in just about every sense of the word. They not only can make laws and measures but they have so many side benefits you should have them going every chance you have. Make sure you choose a subject that is universally supported by all but the most radical liberal. We have been using Light Rail as our focus since it is a big target which represents everything about big wasteful government boondoggles. In addition it is a favorite of the earth movement so it divides the liberals from the average voter who enjoys his car.

Make sure you understand the basic rules of petitioning as mistakes can result in prosecution and large fines. The basic issue is to make sure your signer has very legible handwriting and signs it the way he normally does his ballot. The petitioner must be of legal age, witness all the signatures they gather and you are well advised to use volunteers rather than paid gatherers due to the cost and quality of names gathered. You need to contact a trained accountant to make sure any money is handled properly by Political Action Committee laws.

Petition Targeting

The secondary reason for gathering signatures is to motivate your R's and identify your friendly NAV's. The only people you will gather signatures from are R's and NAV's for two reasons. The first is to make it less painful by not having to argue with D's and to motivate your R's where you can find volunteers. This will make the gathering easier and will go much quicker by not spending time trying to convince D's to sign or worse getting into arguments. The second reason is to find NAV's who are the more conservative so you can begin getting them on your GOTV lists. Once you have identified the like-minded NAV's you can then target them for future elections and bringing them into the Party.

Petition elections

Once you have the petition on the ballot and it becomes a numbered measure you can then use your GOTV techniques to win the election. These will generally be off year elections which will be easier to win due to the lower turnout of the D's. You will have a chance to practice your sign placement and then have your organizers make sure they GOTV and those petitions will win by solid margins. This is the way to make real changes from a grassroots level especially in liberal states and counties where you can bypass the politicians.

Petitions which can easily be run and won are such themes as Roads not Rails measures. Others can be about opening resources to private and public use or overthrowing boondoggle energy programs and forcing cities and counties to start using common sense energy programs such as coal or natural gas. These measures no matter how they are written will not only become measures but will pass easily. These types of measures go straight to the heart of the Democrat's central planning goals and their green marketing agenda. As you become better and better at petitioning you can become more aggressive with your petitions and make real differences.

As we began winning these elections we had more and more opportunities to learn and fine tune our election strategies and organization. It all comes down to getting out your signs and then bringing out your voters. As you improve and grow your organizations the wins will become easier and easier while you become a stronger and stronger force in the area. You will no longer have to wait for politicians to take these issues through the slow halls of government but directly from people's doors to become laws. As the wins begin to pile up, small wins will grow to bigger wins and what was once a small victory has grown into taking over counties and states. It all starts at the grassroots and GOTV.

As you run these petitions with catchy phrases like Roads not Rails or Common Sense Energy along with all sorts of campaign titles you will begin to get noticed in the community. The difference is you will not be using the media or other outlets to get your message out but your own grassroots outreach such as yard signs and door to door. You may have signs on main roads and highways reminding and changing minds into a new way of thinking. Soon you are changing the mentality of your town as well as giving R's a platform to be heard which will begin to draw in those NAV's you need to win elections. As the towns change so will the entire state.

When we and Clackamas County ran the anti-Light Rail campaign we were worried our wording was too strong on our measures. We basically wrote it so you couldn't spend a dime on Light Rail in any fashion, and the media as well as the politicians' heads collectively exploded. The fear mongering reached the highest levels as they universally panned our measures for being written too extreme. Not only did they pass 60-40+ percent everywhere they ran but the city of Portland polled their people and roads out polled rails by a higher margin. We believe the media brought a groundswell of people who actually were given an outlet to reflect their views without being ashamed of those views. This can become a powerful weapon which can change an entire area with a minimal number of people. Republicans seeing the Party going on offense is as big a change, and these petitions are a good training ground for this.

Phone Banks

Rather than using the phones as a canvassing tool they need to become both an organizing tool and an effective weapon in our arsenal. Those who are not able to physically walk the neighborhoods need to be at phone banks to coordinate what neighborhoods are being worked and who is working them. They can be a central command with troops in the streets directing and answering questions in real time. They also need to communicate lists and maps on smart phones to turn what is a marginal tool into an effective weapon. This is the weapon of the future and classes and methods need to be developed to make the person at the door more informed and more powerful.

Strategic Targeting

We had the only wins in our county last election and our basic strategy was to not talk to

anybody other than R's. We have the theory if you don't have ninety percent plus R voter turnout; you have no business talking to any other group. The known R's come first, and then we move on to NAV's. Unless you have a solid foundation to work from you are going to lose and that is what our analysis has shown. It is why everyone from Romney on down lost and is why we need to refocus our attack. In many of the neighborhoods we worked, we were getting as high as ninety-five percent turnout when you eliminate the apartments we missed. We had overall R turnout of at 89-92% and we can improve on those numbers next time. It also says we can now move on to getting out the friendly NAV's in these same neighborhoods.

The entire campaign should be focused on getting Republicans and Conservatives to vote. You have to give your people a reason to not only vote for you but to work in the campaign, or help in a way they are comfortable with. Candidates need to hear what these people are saying and what interests their own people, and much of this will be discovered at the door by the volunteers walking the neighborhoods. We do not have the unions and unlimited resources so we need to find as many motivated volunteers as we can. When R's always see their candidates running away from what they believe, or constantly on defense, they will not be motivated to help funding or working with the grassroots and will be less than enthused to vote.

In the last election it is very likely Romney was ahead after the first debate when he sounded like an unapologetic Conservative who was willing to take the fight to Obama. He then backed off and tried to be a nice Republican who would appeal to the moderates and kept moving away from what people believed, virtually throwing Conservatives under the bus to appeal to the media and those independents.

By the third debate he had returned to his more liberal self and gave people who were real Conservatives no reason to vote for him other than the fact he wasn't Obama. He did not give the moderates a reason to vote except his claim to make more jobs but would never explain how. When you give people a choice between a liberal and a moderate they will choose the one they know. You certainly are not going to get people to spend untold hours of their time working for that and as we found with Romney, he ended with fewer votes in the key states than we had four years ago.

Articulating a Message

You have to be able to articulate Conservatism and ignore the media who will make any R into the devil incarnate and articulate your beliefs with pride. Conservative values are worthy of pride. Our candidate in Tualatin won because she did the unthinkable and took on the Public Retirement program and gained votes because she was willing to articulate a conservative value. It turned out that voters loved her idea as well and it motivated them to get behind her in support.

What if all the 'smart people' in the Party are wrong and the NAV's really don't mind our candidates standing up for what they believe? By definition the moderates are not leaders but are followers simply looking for someone to follow. If you do not have someone articulating an idea

and a direction and vision these followers will simply go with the status quo or buy into government programs will solve their problems. We need true Conservatives who have leadership abilities to speak truthfully without hesitation to give their vision and direction. This is what voters are starving for.

What if the entire Party did not fear the media and would instead speak out forcefully and back our candidates no matter how extreme those ideas sound to the liberal establishment? Our Party is not giving Christians a real reason to vote. What Republican in the past decade has been willing to stand up for their faith. George Bush Jr. was and he served for eight years. His first time may have been an accident when he said his greatest philosopher was Jesus, but the people loved it and the Christians showed up. The good news about this system is you can bring your religion and realize it will not hurt you and likely will help.

Our campaign managers spend all of their time moderating their candidate's message and are big into "branding". Apparently we are so afraid to damage the GOP brand we are told to tell people what they want to hear rather than letting them know what you believe. If you know you are going to have a rock solid R turnout you can afford to paint a real picture of where you want to take your voters. This will require having solid beliefs and knowing how Conservatism works, but it is how you really can change the political environment and bring those R's and NAV's to your side. They are desperate for a leader right now, and they don't have one to follow who actually knows where they are going to lead them.

Grassroots Targeting

Your only goal in your campaign is to focus on getting your voters to vote and then use the NAV's as your marginal voters to defeat the D's. Nothing else matters so everything you are doing is to solidify your side of the vote. This is where our targeting programs became our primary tool to reach out to our voters. By the time of the actual vote you should have seen all of your voters at least once and perhaps more. We developed working lists that allowed us to canvass by car as much as possible, which reduces the time spent walking between houses and allows you to reach five to ten times the number of voters you would by walking.

Once we had separated our voters into the groups we wanted to visit, we then made booklets of either precincts or districts depending on what we were attempting to accomplish. The booklets themselves contain the targeted voter names which are separated by street and address so you can drive down a street and find all your targeted voters easily. These lists are alphabetized by streets and each street had the voter's house numbers in descending order. This allows you to find the house, no matter where or how you came upon the street. This gives you a quick and easy method of finding the name of any house you are in front of for whatever reason such as placing a sign at a great location. These manuals and books are very effective and can be made cheaply at a number of local neighborhood print shops.

Targeted Campaigning

Everything to do with the campaign points to GOTV. It is not to change minds or persuade Democrats that they should consider voting for Republicans because they won't. They may tell you they will or did but the real chances that they will is around 1-2%. You are much better advised to ignore appealing to them when you are most likely turning off your voters so spend your time messaging to Republicans and your canvassing to the NAV's.

Canvassing

Your grassroots effort should be focused on gathering more door knockers and organizers. They should be only knocking on Republicans and NAV's to accomplish your goal of getting your name in front of as many people as you can and to make it appear you have a huge following. The first run though should be to accomplish as many tasks as possible at the door. You will only meet around twenty percent of the people home and willing to talk so you need to make the most of your time.

Petitioning

If you are petitioning you should try to have two petitions with you. Your goal at any door is to move the person farther along with their involvement so have all the information and forms you may need. You may have a person who is not registered or their voting age kids may be in the house. You need to find out if they are interested in coming to the Republican club or if they will put a sign in their yard. You should see if they will get involved with your group so you need to have volunteer sheets at your disposal. The best way to have all of these papers is to carry a boxed clipboard to accomplish as much as you can in one stop since it may be the only chance with this person.

Targeted Sign Placement

You can never put out enough signs. This is the cheapest and most effective method of messaging as it gets your name out in everyone's eyes. Every location is good, but some locations are better than others. You can use your lists to put the signs out in the places they were placed in prior elections and then begin to expand on those locations. Using your manual you can find the best locations with the most traffic. As you come to corners you would like to cover simply look in your manual and find the highest ranked Republican and see if he will put a sign in his yard. While you are talking you can ask him if he would like to become more involved in the election and help get more of our people elected. If he or she says yes simply take his name and information and invite him to the Republican club. Let him know you will get in touch with him when you get closer to the election.

The other use of signs is to give Republicans a feeling of not being alone. Many of the areas in states like Oregon have a problem with isolation so they begin to believe they are the only ones in the area. Since Republicans are vilified and ignored they begin to believe they are the only ones on their streets or neighborhoods. When they begin to see signs popping up in their town they begin to understand they are not alone and actually have lots of like-minded people around them. We

call it conquering territory as we move through a town changing the looks and mentality of our residents.

When you find a location you need to make sure you record the address, phone number and email address as well as what other tasks they may be interested in during the election. This will be added to the database for future elections so you can map the areas and get the signs out sooner and more effectively. Use the voter number if you do not have room on the list itself to make notes on.

Billboards

One of the forgotten methods of getting names in front of people are billboards. These old fashioned methods tend to be in large traffic areas and although fairly expensive, it is a fraction of the cost of TV and will not have to compete with other campaigns. You can put your name and catch phrase in front of the thousands of cars twice a day. Rather than supporting a hostile media or newspaper you can go on billboards and be in complete control of your message.

Websites

You can maintain your message and reach people and volunteers through an effective webpage and social media. You must keep it up to date and keep it interesting using the best web designers you can find. This is another method of targeting your audience as you focus on certain groups and ages through targeting on the Internet. Money that is saved from TV and hostile media can be better spent on a great website and Search Engine Optimization tools to draw voters and volunteers to your campaign. This can be a key tool for educating voters, interacting and coordinating campaigns.

Local Elections

All of these activities are simply to get the candidate's name in front of the public to lay the groundwork for voter turnout. This is not to change minds but to give your people a reason to vote and destroy the opposition's basic issues. This is not a place to equivocate since the primary goal is to excite your voters and give them a reason to vote or volunteer. This method is extremely labor intensive which means you need to recruit as many volunteers as you can to make the GOTV effort work. You have to give them a reason to care.

The smaller the election the more effective these techniques will become. Off year elections and county board nominations are going to be the most effective yet these tactics will also make a marginal difference in larger national elections. Conservatives have been systematically dehumanized over the decades to the point we are now in liberal states being made completely irrelevant. These techniques can change views and political outcomes in a direct and dramatic way by taking the grassroots directly to the local governments.

In a low participation election where a few thousand votes make a dramatic difference

targeting your R's and making sure they vote in higher turnout than the Ds will win elections and change the leadership of towns and boards, which is where much of the public's money is spent and wasted. When your town is not overspending they no longer have to borrow from the county or state. This makes a real difference in overall fiscal responsibility in the larger agencies. These elections are almost automatic wins if the steps are followed which means after a couple of elections conservatives will control the local official seats.

One of the biggest areas we need to change is the school boards. This is where real decisions are made for both spending and academic curriculum. This can put an end to social engineering with the numerous programs which have been promoted and instituted throughout the decades. We have a tool to begin to reverse many of these lessons which are used to indoctrinate rather than teach. We can give teachers an opportunity to actually teach rather than fill kids with useless liberal dogma. All of these decisions originate within the school boards and we can nominate people who are far more conservative than any have been in the past. We can make schools more open to conservative teachers and ideas.

The added benefit of these elections is they give us another opportunity to practice and improve our techniques and tactics since in every election you can learn how to be better and more effective. Much of this is new and as candidates become more comfortable as well as trusting of these methods they will find new and better ways of making it work so practicing in smaller elections is a good place to start.

Finally, local elections are where you are going to find your candidates for the larger ones. This allows people to have a chance to win some elections and get the feel of working inside the systems and become more credible as their experience grows. It also gives them a chance to build their personal volunteer networks for future elections and begins to build a program which becomes bigger, stronger and more efficient. You no longer have to worry about your candidate being too conservative or not appealing to the moderates since you are going to win anyway.

Getting Out Your Targets

Everything you have done to this point in the election is to give your voters a reason to turnout. The entire campaign is to rally your troops and develop your ground army. You have to make sure you get 90-100% of your R's to vote. You have targeted your campaign to get them growing more and more confident and hopefully cheering for you and now is when you bring home the harvest. If you can get 95% to vote you are in the race and then it is a matter of how well you do at identifying and harvesting like-minded NAV's.

Targeting

The primary method of getting your R's to vote is going back to your lists and physically going to as many doors as you can possibly hit to make sure you get their votes. You will coordinate your lists with the Secretary of State's voter list and mark off the ballots as they are returned to save you time by not visiting those voters again. You need to hit every R and

NAV who has not turned in their ballot or said they would be turning them in. Once they say they are going to vote you mark their names off the list and focus on the names left. You must assume people will not lie to you about whether they will vote if they say they will.

The strategy of prioritizing the R's you go after first has not been completely determined. The method we used which seemed the most effective, is to as early as possible reach the 7-10 R's to find people who are willing to be responsible for their street. You give them as few as ten and as many as twenty households to reach out to and verify they will vote. Many are willing to help it is just they have no idea where to start or what to do. If you give them their street and the names of the R's it allows you to focus on the NAVs who may need some convincing. Many people, particularly women, like the idea of finding which neighbors are fellow Conservatives to be able to talk about political issues they have been afraid to broach in the past. They can start coffee clubs to be organizing their street, or a host of other activities.

After you give the street to a person you make sure you have all of their information so you can put them on the Volunteer email update list so they can focus on those who haven't voted. This really makes the GOTV go fast as you are able to do streets at a time rather than doors leaving very small areas of precincts left to do which have not been assigned. Last election one person was able to do their entire two thousand person precinct in an hour since it has been nearly completely delegated to street captains. This precinct had a 95% R turnout for those areas worked.

When the election is over you can reach out to these street captains and make them Precinct People for their streets and they will make sure their street has 100% participation building a wall that will get stronger and stronger every election. Make sure you cover the apartments and trailer parks as they are the marginal areas for Republicans who have the lowest turnout.

Cars

You can cover ten times the distance as teams in a car you can by walking. When we were driving from target to target we noticed D canvassers walking slowly from house to house. It was amazing how little they were getting done while we were covering street after street. This is even more critical when you are working rural areas but even in cities you may have a targeted person 5-10 houses apart which walking would waste large amounts of time and energy. Do not be afraid to burn a little gas to save large amounts of precious time.

Voter Sheets

We found the strongest weapon we developed was a suggestion sheet which told the voters who they should vote for. This was especially effective for the low propensity voters as well as the NAVs as they are the least motivated and most apathetic. For many of these voters the ballot is very intimidating as it reminds many of a test they have to take with names they have no idea who they are or what they stand for. If you give them a sheet of who you recommend it allows them to simply fill out the ballot and mail it in eliminating the anxiety of having to pass a test. All that is left is the ability to fill in the bubbles correctly and turn it in. We have had people

thank us profusely for these sheets and turn in ballots which would otherwise hit the trash can. For those who look at voting as a test you have just given them the answers and the ability to pass the test and the feeling of success which goes with it.

The late voting NAV's and non-voting R's are the moderates we are always looking to vote our way. Most are the low information voter and really don't care about issues one way or another. Something as simple as handing them a sheet which you say you recommend and especially if you are their neighbor is usually enough to push them over the edge. Most will simply go down the list and fill it out accordingly. This will never work handing it to a D, which is why you target the R's and leaning NAV's who you previously identified. Most of them may intend to vote but are apathetic as well as procrastinators who will still have those ballots the last day without doing their research. Some may be so busy in their lives they do not have a clue as to who is running for what, so when you hand them the sheet of names they are thrilled you saved their day. You will be amazed how many will thank you for those sheets. It is then a matter of filling it out and turning it in, for which you must get their: "yes they will". Once they say they will vote, take their word and mark them off the lists.

Conclusion

This is exactly what the Democrats do and especially what Obama did. He targeted these people with the media and through twitter to simply give them a list so they could easily go into the voter booth and not have to think. Unfortunately this is where the average voter is, and a reality we need to go. Once you get over 90% of your voters you have targeted to vote you will very rarely lose an election as it will then be a simple task of mining new voters and continuing to strengthen your network.

Last election when we used our methods we were effective and organized, covering huge areas in very short amounts of time. When we helped other areas, we found them disorganized, wasting time with Ds and having a tough time finding the houses let alone talking to your most likely voters. It was frustrating for the volunteers and wasted large amounts of time. The results we got reflected these differences.

I hope this helps you understand our new school campaign method and strategies to begin to turn our state and country around. It is something the other side has been doing for decades and we need to learn to do and use as an organized method to focus on winning rather than trying to trick people into voting. They are too smart and it really comes down to: 'can we Get Out our voters better than they can Get Out theirs'.

This manual can be used as a very powerful tool to not only win elections of our different candidates but can help us elect more Conservative ones who we have been told do not have a chance. You can use these techniques during primary elections and win against the more well financed establishment candidates since these tactics are not expensive and will even the playing field if used properly. This manual is meant to get real people elected who have our beliefs and principals in mind rather than a politician who will simply say what the people want to hear.

This manual is only the first step towards a new grassroots method of campaigning which gives the person at the door a real voice in his politics. This is where this method begins and ends, for once we no longer depend on Parties to control in a top down method, we give voters and organizers a voice in a bottom up political process. We do not have the media, academia, unions or voter fraud to help get our candidates elected. This manual is meant to combat all of those advantages and tap into the majority of people who are basically conservative but have not had any reason to vote. These methods help to give people a reason to vote, and helps us find those votes to turn elections into wins, and winning is a lot more fun than losing.

Thank You,
Gary Bray