

HANDBOOK



Precinct Leader Handbook

Denver County Republican Party | May 2024

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Denver Republican Party

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***Faith,
Family,
Freedom***

Welcome!

This handbook is designed to help you—Precinct Leaders—in organizing your neighborhood precinct in an easy-to-follow way. We hope you will consider it as a guide with ideas you can implement as your schedule permits. It includes the “must dos” to help candidates get elected, as well as the “nice to haves” that can make an impact.

The handbook lays out what a highly engaged, Level 5 precinct standard can look like with a motivated team in place at the neighborhood level. Your precinct may not be in a position to reach that level, and that’s OK! This is to help you build from where your precinct is now and give you tools in your Toolkit to add over time.

We hope that you will find this handbook a useful tool. Reading all of it should give you a myriad of tips to make your role easier and more fun. Feel free, though, to jump in wherever it fits your needs most immediately.

You’ll find a Toolkit in a separate hard copy or at www.denvergop.org (click on three horizontal lines to right, Resources, Training, will get password after initial Precinct Leader training) with more in-depth and detailed information and resources, including helpful contacts, sample communications, and other aides . . . again, to make your job easier.

Finally, we encourage you to give us feedback regarding this Handbook, the training sessions you may attend, and any ideas or materials you’ve found useful and that might prove the same to others. We must up-our-game continuously if we want to win, and your input from on-the-ground experiences is invaluable. Email any feedback to Chairman@DenverGOP.org.

Most importantly, we thank you sincerely for serving the Denver County and Colorado Republican Party in this most important grassroots position!

*Roger Rowland, Chairman
Denver County Republican Party
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Denver County Republican Party
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You Truly Are a Critical Link!

Do you want to have Republicans elected to every Colorado and national office and to preserve Republican values for future generations? Then you're in the right place to help make that happen! Precinct Leaders (PLs—previously called PCPs) are in the unique position to influence voters regarding the candidates we elect and what values we want to govern our nation, state, and city. By spending only a few hours per month you will help determine the direction of our country.

In addition to making this level of difference, being a Precinct Leader has many other benefits:

- Being a PL is a powerful position because you will be giving your neighbors information on candidates and issues. As you build a relationship and rapport with them, your neighbors will seek your advice on leading political issues and candidates. At the same time, you will be communicating back to the Party the opinions you're hearing. In fact, the Precinct Leader is the official representative of the precinct to the Republican Party.
- When you're a PL, you can become a change agent and influence the Party to more closely reflect your own values. We are the Republican Party and the future of the Party depends on us!
- It's fun to get to know your neighbors, what's important to them, and to have an ear to the ground on neighborhood issues.
- Being a PL also gives you the chance to make good friends with other like-minded campaign volunteers. The political gatherings, campaign events and watch parties are a great opportunity to connect with others of shared values and outlooks.
- PLs are also a voting member of the Central Committee of the Denver Republican Party. You help elect leadership, vote on bylaws, and shape the future of our Republican Party in Denver.

Thank you for contributing your time and energy in this honorable pursuit!

First Things First . . . Your Questions

What Is a Precinct and How Can I Find Out Which Is Mine?

Each state has been divided into districts for election purposes and the smallest subdivision is a precinct. Each may cover a large area, say in rural areas, or just a limited number of blocks in an urban landscape. To learn your precinct number, go to www.govotecolorado.com and enter the information requested, go to “Find My Information” and then “District Information” and you’ll be given your 10-digit precinct number. The last 3 numbers are your precinct.

What Does the Precinct Team Do?

The Precinct Leader is asked to engage with members of their community by walking their precinct, making phone calls, attending community events, and becoming ambassadors for the Republican Party in their city and neighborhood. Informational materials for voters will be provided to you as part of an organized county-wide GOP outreach and voter registration program. Members of the Precinct Team will be invited to participate in exclusive trainings and events with elected Republicans and Republican candidates running for office. In short, this is the opportunity for you to join a team that will change the tide in Denver and ensure Republicans are elected in the next election cycle.

How Can I Get to Be a Precinct Leader?

At the spring caucuses (even years), those present from each precinct will elect two Precinct Leaders for a two-year term. There are many precincts, however, with fewer than two PLs , so the District Captain is authorized to appoint replacements. Contact the Denver County GOP office (720.441.4092) to see if your precinct has vacancies.

Will I Be Paid to Serve on the Precinct Team?

No. The Precinct Team is a team of volunteers, devoted to the values of the Republican Party and working together as part of a county-wide organized network to elect Republicans in Denver County elections.

Will I Have Any Fun if I Join This Team?

Of course! You'll meet new people, gather to celebrate wins, meet candidates and incumbents, get to know your neighbors, and know you've made a difference!

Do I Have to Be a Registered Republican to Participate?

Yes. We are seeking a team dedicated to the values of the Republican Party, helping the party grow, and ensuring Republican candidates are elected. A natural pre-requisite is a commitment to the party, which is evidenced by your status as a registered Republican voter.

Do I Need to Have Any Experience to Do This Job?

No. As a member of the Precinct Team, you will be invited to exclusive Precinct Team training events which will teach you all you need to know to be successful.

How Much of a Time Commitment Is Required to Serve as a Precinct Team Member?

There are many types of positions on a team that require differing levels of commitment. Precinct Leaders require a modest time commitment, usually 2 hours/month for meetings plus another 2 hours for various other tasks (telephone calls, updating voting records, etc.). Many other tasks require less time, such as block captains, telephone call teams, post card addressing, etc. There is likely a role for anyone who is willing to commit some portion of their time to fight for the change we need in Colorado and our country.

What is the Difference between a Precinct Leader (PL) and Precinct Committee Person (PCP)

The terms are interchangeable. The Precinct Committee Person (PCP) is old terminology and is still used in state statutes and in county and state bylaws. Leaders better reflect what we are asking people to do.

Good News . . . A Spread-Out Timeline

You don't have to do it all at once! The good news is that most of the efforts needed are spread out through the year, which will make each vital task easier to execute. Although there may be other outreach efforts from time to time, the Precinct Team will primarily be engaged in reaching voters in relation to each election. The most significant work and time commitment will thus be required during the two-month period preceding an election. The other good news is that Precinct Team members will have the flexibility to choose when it makes most sense for them to contact and engage voters, so there is no set schedule expected. The harder we work, of course, the more impact we'll have. If nothing changes, nothing changes, and one of the most important changes we can make is to become actively involved and build our army for freedom on the ground.

Doing tasks gradually over time makes the future tasks much easier. For instance, if your voter records have been brought up-to-date during the summer, you'll save lots of time when you're contacting voters in the fall.

Here's an overview of the Timeline. More about how to succeed at accomplishing each of these activities later on.

BUILD YOUR TEAM

Winter and Spring

Recruit
Organize Blocks
Begin to Know Voters

Spring Elections

- Ballot Issues
- School Board

GROW

Summer

Get to Know Voters
Fun Gatherings of
Neighbors

Update Voter Records

PL Trainings

DELIVER: ELECTIONS

Fall

- "Boots on the Ground"
Preparing for Elections
- Lit Drops (Sample Ballots, etc.)
 - Canvas Residences
 - Coordinate with Candidates

Week before Election Day

- Chasing ballots – GOTV Canvassing
- Place Signs & Sign Wavers

TIP: You can integrate this timeline with the calendar of upcoming events (see Toolkit) and keep it up-to-date by checking the Denver GOP website (denvergop.org).

Who Are We and Where Are We Going?

Our Principles

Freedom - Limited Government - Common Sense Fiscal Policies - Peace through Strength - Energy Independence - Strong Families – Life - Individualism - Personal Responsibility - Education Rights – Respect for Life - Opportunity for All - True Compassion and Assistance. (Expanded upon in Toolkit)

Our Goals

Denver Republican Party Goals:

1. Elect Republican candidates up and down the ballot
2. Be a source of information for all Republicans in Denver County
3. Amplify the state party's message
4. Administer the county party (organize caucus and assembly, hold District Captain elections, etc.)

Precinct Leader Goals:

1. Empower the local precincts so that Republican candidates can win elections in 2023 and beyond.

Strategies:

1. Build a lasting precinct infrastructure that will be active and involved throughout the election cycle and through the years.
2. Target potential “new votes” from groups such as inactive Republicans, unaffiliated and soft Democrats. Go for the “low-hanging fruit.”

Tools:

1. Create a tracking system with information about your precinct that can be shared with candidates.
2. Use database tools from the county and state party to walk your precinct and record information.

A Quick Overview of a Winning Approach

- **Determine how much time** you can commit to your precinct on a weekly and monthly basis. Suggestion: 4 hours/month of which 2 hours for meetings and 2 hours for other activities.
- **Don't reinvent the wheel!** Check the Toolkit (in a separate hard copy or at www.denvergop.org, click on three horizontal lines to right, Resources, Training, you'll get the password after completion of the initial Precinct Leader training) for sample letters and scripts. Also try calling the sources listed there who may already have designed a flyer/pamphlet you need. Don't forget checking online resources.
- Download the **list of voters** in your precinct and the map of your precinct. (The instructions to download voters' list and the map instructions will be available after the first PL training.)
- **Write your plan for success.** Find "Choosing Your Precinct Strategy – Precinct Self-Evaluation Worksheet" in the Toolkit and review the 5 categories of precincts to determine where your precinct stands. Then begin to assess your best strategy going forward and write your plan down.
- **Create a Calendar** for precinct activities, beginning with the timeline from "Good News . . . A Spread-Out Timeline" page and adding the Denver GOP Calendar in the Toolkit.
- Begin with **Building Your Team**. (See guidelines below.)
- Visit the Republicans in your precinct to **update your voter records and recruit team members**, including a Co-Precinct Leader, block captain and workers, and anyone interested in attending school board, municipal and county meetings. (See suggested opening remarks in Toolkit). Position your visit as an opportunity to introduce yourself as the Precinct Leader and to let them know you can help them with any issues or questions on election matters. You can also call or send emails, but one-on-one contact is far more powerful to establish a relationship. The Toolkit

has a sample letter to leave for those not at home to introduce yourself and give them your contact information if they have any questions.

- As you're walking, **build and maintain your list** of registered voters. Verify/correct all data in your list and verify that all those listed at the residence still live there. *Ask for their email address* for easy contact in the future. If the listed individual has moved, note that and get their new contact information if possible. If anyone needs to register to vote or make updates, you can offer to help them with that. (www.GOVOTECOLORADO.COM. You can bring this site up on your phone and hand it to them to register.)
- **Inform and persuade voters.** The top Republican issues for most Colorado voters are Crime, Cost and Kids (school choice/education). Key discussion points to help you with key issues plus other tips are in the Toolkit under Talking Points.)
- **Make notes and comments** on every conversation to remember key information about the voter and relate to them effectively the next time. It's also extremely useful to indicate what you feel is their possible level of help to the Precinct Team. going forward. One method is to mark from 1-5 stars by their name.
- When it's time to begin **canvassing**, begin with all Republicans. Tell them about the upcoming elections, closest voting/drop-off location, urge them to vote early, give them the voting options, literature, etc. After all are contacted, you may wish to contact those listed as Unaffiliated. Many feel it is not useful to contact Democrats.
- **Getting Out The Vote (GOTV)** is the most important duty of a Precinct Leader. This encompasses the last 72 hours before the polls close when the focus is on making sure that every Republican in the precinct has voted and returned his/her ballot.
- Finally, **join the fun** with all the new friends you've made at the Denver GOP Election Watch Party after the polls close!

Anytime we think the problem is "out there,"
that thought is the problem.

-Stephen Covey

News Flash!

How to Maximize Your Impact

One of the best things you can do is laser-focus your efforts on meeting your own precinct's unique needs. Choosing a strategy that fits your specific situation right now will maximize your impact and minimize your time expended.

This Precinct Strategy is explained on the first pages of the Toolkit. It begins with assessing the readiness of your precinct to be able to make the greatest impact on the upcoming elections. All precincts are at different levels of development and you will be more successful (and happier!) by scaling your efforts to meet your own group's needs.

Spending a little time now to focus your efforts is like 'sharpening the blade.' It will save you time and catapult you to success! Try it now.

Go to page 3 of Toolkit to assess, strategize & draw up a plan for your precinct.

Disagreement doesn't have to make us enemies.

Let's Get Started!

Stage 1: Building Your Team

Strategies/Objectives:

- Make your precinct organization feel like a 'club' that people might want to 'join.'
- Recruit a team of committed, reliable, and enthusiastic volunteers.
- Set goals for number of counted votes needed for future elections.

Target Audience:

- Any Republicans who are interested in getting involved

Recruiting Tactics:

- Caucus attendees are your strongest pool of workers.
- Have current or past active Republican volunteers review a list of the Republicans in the precinct and identify people who might want to get involved.

Canvas Tactics:

- Find like-minded friends and neighbors who are interested in getting involved.

Other Tactics:

- Organize blocks and find Block Captains
- Train the team
- Learn your precinct's voting stats (e.g., % of those who voted Republican in prior elections)
- Set goal for the % of cast Republican votes for upcoming election

Stage 1: Building Your Team

Recruiting

Volunteer Tack	Job Description	Skills Required	Time Commitment
Block Captain	Crucial link in organized precincts. Responsible for recruiting volunteers and organizing GOTV work in his/her neighborhood. Works closely with Precinct Leaders and attends precinct meetings.	<ul style="list-style-type: none"> - Well organized - Good people skills - Willing to go door-to-door, make phone calls - Knowledgeable about his/her neighborhood - Committed to organizing Republicans - Willing/able to attend precinct meetings 	The block captain will be active throughout the year, but he/she will be most active from the time of the primary to the time of the election, when most of the precinct action and organizing takes place. Bulk of time is 1-3 hours/week increasing to 3 to 5 hours/week in the 2 weeks prior to the election.
Canvassers*	Go door-to-door to Republicans in the precinct to distribute literature, possibly recruit new volunteers or discuss issues voters care	<ul style="list-style-type: none"> - Willing to knock on doors and talk to people - Good people skills - Ability to walk - Knowledgeable about the precinct, candidates and issues 	Main commitment is three, two-hour shifts in the 2 weeks leading up to the election. Canvassers may also help to publicize precinct events during the year.
Phone Callers	Call Republicans to remind them to vote and turn in their ballot. Also, may make phone calls about precinct events or to recruit precinct organizers/activists	<ul style="list-style-type: none"> - Comfortable making phone calls to people they don't know - Good people skills - Knowledgeable about the precinct, candidates and issues - Complete the job on time 	Main commitment is three two-hour shifts in the 2 weeks leading up to the election. Canvassers may also help to publicize precinct events during the year. Callers may also have the chance to help at other times by calling to advertise
Sign Placement and Maintenance	Put out signs before the election in precinct and at polls. Check signs regularly to be sure they're in place	<ul style="list-style-type: none"> - Knowledgeable about neighborhood. Know and obey rules about sign placement. 	Work takes place during the weeks prior to the election and on election day. Typically sign placement is most active 6-8 weeks before the election.
Phone Number and Email Research	Research Republican voters whose phone number is not listed on the voter	<ul style="list-style-type: none"> -Able to research phone numbers via internet or phone book. 	Several hours depending on quality of the voter list in the precinct.

Stage 1: Building Your Team

Recruiting

- The **Top 5 Most Promising Contacts** will be with:
 - * Republicans who have voted in the last 2-3 elections (HD Captain will give you instructions for downloading your Republican Voting Records)
 - * Caucus attendees (make sure to involve them right away)
 - * Unaffiliates who have voted Republican in recent elections
 - * Those who have voted during odd-numbered years
 - * Republican auxiliary groups
- The State Party conducted a poll asking this group if they are interested in volunteering or giving money. One-third responded that they would be either extremely interested or interested! It's just a matter of asking them to help!
- Contact local elected officials and ask for a list of anyone in your precinct they know who might be interested in volunteering.
- Newly registered Republicans
- Those who have worked in past candidates' campaigns
- Republican auxiliary groups
- Use the "Tree" method, by having the first task of each new team member be looking through the names of registered Republicans in the precinct to see whom they know.
- Family members. Friends and neighbors whom you see and talk with frequently.
- People who belong to the same social clubs/organizations, other service and NPOs
- Community groups that support Republican values (Amendment 2, etc.)
- Business associates and peers
- When others thank you for your GOP work, ask whether they would help out.
- Those with like-minded value signs in their yard

Tips for recruiting volunteers:

- Invite voters to the caucus in March: send personalized postcard, text, email, call.
- Build a Team Task List addressing every job you can think of, large and small (eg, knock on a few doors on their block, make Get Out The Vote calls, bring snacks and

waters for meetings, pick up literature from a candidate's office, drive people to the polls, address post cards, distribute flyers, Election Judge, Election Watcher, etc.)

- Be specific of the time involved and the when, where and how of it. People want to help but just don't know how. Be prepared with your list so you can spread the jobs around at every opportunity.
- Remember volunteers don't need to reside in your precinct to help.
- ASK! Be proactive in making a personal 'ask' for help from fellow Republicans.
- When possible, have supplies/information on hand to help them complete the work
- Be sure volunteers are well-trained and help them understand how important their role is in winning .
- Monitor their work and thank them personally and in public when possible.
- Ask them to invite a friend to help on projects – build the volunteer base!

→ Effectively recruiting and utilizing volunteers requires a focus on getting to know them individually, including their special skill sets. Make it a point to regularly check your To-Do list and match your skilled volunteers with the jobs that best fit their talents. Also, be sure to ask them their ideas for making our efforts more effective. They often have valuable suggestions but need to be asked.

Being politically active forces you to become articulate.

Stage 1: Building Your Team

Guidelines for Working With Your Team

- Be positive
- Be enthusiastic
- Be honest -- even if you don't know
 - Hint: It's OK to say, "I'll get back to you."
- Be clear about a job's time commitments and other commitments in advance
- Use powerful language: 'Team Member' vs. 'Volunteer'
- ***Be Appreciative!***

Nothing is impossible
for the man who does
not have to do it himself.

-Earl Wilson

Build and Maintain Your List

GOAL: to have a good list of voters in your precinct for two reasons:

- For your team's use in registration, walking, literature distribution and Get Out the Vote (GOTV)
- For candidates to reduce mailing costs and target walking and telephone contacts

HOW TO CREATE YOUR LIST:

1. Your Voters' Records are available from the Denver Republican data site. Instructions for these will be available after the initial PL training.
2. Initial List: Print out/save your initial list or you may receive a list from your HD Captain. Make sure to use the Walking List (organized by address) as it will be more useful to you and your block workers.
3. Verify your List: Contact every household to verify the accuracy of the list. This will take several weeks as you will undoubtedly make many trips or calls to reach all the households. This is the most time-consuming part of your job but doing it once well will be a long-term time-saver.
4. Correct your lists based on your canvas and add information you learned like how likely they might be to help out (can mark with 1 -5 stars), what issue's most important to them, etc.
5. Keep your list updated.
 - Check for newly registered voters on the GOP Database.
 - Have your team continually scan for people moving and revisit this household to capture the new vote.

TIPS FOR WORKING YOUR LIST:

- Apartment Buildings: Use the directory at the entrance to verify who lives in the building. Follow up with calls to talk with the person, verify your list and get their email.
- If you approach a house or on a phone call to apartment dwellers, start by saying you are checking voter registration and say, “I have these people registered at this address.” The person will usually immediately correct or verify. If talking to an unaffiliated voter, you can further question about the desire to change registration or another question to understand his/her political leaning (e.g., Do you think you will be more like to voter Republican or Democrat in the coming election?)
- If it is a Republican or Republican-leaning household, ask if there are any children who will be turning 18 and registering to vote this year. See how you can help. (If anyone needs to register to vote or make updates, you can offer to help them with that. (www.GOVOTECOLORADO.COM). You can bring this up on your phone and hand it to them to register.)

2024 has been called
the most consequential election
in our history!

Stage 2: GROW

Growing the # of Your Precinct's Republicans

- Strategies/Objectives:
- Outreach to Republicans in the precinct to increase their interest in and commitment to the party and in voting regularly.
 - Get non-voting Republicans interested in voting.
 - Create a Republican community in your precinct.
 - Cultivate a relationship with underserved communities.

- Target Audiences:
- Every Republican in the precinct
 - People who are interested in being part of a Republican community
 - Infrequent Republican voters
 - Unaffiliates who vote Republic
 - Soft Dems

- Tactics:
- Build and maintain a good list of voters in your precinct through:
- Neighborhood gatherings
 - Newcomer welcoming
 - Monthly Republican Meetings
 - Be a resource

Stage 2: GROW

How to Grow and Encourage Voter Participation

GOAL: Achieve high caucus participation and Republican voter involvement by

- Educating voters on the election process and how to participate
- Inviting and encouraging voters to participate

Get to Know the Voter. The first step in getting to know the voter is to have up-to-date information on the person: contact information, others in the home, voting leanings, and possibly interests. (See Build and Maintain Your List.) Then you can begin to build a relationship by communicating your sincere desire to be a resource and, through conversations, find some commonalities. This takes making contact—preferably in person—and building trust by doing what you said you were going to do and demonstrating your care.

- **Neighborhood Gatherings.** Neighborhood picnics, ice cream socials, and wine and cheese parties can introduce Republicans to each other and are a great way to get to know them at a deeper level. They also provide rich recruiting opportunities and a chance to learn what other's strengths and interests are.
- **Newcomer Welcoming.** A monthly or quarterly list of new residents is available from the US Post Office. The DMV will automatically register a change of address as an unaffiliated voter – something new residents rarely realize.
- **Monthly Republican Meetings/Events.** Many excellent Denver County Republican groups meet monthly. Participation in them can result in greatly increasing the volunteer base and a deeper understanding of Republican principles. Go to <http://www.cologop.org> or check the list of Republican/Conservative Contacts and Clubs in Toolkit for a list of meetings. And invite neighbors to come with you. Denver GOP holds First Friday Breakfasts and monthly Happy Hours (details at www.denvergop.org).

- **Be a Resource.** This is the context in which you want to position yourself . . . as a helpful resource but not as someone who is pushy or who doesn't respect their time. Those you might encounter from an underserved community may especially appreciate someone who can help them regarding the voting process, ballot issues and candidates. Many cultures are in sync with Republican values and we need to make sure they know what we stand for.
- **Achieve strong caucus attendance.** Call your precinct Republicans or send them notices on caucus location and date. Caucus is your greatest opportunity to recruit volunteers. Precinct Leaders are in charge of chairing their precinct caucus.
- Use the Primary as an opportunity to **encourage unaffiliated voters to register Republican.**
- **Understanding the Nomination Process.** Another way to help voters grow in their participation is for you to understand the nomination process and be able to explain it to them. Pages below give a succinct explanation of the process.
- **Keep neighbors informed** about what the elected officials do and urge them to **vote the entire Republican ballot.** Many people don't vote the full ballot and should become familiar with all those positions and candidates.
- **Invite neighbors to go with you to candidate community meetings.** Sign up with the candidates to get on their mailing lists so you'll know about these gatherings. Come prepared with a list of questions.
- **Hold a meet and greet for candidates and invite neighbors.** This is the opportunity for them to get to know candidates and ask questions.
- **Campaign for Candidates.** As a Precinct Leader, support the announced candidates in your capacity as a precinct organizer. As an individual, you can back whomever you'd like. You can call their campaign manager to get engaged.

CANVASSING TIPS

PREPARING TO CANVASS

- Download the app from www.rwmiles.com/denver which is available free for Apple and non-Apple products. You'll be able to set up the app once you've completed the Precinct Leader training. This app keeps track of the data from your walks and at the end of each day's walk, sends that data to candidates so it can inform their campaign decisions. This list can be re-configured for a large variety of groups, like all Republicans, all Unaffiliated, those most likely to vote, all women, certain age groups, etc. Note: It will not return any information you've entered to you. This is why a paper list is invaluable. Become familiar with your list and the various ways to use this app.
- Download the Excel paper list of your precinct. This is helpful to get a full picture of your precinct, write down notes as you canvass, check off the houses you've visited, etc. Very useful. Limit your canvassing for this election to Republicans (R) and Unaffiliated (U) voters.
- Keep your own personal list with the address and phone number of strong Republicans. They can possibly become members of your "Precinct Army." Perhaps ask if they'd be willing to canvas a few blocks or help in some other way, even if it's just for a couple of hours.
- Verify that the people on your list are still living in the house. If not, mark it on your app and list. Tell the people receiving a ballot for the person who no longer lives there not to throw it out. Mark it "Undeliverable" and return it to the PO
- Good times to canvass: M-F 4:30 or 5:00 till dark. Sat 11 – 5 Sun 12 – 5
- **PACK YOUR SHOULDER BAG:**
 - Voter records,
 - List of jobs for volunteers
 - Literature for candidates and ballot Issues
 - Carry Bumper stickers or other fun hand outs
 - Business cards and/or notes to introduce yourself and leave contact information
 - Clipboard to keep track of any notes
 - Water, hand wipes and sunscreen

KNOW

- How to answer questions about voting options—bring your ‘cheat sheets’
- Where can you find the voter registration link (GOVOTECOLORADO.COM)
- Location and hours of nearby polling centers and ballot drop boxes

ARRIVING AT THE DOOR

- If you are successful from the first minute—when the voter opens the door--your persuasion power flows much more smoothly. We have 8 seconds to make a good first impression.
- 93% of your message comes from your body language, eye contact, dress and grooming.
- Try to look relaxed, have a comfortable posture and a smile. After ringing the doorbell, take 2 big steps back from the door to prevent giving any unnecessary fear.
- When you’re standing at the door waiting for the voter to answer, try not to look in the windows in case they’re looking out to see who’s at the door. If you both make eye contact, it can be awkward.

HELPFUL OBSERVATIONS TO MAKE

- It can help break the ice to find a point of interest on the exterior of their home and bring it up BEFORE starting on your script or your introduction. Something that looks like it required a lot of effort is ideal. You don’t need to do this at every house but is nice to do.
- Note the bumper stickers on their vehicles for clues to the resident.
- Children’s toys in the yard or a sign for a high school senior suggests that education may be an important issue for them.
- An American flag on their property is a good indicator of patriotism. These people tend to lean Republican.
- One typically can’t enter apartment buildings to canvas door-to-door, so the best alternative is to call and/or mail literature to the voters you’re trying to reach.

OPENING SENTENCES – 2 SUGGESTIONS

#1. Ask for the Republican voter(s) by name. Introduce yourself as a neighbor and volunteer for the Republicans.

- Say you're **checking voter registrations** and say, "I have these people registered at this address." The person will usually immediately correct or verify.
 - Then **confirm** that the rest of the **information** you have for them is correct and *be sure to get their email address*.
 - If it's a **Republican-leaning** household, ask,
 - "Is there anyone in the house who will turn 18 by election day or anyone else who would like to **register** Republican?"
 - If so, you can offer to help with that or making any corrections on their records. www.GOVOTECOLORADO.COM, hand them your phone and they can register on the spot.
 - If talking to an **unaffiliated voter**, you can further question about the desire to change registration or another question to understand his/her political leaning:
 - Do you think you will be **more like to vote Republican or Democrat** in the coming election?
 - If appropriate, you can hand them some pertinent literature and say, "Here, I'm just going to leave some **information** so you can check (candidate) out." (Don't need to ask.)
 - If seem **undecided**, might mention other people you've talked with in neighborhood are concerned about (crime or education, etc.).
Ask, "If you could talk with the candidates, what would you tell them you'd like to see?"
 - If say, I'm voting **Democratic**:
 - "In that case, I won't take up any of your time." Thank you.
 - If say, I'm voting **Republican**:
 - "If you could talk with the candidates, what would you tell them you'd like to see?" I'm taking this feedback anonymously from our precinct's voters to the Denver GOP.
 - **Remind them** to either be in line at Voting Center or have their ballot turned in by 7 pm on Election Day.
- > **Over 1/3 of Republican ballots were left on their kitchen tables last year!**

- If we want to see things change, we all have to play some part in making that happen. Is there any way you could **possibly help** this coming year? If everyone would just do something—large or small—we could really **create a groundswell**. [If you have your list of duties with you, see what they're willing to do and get their name and number. Otherwise get their contact info to your HD Captain for follow-up.]
- "Thank you! Together, we can make a difference!"

- #2. "Hey, sorry to bother you, I'm (your first and last names), a neighbor, and a volunteer GOP Precinct Leader with the _____ campaign. I'm just trying to make sure people are aware of him/her and the stances he/she represents.
- May I leave this with you (while holding the literature out towards them)?
 - Do you have any questions about the election?
 - If I may ask, can you tell me what is the most important issue to you in this election?
 - Here's my contact information if you have any questions. Thanks. Have a great rest of the day/evening." [Note: Saying "sorry to bother you" helps them know you value their time.]

MISCELLANEOUS DOOR-TO-DOOR SUGGESTIONS

- If there is a "No soliciting" sign, you can still ring the doorbell or knock . . . it's up to you. You are not selling anything. Some people, though, might still object, so use your judgment.
- Don't waste your time with uninterested people or those who vilify you as a being a Republican. Tell them, "Have a nice day/weekend" and be on your way. They aren't worth your time.
- If someone has moved, mark it on the app and note it on your paper list. If their ballot is still arriving at the house, tell them not to throw it in the trash. They should mark it "Undeliverable" and return it to the Post Office.
- When walking with a candidate, they will provide a list of targeted voters. When doing GOTV or other canvassing, you have access to either the RWMiles database (www.rwmiles.com/denver) or possibly another party data base.

CLOSING THE ENCOUNTER

- Remind Republicans in particular of **the importance of voting, not to mistakenly think their vote doesn't count, to vote early and to vote the full ballot.** Assure them we have great candidates this year.
- Tell voters: "We can make the decisions about the cost of living, crime, immigration and kids at the ballot box."
- Nice to say, "Thanks for your time."
- Encourage voters to vote early. The RNC says that, "If we vote early, we win." Also, if they vote early, they may receive fewer calls from candidate campaigns!

Anything less than
a conscious commitment to the important
is an unconscious commitment
to the unimportant.

--Stephen Covey

INFORM AND PERSUADE VOTERS

GOALS

- Confirm beliefs and convictions held by Republican voters.
- Persuade Unaffiliated voters to register Republican.
- Persuade Unaffiliated voters to vote Republican.
- Identify those whom we will target for GOTV.

BASIC GUIDELINES

- **Ask and listen.** You should be asking what issues are important to your voters.
- In talking with voters, first **find the common ground**, e.g., Say “Can we agree that homelessness is a problem in our city?” before discussing what to do about it.
- **Always be positive** – we are the party of better ideas, ideas that give individuals and families more freedom to make their own decisions. We need to communicate that we are **caring, thoughtful and compassionate**. One way is to **truly listen and NOT LECTURE**. Another is to look at the issues in terms of the **people, not things**.
- **Stay informed** on local and national issues. www.completecolorado.com contains a listing of many recent articles, editorials, and blogs.

THE ART OF PERSUASION

- **ISSUES:** There are Four Big Issues all candidates will be focusing on: **Immigration, Costs, Crime, Kids** (parental involvement/choices in children’s education). Hence, these will be the most important ones for you to be prepared to address as well as where Democrats have said they’ll focus: **Abortion** and **Trump** himself. A cheat sheet of approaches to these issues can be found below in Talking Points.
- **YOUR GOAL:** Regardless of the issue being discussed, your goal is to reframe the message so you can tap into the existing belief of the other person. It’s best not to challenge their beliefs but to connect *your position* to *their beliefs*. Your goal is not to be “right” but to persuade them based on finding common grounds. What’s the core of truth both sides can agree with? Changing one’s beliefs is frequently “a war of attrition,” says psychologist Art Markman. He adds, “There’s usually no one argument that can suddenly get someone to see the light.” But research suggests that **reframing your ideas** can boost your opponent’s receptiveness to them.

- **PICK A LENS/FRAME:** A heated discussion based on “facts” is often unsuccessful. But if you can elevate the discussion to principles or fundamental truths, you’ll be more likely to meet people where they are and thus find agreement. It also gives you a framework with which to answer questions and keeps you from feeling you need to know how to respond to every “fact” they quote. For instance, ‘freedom vs force’ is a framework that fits many election issues such as educational choice or freedom from burdensome regulations placed on small businesses.

We all have our own lens in mind when we consider education for our child. It could be number of students per teacher, whether the school mandates CRT training, the cost of attending the school, etc. Instead of getting into a debate over, say, CRT, you could say that the Republican candidate favors school choice for all families and that funding should follow the student. A one-size-fits-all approach has failed all our students. This has taken the discussion to a higher level of freedom/choice vs force.

While one can consider all these facts at the same time, one might be more important than the others and will influence what you decide. Your job #1 is to try to understand why voter believe what they believe or, in other words, what is their frame of reference. One of the easiest ways to find this out is to ask them “**Why?**” they feel the way they do. “I’d like to know why you value that” or “I’m curious . . . tell me more.” **Ask questions** rather than tell and then **shift to a STRONG LISTENING MODE**. Don’t debate or lecture. Try to find a point of agreement.

- **THE CHALLENGE:** Once you understand the other’s point of view, the challenge is to get someone to shift the priority of his/her frame to see it through your eyes. How can you do this? The puzzling answer is that you stand a better chance of changing *their* frame by changing *yours*.
- **NARROWING THE GAP:** To do this, it’s best not to challenge their position but to connect your own position *to their* beliefs (which often means relating to values which you don’t share). Doing this may help the other party appreciate the position you’ve taken and reduce the gap in your two points of view. For instance, in a discussion about giving billions of dollars to the homeless, person A in favor of the money distribution mentioned how many mentally ill there were on the streets. That allowed person B to agree with how terrible that was (focus

on people not things, expressing compassion), adding how closing mental institutions had significantly led to this problem. The first person agreed and now they had found some common ground. They shared thoughts on how this might be addressed and then moved to other thoughts about the root causes of homelessness.

- In this case, the two people's compassion for the mentally ill was shared. The over-arching goal for us is to find enough common ground to win others to your side. More importantly, both people were now figuratively on the same side of the table working toward a solution to care for the mentally ill. A bigger shift may result in their addressing homelessness from the perspective of its root causes.

FIVE FRAMES that can be used to dissect issues are:

1. Compassion – This is one of the top two frame that **resonates for many Liberals** (eg, concern for the homeless). A great phrase to use that demonstrates your concern is, “I worry that”
2. Fairness — Another frame that resonates for many Democrats is **fairness**. “**Does this seem fair?**” (eg, unequal application of the law, releasing felons)
3. Force vs Freedom -- Our economy operates best under a refereed **private sector vs government control**, not from governmental force of a business' price, quality, distribution, regulations (eg, healthcare).
4. Proper Role of Government -- The **family** as the most central and essential unit in American life. Does the outcome depend on the judgment of the **parent or an institution** (eg, School Board, school choice). **Best decisions are made at the kitchen table, at local level**
5. Individual Rights -- Power and importance of the individual. Answer **empowering the individual**. We don't serve our country best by laying down our individual rights for the common good of community. (eg, gas stoves).

- The final step in persuasion is making a connection between how the voter

feels and whether each candidate's actions reflect that. Contrasting the Republican candidate's values with his/her opponent closes the circle. This hopefully will impact their voting.

OTHER DISCUSSION TIPS

- No one can possibly know everything. **It's OK to say, "I don't know."** Best if you can find the answer and follow up with the voters if that's helpful.
- If they make a comment which may be erroneous about a candidate, ask them if you may contact that candidate's organization, pass on the voter information and ask whether they make a call to the voter.
- Distribute candidate literature. Possibly pass out lists of Republican candidates with a key message "If you are concerned about _____, please consider voting for _____"
- **Don't let them push you to extremes.** One way is for you to think about language and trigger-words you're both using. Ask them to **define their terms**, like 'defund the police,' 'asylum,' 'immigration,' etc. What is government's role?
- A powerful statement you can use to disarm someone: **"I totally get where you're coming from."** Might say, **"I agree,"** if you do.
- **Liberals** favor **arguments based on 'fairness'** (treating everyone equally, today Progressives talk of "equity"). Thus discussing criminal justice in terms of 'fair and equal protection' for everyone is a way of positioning it to their values.
- Connecting your own position to their beliefs may mean empathizing with values you may not share. **You can empathize without agreeing** with their values.
- **Politics is about contrasts.** If you have a positive characteristic about your candidate, contrast it with the negative on the other side (without maligning, slandering, calling names). This makes your argument hold weight and more than doubles its impact.
- If you can, **localize your data**, such as crime stats. "Do you know someone who's been affected by crime?"

TALKING POINTS

“THE TOP 4 + 2”

Being prepared to respond to immigration, costs, crime and kids will prepare you for most conversations. Two more topics the Democrats have pledged to focus on are abortion and Trump.

IMMIGRATION

- An open border is no border.
- I don't think people who come here illegally should have their interests put above everyone else's.
- Why should immigrants be able to enter our country without vaccinations when our children are required to be vaccinated to attend school?
- None of the countries in the world besides the US officially have open borders. Doesn't that tell you something?

COSTS

- Are you better off now than you were 4 years ago?
- Overall, since Biden came into office, inflation has increased at least 3 times as much as it was when Trump left and wages have not kept up. Hence people have gone into debt and are poorer. \$1 you held at start of Biden administration is now worth 85c.
- High energy prices and inflation are most destructive to the middle class, the very group Biden promised to help the most.
- The mortgage rate was 2.8% when Biden took over and is now 7.1 (09.05.23)—the highest in 22 years--and another rate hike will take it to 8%. The fed has raised rates 11 times because Biden launched a \$6 billion spending spree.
- The average home price in US is \$400,000 (09.05.23) and with mortgage rates going up, the middle class can't afford a home now. If you're selling, you'll have fewer buyers because they're paying more due to inflation and the rising mortgage rates. And the seller will be faced with finding another home.
- People don't believe the current core inflation number of 3½% because it doesn't reflect that it's on top of the 9% inflation was up last year. Also, it doesn't include the essentials you buy monthly, like milk, groceries, ground beef and the essentials you pay for like rent, mortgage, energy bill, and to fill up your tank. This has caused a middle-class squeeze and is why so many Americans say they're worse off under Biden, not better.

- Biden says he's created 13.9 million jobs but 9 million of these are workers returning after the pandemic.
- \$1 you held at the beginning of Biden's administration is now worth 84c.
- See notes below on ENERGY.

CRIME

- We're seeing the effects on our city of weak policing, weak prosecuting, and weak sentencing. We can make the decision about crime at the ballot box.
- Defunding the police is hurting the minorities who are suffering the most. Black homicide rates are 7-8 times those of whites. Today homicide is the leading cause of death among young Black men. In about 80-90% of the cases, the Black victim was killed by another Black.
- Colorado is #1 state for auto thefts, burglaries and fentanyl. It's also 4th highest in the US for violent crime.

KIDS (Education, Parental Rights)

- None of us has ever signed up to parent with the government.
- Regarding school choice, fund the student, not the system. Every student is different and shouldn't be forced to fit into a single mold.
- In Colorado fewer than half read at grade level and fewer than 1/3 do math at grade level.
- Students are less likely to graduate from high school if can't read by 3rd grade.
- Upon graduation, HS Seniors should have to pass the same civics test as immigrants do to gain citizenship.
- Award block grants to schools based on achievement.
- Scarce educational funds are being spent on non-academic and highly controversial subjects while our students are falling behind on the basics.
- Put vocational classes back into high schools.
- The Society for the Prevention of Teen Suicide asks why parents should even be questioned regarding whether they should be able to learn that their child is questioning their gender. This is anti-parent. Why should they have to fight for that right? The default position here is that the school is the totalitarian custodian and that parents have no say. If the parents do speak up, they're labeled as an abuser and discriminatory.
- Schools are required to get parental permission to give their child an Advil but will not tell them that their child is questioning their gender or even undergoing a sexual transition.
- Parents don't want to give custody of their children to the Teachers' Union.
- You're a good parent—go ahead and raise your child.

ABORTION *(Need to reorient issue about compassion pain and women.)*

- Calling abortion 'murder' will never persuade anyone to join their side.
- I believe in choice and that women should have control over their health, but I wonder when the mother's choice trumps the baby's right to life.
- In Colorado, Gov. Jared Polis signed unlimited abortion laws permitting a woman to have an abortion on the delivery date. Isn't that extreme?
- The Supreme Court ruled that the Constitution says let people decide.
- Most Americans think the US should follow in Europe's footsteps and ban abortions after the first trimester except when the mother's life is at stake.
- Many Republicans and Democrats view abortion as an all-or-nothing issue. A good first step for both sides might be to start with incremental wins, like can't we all agree we should ban late-term abortions or those after the first trimester.
- Ask: Do you agree with the Democratic position that abortion is permissible for any reason at any time at the taxpayers' expense?
- My focus is on life but I have no right to judge you for your position and I hope the reverse is true also.
- Possible Candidate comment: "This issue has been voted upon by the people of this state and I will support them" OR "but I will be voting my own conscience."
- "I'm pro-life but I like the reason you're pro-choice. You don't want government telling you what to do with your body. I want to watch out for the one who has no one to defend them."
- Anyone walking into an abortion clinic should know other healthier options.
- I support saving as many lives as possible.

TRUMP

- You're worried about chaos with Trump? What do we have now: Chaos on the streets, at the border, with the economy and inflation, failing schools, homelessness, drug deaths, crime, fentanyl deaths, and foreign policy.
- If you don't like the messenger, you still have to acknowledge the message and the message was that the southern border was secure, the economy was strong, he accomplished the Abraham Accords which were drawing down the block of people against Israel, and Saudi Arabia in particular was leading other middle Eastern countries towards Israel. He also took us to energy independence. The accomplishments were monumental. On the other hand, Iran has made \$30 billion in oil revenue from actions Biden has taken since he's been in place.

OTHER CRITICAL ISSUES

AMERICANISM

- The best decisions are made at the kitchen table. The local level is the most important level of government.
- There are three branches of government, not four (ie, media/technology).
- I don't want anyone's choice to take away someone else's choice.
- The US Constitution is the strongest guarantor of freedom in human history.
- E pluribus unum, meaning out of many, one. United we can revive this nation but we must each play a part to make this happen. We're not naturally a divided people.

CLIMATE

- The climate is always changing but 1600 scientists joined in a declaration led by two winners of the Noble Prize—one in physics—that climate change is not an emergency. They said we've spent over \$5 trillion globally on climate change and we haven't moved the needle.
- The climate agenda is geared at controlling our lives.
- The climate agenda is a direct cause of higher inflation and steep energy prices. This is particularly destructive to the middle class.
- Half of the world is fed by using fossil fuels.

DRUGS

- Overdose deaths from fentanyl have soared, yet the Colorado Democrats decriminalized it in our state.
- If we really want to stem the flow of fentanyl into our country, why haven't we closed our borders?
- Over 100,000 deaths from fentanyl last year, most coming over the border.

ECONOMICS

- Capitalism is the best-known system known to man to lift people up from poverty.
- Capitalism thrives on innovation, not regulation.
- Peace starts with economic strength.
- Every single dollar the government spends comes from our pockets.

ELECTION INTEGRITY

- It should be easy to vote and hard to cheat.
- I want every vote to be legal and I bet you do, too.
- Many question Trump's right to examine the 2020 election results, but in 2000 Democrats said Gore beat Bush, in 2004 that Bush stole the election, and in 2016 Hillary called Trump an illegitimate President.
- I worry that there's immense distrust in our elections system and that this undermines trust in those elected.
- Free and fair elections are at the core of self-government. Solid recommendations to address some of the most serious failings have been proposed, but no action has been taken.

ENERGY

- It concerns me that, while the middle class is struggling to make ends meet, the government continues to cut drilling for oil which only makes it much more difficult for parents to fill up their car to go to work.
- Gas prices were \$2.39/gal when Biden took office. On 08.19.23 the average was \$4.39/gal or \$1.75/gal more, around \$20 more every time you fill up your tank.
- When energy prices go up, almost every other price goes up because it's used in virtually everything.
- I favor an 'all of the above' approach to energy production. To that end, I feel Americans deserve a full, open and honest debate about the pros and cons of all the resources available for energy production.
- Where are those whose mission is purportedly to save and protect the animals when we learn information like the millions of birds and whales have been slaughtered by windmills each year?

EQUITY

- EQUITY VS EQUALITY: 'Equality' means offering everyone the same opportunity, while 'equity' means ensuring everyone achieves the same outcome. Critics of the word 'equity', including many Republicans, say it often involves unfair bias against certain groups deemed as successful, and that equal outcomes are often achieved artificially by lowering overall standards. Examples in education, for instance, include eliminating SAT tests and essays from college admission standards and eliminating giving grades at the completion of a course of study.
- When we base diversity on skin color, it's not actual diversity. It's not fair that you should be defined by something you didn't choose and can't change, like your race or gender.

- I worry that giving certain groups special treatment tells them they need special help, encourages a victim mentality, discourages personal responsibility and effort, and deprives them of the growth that happens when one overcomes obstacles.
- Diversity of thought is the only diversity that actually matters and when 2 people can have different ideas, that's how we come up with new ideas.

GUNS

- Democrats talk about gun 'reform, not gun 'control.' This why 90% Americans want stricter background checks.
- Reformat the question as fast as can to get your point of view across in a compassionate way.

HOMELESSNESS

- Since when is it compassionate to let people live on filthy, syringe-littered, disease-infested streets?
- Should we not be addressing the deeper causes of homelessness, such as focusing on the mental health crisis in this country, substance abuse, etc.?
- Those with substance addiction should be required to participate in recovery programs.

LGBTQ

- I'm against discrimination of anyone.
- I see LGBTQ speaking as one organization but people are individuals.
- The tyranny of the minority is just as bad as tyranny of the majority.
- The bottom line is that we should treat every individual with respect.
- Talk about issue as Vivek Ramaswamy does: not as LGBTQ but as a swimmer who's worked whole life & now competing against a male. Changing clothes in locker room with man. This not freedom but oppression. When use anti-LGBTQ language, popular support falls. Reformat question quickly to get conciliatory point of view across.

RACISM

- How do we know that racism caused the countless problems we attribute to it?
- Democrats say Republicans are racist but over half of the Republican Presidential candidates this year are people of color.

- The underlying premise of racism is horrific. It assumes that people can be subdivided into groups that are innately different and can be ranked as inferior or superior. Superiority based on race is unjust, morally shameful and dangerous.

SOCIALISM

- If you're thinking about socialism, you need to start paying for everyone else's things.
- The strongest argument for socialism is it sounds good.
- The strongest argument against socialism is that it doesn't work.
- 'Socialism' means government ownership of the means of production or, more clearly, government running businesses.
- A larger government offering more services requires our paying higher taxes.
- Forcing someone to work so that someone else may reap the benefits is a form of slavery. It is immoral and the very thing we fought against during the Civil War.

**Choices got you here,
but if you don't like 'here,'
all you need to do is start making different choices.**

Stage 3: Deliver the Election

Objectives of Last-Minute Pre-Election/GOTV Canvas

Generally, as an Election is coming closer, your goal is to keep your canvas short and to the point so you can reach as many potential voters as possible. During the months prior to an election, coordinate with your local candidates to help them target voters in your precinct. As the election draws closer, your efforts will shift to GOTV to ensure a strong Republican showing at the polls. Keep in mind that statistically speaking, we can expect to persuade 1 vote for every 14 Republican we visit. Pro tip – if you start early enough, you may be able to revisit some of the people in your precinct with two objectives: to possibly recruit the person to join in the effort and to deliver a GOTV message.

Following are purposes of canvassing during the Prepare for Election phase:

- **Recruiting More Team Members for the Final Push**
 - If you want/need to recruit more team members and you have started well before the election, you may want to take more time with some of the voters in your precinct and look for voters who want to get involved. THIS IS FOR LAST MINUTE RECRUITING AND SHOULD BE TARGETED BASED ON GOOD INFORMATION. For example, people who were friendly when you visited for other canvasses, or if they have a Republican yard sign that you did not give them.
- **Helping Local Candidates**
 - This is done in partnership with a candidate. Candidates should focus on unaffiliated voters and being introduced to Republican voters by someone locally in the community. Candidates will often have a set list of voters to canvas.
- **Get Out the Vote (GOTV)**

Stage 3: Preparing for Elections

Sample Script to Recruit Team Members

STEP 1: Ask for the Republican voter(s) by name. Introduce yourself as a neighbor and volunteer for the Republicans.

- Say you're checking voter registration and say, "I have these people registered at this address." The person will usually immediately correct or verify.
- Then confirm that the rest of the information you have for them is correct and *be sure to get their email address*.
- Ask: "Is there anyone in the house who will turn 18 by election day or anyone else who would like to register Republican?" If so, you can offer to call GOVOTECOLORADO.COM, hand them your phone and they can register on the spot.
- If they seem comfortable talking, go to **Step 2**.
- If seem **undecided**: Ask, "Would it be all right if I left you some information to look over and then if you decide you would like to get involved, you can contact me at this number? [point to number]"
- If say, I'm voting **Democratic**. Say, "In that case, I won't take up your time."

STEP 2: **If you could talk with the candidates, what would you tell them you'd like to see?**

- **LISTEN**. If the person shows interest in Republican issues, then **Step 3**
- If **UNDECIDED**, "I haven't decided whom I'll vote for."
 - Get the person talking. "Many of the people I've talked with in this neighborhood have expressed a concern about . . . (e.g., crime in our neighborhood or education.) Do you think that . . . (we need to enforce laws or tighten laws to bring this under control?)"
 - If the person seems to be talking themselves into voting Republican, remind them to get their ballots turned in by 7 pm on Election Day or information on getting involved.
 - Go to Step 4.

STEP 3: “Have you thought about getting involved?”

- If YES, talk with them about how they could help and jot down their information to follow up.
- Once survey is complete, “Thank you! Together, we can make a difference!”

STEP 4: “Do you know of any other neighbors we might want to contact?”

- If YES: “Would you be willing to talk with them?”
 - If YES, offer to go over with them to meet the neighbor
 - If NO, go visit the neighbor yourself.

STEP 5 (IF APPLICABLE): “Do you know about your voting options like the nearest polling centers and ballot drop off boxes?”

STEP 6: “Spread the word that OVER 1/3 OF DENVER REPUBLICAN VOTERS LEFT THEIR BALLOTS ON THE KITCHEN TABLE LAST YEAR. No vote is a vote. Thank them for their time. **Be sure to canvas people strategically in a recruitment canvas. Study the database to find Republicans who are likely to be supportive before making contact. Keep in mind that pre-election recruiting is only for limited use prior to the election because it is time consuming and will prevent you from reaching the maximum number of voters.*

We have 100% Democratic rule
in Denver,
in Colorado
&
in the country.

Stage 3: Preparing for Elections

Sample GOTV Door Knocking or Phone Script

GOAL: Turn every potential Republican vote into a vote cast!

GET OUT THE VOTE STEPS:

KEEP IT QUICK!

1. **Introduce yourself** as a neighbor and Republican volunteer.
2. **Inquire** if the person will vote Republican (if NO, thank them and leave/hang up).
3. **Remind** of Election Day and educate about importance of early voting. Offer ride to polls. Can leave literature if going door-to-door.
4. **Gain commitment to vote.**
5. **Thank** him/her.

SAMPLE SCRIPT:

You: Hi, I'm [Jane Doe], a neighbor and GOP volunteer for our precinct. I'm out/calling today with other Republicans from our neighborhood, and we're talking with voters. Do you plan to vote for the Republicans this year?

If "NO," thank them for their time and leave.

If "YES," say: Great! I want to remind you to vote and to let you know about the voting options available this year. Do you know where your local polling center or ballot drop box are located? (If 'No,' tell locations.)

Do you have any questions about the election or about voting?

—>**Over 1/3 OF DENVER REPUBLICAN VOTERS LEFT THEIR BALLOTS ON THE KITCHEN TABLE LAST YEAR.** We need to change this defeatist attitude or we'll never change the outcome. Can we count on you to commit to voting this year? Great! Please make sure your ballot is turned in by 7 pm on Election Day. Would you like a ride to the polls or may I take your ballot to the drop box for you when you've completed it? Thanks so much for talking to me today. Remember, **VOTER INTENSITY WINS ELECTIONS!**

Stage 4: 72 Hours to Go!

STRATEGIES/OBJECTIVES

- Get every Republican voter to cast his/her ballot
- Influence last-minute decision makers

TARGET AUDIENCES

- Voters who have not voted and returned ballot

CANVAS AND OTHER TACTICS

- Persuade last minute voters at the polls with signs
- Reminder phone calls/flushing (filling inboxes, phone and mailbox with pleas to GOTV)
- Make chase phone calls

Get Out The Vote makes or breaks elections!

In fact, it's the most important duty of a Precinct Leader. Direct voter contact by door-to-door is by far the most valuable contact. Phone calls are the second most effective approach but significantly less than in-person. Texts and emails follow these in effectiveness. These grass roots activities can be supplemented by sign waving and other high visibility activities that are less persuasive.

NOTE: Under Colorado law, campaigning is prohibited from taking place either inside a polling place or within 100 feet of any building in which a polling location is located. In addition, campaigning is prohibited within 100 feet of a drop-box

Time for the WIN!

- **GOTV starts the day mail-in ballots are sent out.** All efforts to contact those with unreturned ballots should continue right up until the polls close on Election Day.
- **Get ten volunteers** for the Get Out The Vote effort including someone in charge of this effort.
- **Check** your voter records to identify Republicans for **ballots not yet received**.
- The RNC is strongly promoting an effort **called 'Bank the Vote'** to ensure Republicans vote early because, "If we vote early, we win." Let voters know that if they vote early, they may receive fewer calls from candidate campaigns.
- See the sample **Get Out The Vote scripts** below as well as a sample note to leave at the door of those not at home.
- Recommend voters **not rely on the US Mail** to deliver their ballots but instead drop them in a drop box.
- **Recruit Election Judges and Poll watchers** to promote fair elections.
- Develop and implement **a plan to nudge** the Republican closed group on Facebook to return all ballots.

GO FOR IT! LAST 3-WEEK GOTV

- Implement the **Facebook plan**.
- On the Friday **11 days prior** to election day, **pull the names** from the Voting Records of unreturned ballots. Divide these among the volunteers.
- **That same weekend, knock on those doors** to nudge voters to complete and turn in their ballots. Leave a note on the door and then telephone those not at home. Also verify all these voters' email addresses.
- On the Thursday (**5 days prior to election**) **send an email** to those whose ballots are still not returned.
- The **weekend prior** to the election, **knock on the doors** of all those whose ballots are still out. Offer to wait at their door as they complete their ballot and to deliver it to the polling drop box that day. Offer to provide a ride to the polls.
- **Follow up! Follow up! Follow up! Leave no stone unturned. Track down every single ballot.**

SAMPLE Last 36 Hrs GOTV SCRIPT – AT DOOR OR PHONE CONVERSATION

Hi, _____, this is _____, the GOP Precinct Leader for our neighborhood. I noticed that the Denver Election Division has not recorded receipt of your ballot. Have you had a chance to vote yet?

[IF YES] Thank you so much for voting!

[IF NO] This is such a pivotal year and **it will be voter intensity that wins this election. Last year over 1/3 of Denver Republican voters left their ballots on the kitchen table.** Don't let the media diminish your right to vote by claiming we don't have a chance.

Tomorrow, Tuesday, @ 7:00 PM is the deadline to get your ballot in. At last check only _____% of Republican ballots have been returned. To vote in person, you must be in line at the Voting Center by 7 PM on Election Day. Your closest Election Center and drop box is at _____. It's safest to turn your ballot in to a drop box or an Election Center instead of relying on the mail.

May I provide a ride to the polls or pick up and deliver your ballot to the drop box?

Please remember that **not to act is to act. A vote not cast for a Republican is a vote for the Democrat** (including leaving the ballot space blank). **We would greatly appreciate your vote for ALL of our Republican candidates. They're great!**

Thank you for voting!

TEMPLATE: SAMPLE GET OUT THE VOTE NOTE TO LEAVE AT THE DOOR WHEN NO ONE HOME

Hi! Sorry I missed you. I'm _____, the Republican Precinct Leader for our precinct, 210, and wanted to introduce myself. I'm a neighbor and am volunteering for the candidates in this year's election. There are (number) candidates in particular I want to call to your attention:

- Candidate A
- Candidate B
- Candidate C

I'm just trying to make sure people are aware of them and the stances they represent. It will be voter intensity that wins this election. Please don't let the media saying Republicans don't have a chance steal your right to vote.

If you need a ride to the polls, someone to pick up your ballot to deliver it to our precinct Voting Center at (address), or if you have any questions about the election, please don't hesitate to call.

Thanks,

(Name)

(Phone #)

TIPS:

- Join the fun at the GOP Election Watch Party after the polls close!
- Find Voting Center locations on denvergov.org (Denver City Gov).
- Find information on all ballot issues at www.denvergop.org (Denver County Republicans)

“My Vote Won’t Make a Difference”

IN DENVER, A THIRD OF THE REPUBLICAN BALLOTS WERE LEFT ON THE KITCHEN TABLES LAST YEAR!

There was low Democratic turnout at the polls in spring of 2023. It’s widely believed that if every Republican ballot had been turned in, the Republican candidate for Mayor would at the very least have made it into the runoff.

The Democrats and media have us convinced us that we can never win, and we’ve given our votes away to them in agreement. The obvious question is how to get Republican voters to appreciate that as long as they think and act like their vote won’t make a difference, it won’t. We’ve already seen that it becomes a self-fulfilling prophesy.

There are **3 Strategies** to turn this situation around:

#1 Change the electorate by expanding the pool of committed voters.

- Implement GOP plans to bring in independents, suburban women, Hispanics, Asians, communities of faith, etc., whose goals are reflected in Republican values.

#2 Awaken the electorate and get them more deeply involved in the election.

- A recent Americans for Prosperity poll found, “The most effective way to have an engagement with an individual is to do so face-to-face. Second best is a one-on-one phone conversation—those are the two things that we can do at scale.” We should make in-person contacts whenever possible or, when not successful, telephone calls. Email and text should be your last choices.
- Position yourself as a resource to voters. Precinct Leaders are a wonderful source of knowledge for voters so share that information and become the go-to person for voters’ election questions. If you don’t know an answer, tell them you’ll find out and then be sure to follow-up with them.
- Asking voters questions is a good way to get a conversation started. One approach is to explain that you’re soliciting feedback for the Denver GOP in

preparation for the next election and will anonymously share all the results with them.

SUGGESTED QUESTIONS:

- What issue is most important to you in this upcoming election?
- If you could speak with the Republican candidates, what would you want them to do to be able to get you vote?
- Is there any way you might be able to participate (e.g., knocking on a few doors, making phone calls, being a Block captain, distribute literature, etc.) to turn Denver, our state, and our country around?

Listen carefully to their responses and make notes for yourself for follow-up and future reference. The information you gather should be forwarded to Chairman@DenverGOP.org.

- Hand out any support materials that seem helpful, such as Sample Ballots, Door-to-Door Literature, Polling Place Signs. Print a half-page note to leave with those not home introducing yourself and leaving your contact information if you're comfortable doing that. (See suggested notes on p 32 and in Toolkit.)
- Educate voters about the candidates and ballot issues. Encourage them to vote the entire Republican ballot.
- Keep voters in the loop. Send quarterly postcard, email or text to notify them of the dates of upcoming elections, when the ballots will drop, updates on candidates, and Denver GOP ballot issue recommendations.

#3 Boost turned-in ballots by 10-15%.

- Make a game or competition among precincts of seeing who can most successfully boost the turnout of ballots in the election.

SUPPORT YOUR REPUBLICAN CANDIDATES

GOAL:

Help elect Republicans

HOW:

- Get to know the candidate who are running in your area.
- Post positive comments about Republican candidates on social media
- Attend speaking engagements and other events.
- Distribute candidate literature.
- Walk your precinct with candidates.
- Interview the candidates – ask hard questions. Go to the meet ‘n greets or town hall meetings.
- Support candidates as you can. Give money to candidates (every dollar helps) and encourage others to do so. Contribute to your Denver Republican Party (www.denvergop.org) to help maintain the office and assist our candidates. Have campaign donation envelopes available.
- Have updated voter lists to give your candidate to cut their mailing costs.
- Find yard sign locations for all candidates – local, city and statewide. Keep a few extras that you can put up as you find the location.
- Volunteer (and encourage your team) to help candidates with Fundraising, Meet and Greets, Calling, Mailing

HELP TO BUILD THE PARTY

GOAL:

Build the future by:

- Strengthening the organization of your legislative district and precinct for now and the future.
- Educating voters about Republican principles.
- Increasing the number of registered Republicans.
- Increasing financial support for Denver County Republicans and Republican candidates.

HOW:

- Attend your District Meetings. Know your District Captains and other Precinct Leaders. Get involved and offer to help any place that your talents lead you. Specify the issues that are important to you. Invite others to join.
- Get to know your neighbors; find out what you have in common.
- Stay informed about activities in your District and in the Republican Party.
- Keep detailed records of your work for the next PL and allow your co-PL and future PL access to all your work (and visa-versa). It may help to establish an email address to continue to the work of the PL
For example: PL101@gmail.com.
- Participate in local activities and let it be known that you are a Republican.
- Ask interested Republicans to give \$5-10/month to Denver County Republicans.
- Attend the Denver County Republican First Friday breakfasts, fundraisers, parties, or other affiliated Republican events. Invite others to attend

ATTEND DISTRICT MEETINGS

GOAL:

Stay informed, be a part of decision making and receive materials

IMPORTANCE:

- Decisions are made on activities to undertake at District Meetings.
- Materials are distributed at District Meetings.
- Training is done at District Meetings.
- District Meetings provide the opportunity to meet the candidates and ask hard questions.
- According to Denver County Republican By-Laws, PLs having 3+ unexcused absences may be replaced.

HOW TO BUILD YOUR HOUSE DISTRICT TEAM

GOAL:

To fill all precincts with a Precinct Leaders and Co-Leaders

QUESTION: *How can I find individuals to serve as Precinct Leaders or Co-Leaders to assist in activities?*

- Follow up promptly on those who come to caucus to get them involved & then be sure to get them involved right away. They'll be your strongest group of workers.
- Build attendance at the caucus by mailing notices of the caucus information.
- Send quarterly postcards to GOP households with current information and calendar of upcoming events.
- Post appropriate GOP issues and activities in a closed group on Facebook and other social media
- Find possible workers from list of past Republican voters. Best possibilities are Republicans who have voted in the last 2-3 elections.
- Maintain records of possible future helpers when canvassing (1 method: mark from 1-5 stars next to names of those who likely would help in the future). Make a note of their concerns, special interests, etc.
- Set up gatherings among 2-3 precincts to help GOP voters meet.
- ASK: Be proactive in making a personal 'ask' for help from fellow Republicans. Reach out to friends and neighbors to participate.
- Ask participants at community activities that support Republican principles.
- Not all will be Precinct Leaders so keep in mind the other roles they might be willing to fill when you're talking to them (*Block Captains /Workers, Get Out The Vote phone callers, apartment building worker, literature distributors, drivers for voters, Election Judges, Poll Watchers, etc.*)
- Specifying a time limit may not feel as intimidating (e.g., 2 hours/month).
- Ask participants in Republican auxiliary groups.

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