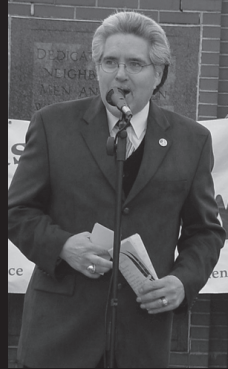
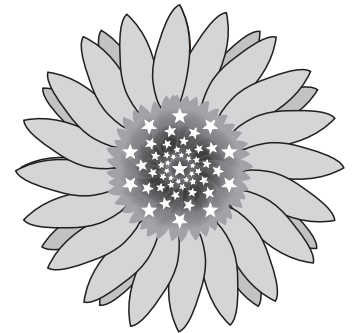




2002-2003



Campaign Manual



Coordinated Campaign Committee

Green Party of the United States



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Introduction

The Coordinated Campaign Committee (CCC) has been working since early 2002 to bring together all Green Party candidates and campaigns running in local, state, and federal elections. Our goal is to provide Green campaigns both with a network of support (for sharing resources, ideas and issues, and to inform the general public, through media releases, our webpage, and more, of who our candidates are and what they stand for.

We are developing a system of prioritizing candidacies, to better allocate resources from the national party to campaigns that both need them and that are in good position to make the best use of them. We have also been hard at work with this year's congressional candidates from across the nation, creating the Green Commitment for use in their campaigns. We hope to help in this type of venture wherever we can for future elections. In the future, the CCC will be supporting states in actively recruiting candidates and in training them to run winning races.

We have organized this campaign school so that our current and future candidates, campaign managers, and volunteers can learn from those who have already been through campaigns. With so many Greens who have run and succeeded as candidates, there's no need to reinvent the wheel with each campaign!

This manual contains basic outlines of the major parts of any campaign, no matter if it's for a race for the U.S. Senate, State Legislature, or School Board. As with any broad topic, there is no way that we can get into all the specifics of every type of race here. We'll leave that to our future work. This manual is intended to get you started looking in the right places for more good information and people who have experience in your area. To that end, we have included a listing of contact information for the State Elections Division and Green Party electoral contact in your home state. Those are definitely the first people you will want to contact to find out what requirements a candidate must meet to qualify for office.

We hope you enjoy the campaign school and welcome any feedback or contribution to future campaign manuals! Many thanks to Penny Teal, Ken Sain, Susan King, Juscha Robinson, Ben Manski, and Cris Moore for their contributions. Thanks for participating, and go get 'em!!!

Where to Start?

Your State Contacts:

If you haven't already, please make sure you start on the right footing: Hooked up with your Green Party and in compliance with election law.

While we have tried hard to find the most accurate contact information for each State Green Party's electoral contact and the State Elections Bureau, there is a possibility that there are mistakes in the following list. Please send corrections to juscha@greens.org, and if you're stuck or ever in doubt, call the National Office at 1 (866) 41-GREEN (toll-free).

Alabama

Office of the Secretary of State
Elections Division
PO Box 5616
Montgomery, Alabama 36103-5616

Telephone: (334) 242-7200
Email: form on web
Website: <http://www.sos.state.al.us/election/index.cfm>

GP contact: John Stith at stith@greens.org

Telephone: (602) 542-8683
Email: elections@sos.state.az.us
Website: <http://www.sosaz.com/election>

GP contact: Stan Hemry at
stan_hemry@yahoo.com and 602-369-2008

Arkansas

Secretary of State - Elections Division
State Capitol, Room 026
Little Rock, AR 72201

Telephone: (501) 682-3419
Email: SKInman@sosmail.state.ar.us (Director Susan Inman)
Website: <http://www.sosweb.state.ar.us/elect.html>

GP Contact: Ben Manski at (608)239-6915 and manski@greens.org

Alaska

Division of Elections
PO Box 110017
Juneau, AK 99811-0017

Telephone: (907) 465-4611
Email: elections@gov.state.ak.us
Website: <http://www.gov.state.ak.us/lsgov/elections/homepage.html>

GP Contacts:
Jim Sykes - greenak@ak.net
Ben Granade - bgranade@customcpu.com
Steve Cleary - smcleary@yahoo.com

California

Secretary of State - Elections Division
1500 11th Street
Sacramento, California 95814

Telephone: (916) 657-2166
Email: Elections@ss.ca.gov
Website: <http://www.ss.ca.gov/elections/elections.htm>

GP Contact: GPCA at gpcagreen@greens.org and (916) 448-3437

Arizona

Secretary of State - Elections Services Division
Capitol Executive Tower 7th Floor
1700 West Washington Street
Phoenix, AZ 85007-2888

Colorado

Secretary of State - Elections Division
1560 Broadway, Suite 200
Denver, CO 80202

Telephone: (303) 894-2200
Email: sos.elections@state.co.us
Website: <http://www.sos.state.co.us/pubs/elections/main.htm>

GP Contact: Bruce Meyer at (303) 477-6890
and bruce@demandearth.com

Connecticut

Secretary of State - Election Services Division
30 Trinity Street
PO Box 150470
Hartford CT 06115

Telephone: (860) 509-6100
Email: elections@po.state.ct.us
Website: <http://www.sots.state.ct.us/ElectionsDivision/ElectionIndex.html>

GP Contact: Penny Teal at (860)536-4980 and
plteal@yahoo.com

Delaware

Office of the Commissioner of Elections
32 W. Loockerman Street M101
Dover, DE 19904

Telephone: 1-800-273-9500
Email: vote@state.de.us
Website: <http://www.state.de.us/election/>

GP Contact: J. Roy Cannon, Clerk
Coordinating Council, Green Party of Delaware
117 Larkspur Road; Newark, Delaware 19711-
6863
jcannon11@comcast.net

District of Columbia

D.C. Board of Elections and Ethics
441 Fourth Street, N.W., Suite 250 N
Washington, D.C. 20001

Telephone: (202) 727-2525
Email: wofield@dcboee.org
Website: <http://www.dcboee.org/>

GP Contact: Scott McLarty at (202)518-5624
and scottmclarty@yahoo.com

Florida

Department of State - Elections Division
The Collins Building, Room 100
107 West Gaines Street
Tallahassee, FL 32399-0250

Telephone: (850) 245-6200
Email: DOE@mail.dos.state.fl.us
Website: <http://election.dos.state.fl.us/>

GP Contact: Alan Kobrin at
alan@spotgrafix.com

Georgia

Secretary of State - Elections Division
2 MLK, Jr. Dr. S.E.
Suite 1104, West Tower
Atlanta, GA 30334-1530

Telephone: (888) 265-1115
Email: sosweb@sos.state.ga.us
Website: <http://www.sos.state.ga.us/elections/>

GP Contact: gpga-cand-dev-prgm@greens.org
and PO Box 5332; Atlanta, GA 31107

Hawaii

Office of Elections
802 Lehua Ave.
Pearl City, Hawaii 96782

Telephone: (800) 442-VOTE(8683), (808) 453-
VOTE(8683)
Email: elections@aloha.net
Website: <http://www.hawaii.gov/elections/>

GP Contact: 1(877) 32-GREEN and PO Box
4065; Hilo, HI 96720

Idaho

Secretary of State - Election Division
700 W Jefferson, Room 203
PO Box 83720
Boise ID 83720-0080

Telephone: (208) 334-2300
Email: elections@idsos.state.id.us

Website: <http://www.idsos.state.id.us/elect/eleindex.htm>

GP Contact: Robert McMinn at (208) 424-4549 and info@idahogreenparty.org

Illinois

State Board of Elections
1020 S. Spring Street
P.O. Box 4187
Springfield, Illinois 62708

Telephone: (217) 782-4141
Email: webmaster@elections.state.il.us
Website: <http://www.elections.state.il.us/>

GP Contact: illinoisgreenparty@hotmail.com
and PO Box 623; Urbana, IL 61803

Indiana

Secretary of State - Election Division
302 W. Washington Street
Room E-204
Indianapolis, IN 46204

Telephone: (317) 232-3939
Email: elections@iec.state.in.us
Website: <http://www.in.gov/sos/elections/>

GP Contact: Tracy Carson/Peter Drake at coordinators@indianagreenparty.org and (812) 323-1366

Iowa

Secretary of State
Lucas Building, 1st Floor
321 E. 12th St.
Des Moines, IA 50319

Telephone: 1-888-SOS-Vote
Email: sos@sos.state.ia.us
Website: <http://www.sos.state.ia.us/elections/running.html>

GP Contact: Holly Hart at hhart@blue.weeg.uiowa.edu and (319)331-9616

Kansas

Secretary of State - Elections and Legislative Matters Division
First Floor, Memorial Hall

120 SW 10th Ave.
Topeka, KS 66612-1594

Telephone: (785) 296-4564
Email: BradB@kssos.org
Website: <http://www.kssos.org/election/elewelc.html>

GP Contact: contact@kansas.greens.org or PO Box 1482; Lawrence KS 66044

Kentucky

State Board of Elections
140 Walnut Street
Frankfort, KY 40601

Telephone: (502) 573-7100
Email: Lsummers@mail.sos.state.ky.us
Website: <http://www.kysos.com/index/main/elecdiv.asp>

GP Contact: Don Pratt at DBP91044@aol.com

Louisiana

Secretary of State - Elections Division
P. O. Box 94125
Baton Rouge, LA 70804-9125

Telephone: (225) 342-4970
Email: elections@sec.state.la.us
Website: <http://www.sec.state.la.us/elections/elections-index.htm>

GP Contact: John Clark at clark@loyno.edu

Maine

Secretary of State - Bureau of Elections and Commissions
101 State House Station
Augusta, ME 04333-0101

Telephone: (207) 624-7650
Email: cec.elections@state.me.us
Website: <http://www.state.me.us/sos/cec/elec/elec.htm>

GP Contact: Tim Sullivan at (207)623-0732 and comcoord@mainegreens.org, tims@mainegreens.org

Maryland

State Board of Elections
P.O. Box 6486
Annapolis, MD 21401-0486

Telephone: 800-222-8683, 410-269-2840
Email: sep@elections.state.md.us
Website: <http://www.elections.state.md.us/>

GP Contact: Pat Cruz at
patngeoff@earthlink.net and 410-583-9097

Massachusetts

Secretary of the Commonwealth
Elections Division
McCormack Building, Room 1705
One Ashburton Place
Boston, MA 02108

Telephone: 1-800-462-VOTE, (617) 727-2828
Email: election@sec.state.ma.us
Website: <http://www.state.ma.us/sec/ele/eleidx.htm>

GP Contact: Rose Gonzalez at (978) 688-2068
and massgreens@igc.org

Michigan

Department of State
Lansing, MI 48918

Telephone: (517) 373-2540
Email: secretary@michigan.gov
Website: <http://www.michigan.gov/sos>

Green Party contact: Pete Schermerhorn at
heuristic23@yahoo.com and (734) 663-3555

Minnesota

Secretary of State - Elections and Voting
180 State Office Building St.
Paul, MN 55155

Telephone: 651-215-1440, 1-877-600-8683
Email: elections.dept@state.mn.us
Website: <http://www.sos.state.mn.us/election/index.html>

GP Contact: info@mngreens.org and (612)871-4585

Mississippi

Secretary of State - Elections Division
PO Box 136
Jackson, MS 39205-0136

Telephone: (601) 359-1350
Email: administrator@sos.state.ms.us
Website: <http://www.sos.state.ms.us/elections/elections.html>

GP Contact: Landon Huey at
greensofjackson@hotmail.com and (601) 949-7943

Missouri

State Information Center
P.O. Box 1767
Jefferson City, MO 65102

Telephone: (573) 751-2301
Email: elections@sosmail.state.mo.us
Website: <http://www.sos.state.mo.us/elections/>

GP Contact: Progressive Party of MO at
cwingo@coin.org and (573)449-1307

Montana

Secretary of State - Election Services
Room 260, Capitol
PO Box 202801
Helena, MT 59620-2801

Telephone: (888)884-VOTE (8683)
Email: sos@state.mt.us
Website: <http://sos.state.mt.us/css/ELB/Contents.asp>

GP contact: lukejwalker@yahoo.com

Nebraska

Secretary of State - Election Administration
Suite 2300
State Capitol
Lincoln, NE 68509

Telephone: (402)471-3229
Email: election@mail.state.ne.us
Website: <http://www.sos.state.ne.us/Elections/election.htm>

GP Contact: Dante Salvatierra at ecotopia@cox.net

Nevada

Secretary of State - Elections Division
101 North Carson Street, Suite 3
Carson City, NV 89701

Telephone: (775) 684-5705
Email: nvelect@govmail.state.nv.us
Website: <http://sos.state.nv.us/nvelection/>

GP Contact: Lane Startin at info@lanestartin.org

New Hampshire

Election Division
State House Room 204
Concord, NH 03301

Telephone: (603) 271-3242
Email: Elections@sos.state.nh.us
Website: <http://www.state.nh.us/sos/electionsnew.htm>

GP Contact: GPNH at rdperkins@aol.com

New Jersey

Division of Elections
PO Box 304
Trenton, New Jersey 08625

Telephone: (609) 292-3760
Email: njelections@smtp.lps.state.nj.us
Website: <http://www.state.nj.us/lps/elections/electionshome.html>

GP Contact: Joe Fortunato at (973) 744-5958 and JFortun845@aol.com

New Mexico

Bureau of Elections
State Capitol North Annex, Suite 300
Santa Fe, New Mexico 87503

Telephone: (505) 827-3600, (800) 477-3632
Email: nmsos@state.nm.us
Website: <http://web.state.nm.us/elect.htm>

GP Contact: Lynn Olson at jalolson@zianet.com

New York

New York State Board of Elections
40 Steuben Street
Albany, NY 12207-2109

Telephone: (518) 474-6220
Email: pio@elections.state.ny.us
Website: <http://www.elections.state.ny.us/>

GP contact:
Masada Disenhouse at 718-855-2263 and masada@akula.com

North Carolina

State Board of Elections
P.O. Box 27255,
Raleigh, NC 27611-7255

Telephone: (919) 733-7173
Email: jacque.blaeske@ncmail.net
Website: <http://www.sboe.state.nc.us/>

GP Contact: Laura King, Chair GPNC, at lek3@duke.edu

North Dakota

Secretary of State - Elections Division
600 E Boulevard Ave Dept 108
Bismarck ND, 58505-0500

Telephone: 701-328-4146, (800) 352-0867 ext. 8-4146
Email: soselect@state.nd.us
Website: <http://www.state.nd.us/sec//Elections/Elections.htm>

GP Contact: Ben Manski at manski@greens.org and (608) 239-6915

Ohio

Secretary of State - Elections
180 E. Broad St., 15th Floor
Columbus, OH 43215

Telephone: 614-466-2585
Email: election@sos.state.oh.us
Website: http://www.state.oh.us/sos/election_services.htm

GP Contact: Logan Martinez at (937) 275-7259 and loganmartinez@hotmail.com

Oklahoma

Elections Board
Room B-6, State Capitol Building
PO Box 53156
Oklahoma City, Oklahoma 73152

Telephone: 405-521-2391
Email: cheryl.russell@sos.state.ok.us
Website: <http://www.state.ok.us/~elections/>

GP Contact: Tom Keck at (405) 945-1962 and keck@ou.edu

Oregon

Secretary of State - Election Division
141 State Capitol Building
Salem, Oregon 97310

Telephone: (503) 986-1518
Email: elections-division@sosinet.sos.state.or.us
Website: <http://www.sos.state.or.us/elections/elechp.htm>

GP Contact: Eric Doring at edoring@easystreet.com and (503) 249-3993

Pennsylvania

Department of State - Bureau of Elections
210 N. Office Building
Harrisburg, PA 17120

Telephone: (717) 787-5280
Email: bcel@pados.state.pa.us
Website: <http://www.politicsol.com/govsites/state-elections-div/pa.html>

GP Contact: Dan Kinney at dkinney@greens.org and (717) 232-2450

Rhode Island

Secretary of State - Board of Elections
50 Branch Ave.
Providence, RI 02904-2790

Telephone: (401) 222-2345
Email: riboe@elections.state.ri.us
Website: <http://www.elections.state.ri.us/>

GP Contact: Greg Gerritt at (401) 331-0529 and gerritt@mindspring.com

South Carolina

State Election Commission
P.O. Box 5987
Columbia, SC 29250-5987

Telephone: (803) 734-9060
Email: hmajewski@scsec.state.sc.us
Website: <http://www.state.sc.us/scsec/>

GP Contact: SCGreenParty@yahoo.com and SCGP PO Box 5341; Columbia, SC 29250

South Dakota

Secretary of State - Elections
Capitol Building,
500 East Capitol Avenue Ste 204
Pierre SD 57501-5070

Telephone: 605-773-3537
Email: sdsos@state.sd.us
Website: <http://www.state.sd.us/sos/Elections%20home%20page.htm>

GP Contact: Ben Manski at manski@greens.org and (608) 239-6915

Tennessee

Secretary of State - Division of Elections
312 Eighth Avenue North
8th Floor, William R. Snodgrass Tower
Nashville, TN 37243

Telephone: (615) 741-7956
Email: Brook.Thompson@state.tn.us
Website: <http://www.state.tn.us/sos/election.htm>

GP Contact: Scott Banbury at (901) 726-1473 and sbanbury@midsouth.rr.com

Texas

Secretary of State - Elections Division
P.O. Box 12060
Austin, Texas 78711-2060
Telephone: 1-800-252-VOTE (8683)
Email: elections@sos.state.tx.us
Website: <http://www.sos.state.tx.us/elections/index.shtml>

GP Contact: Monica Griffin at monica@haysgreens.org and 512-392-7523

Utah

State Elections Office
115 State Capitol
Salt Lake City, UT 84114-0601

Telephone: (801) 538-1041, 1 (800) 995 - VOTE (8683)
Email: elections@gov.state.ut.us
Website: <http://elections.utah.gov/>

GP Contact: Jerry Parsons at aphelionarts@attbi.com

Vermont

Secretary of State - Elections and Campaign
Finance Division
26 Terrace Street
Montpelier, VT 05609-1101

Telephone: (802) 828-2464, (800) 439-8683
Email: kdewolfe@sec.state.vt.us
Website: <http://vermont-elections.org/soshome.htm>

GP Contact: Craig Hill at (802)223-0399 and gaiambuddhist@aol.com

Virginia

State Board of Elections
Suite 101, 200 North 9th Street
Richmond, Virginia 23219-3485

Telephone: 804 786-6551, 800 552-9745
Email: info@sbe.state.va.us
Website: <http://www.sbe.state.va.us/>

GP Contacts: Jana Cutlip or Mason Payne at cochairs@vagreennparty.org

Washington

Secretary of State - Elections & Voting
PO Box 40229
Olympia, WA 98504-0229

Telephone: (360) 902-4180, (800) 448-4881
Email: elections@secstate.wa.gov
Website: <http://www.secstate.wa.gov/elections/>

GP Contact: GPoWS at kara@greens.org and (206) 781-3848

West Virginia

Secretary of State - Elections Division
Bldg. 1, Suite 157-K
1900 Kanawha Blvd. East
Charleston, WV 25305-0770

Telephone: (304) 558-6000, (866) SOS-VOTE
Email: elections@wvsos.com
Website: <http://www.wvsos.com/>

GP Contact: russell@nationalpress.com and (304) 258-4454

Wisconsin

State Elections Board
132 East Wilson Street, Suite 200
P.O. Box 2973
Madison, WI 53701-2973

Telephone: (608) 266-8005
Email: seb@seb.state.wi.us
Website: <http://elections.state.wi.us/>

GP Contact: Ben Manski at manski@greens.org and (608) 239-6915

Wyoming

Secretary of State - Elections Administration
Elections Officer
State Capitol Building
Cheyenne, WY 82002-0020

Telephone:
Email: elections@state.wy.us
Website: <http://soswy.state.wy.us/election/election.htm>

GP Contact: GPWY at (307) 755-1606 and wyoaming@gp-us.org

— Some ABC's of Elections —

Campaign Committee - The organization formed on behalf of a candidate to enable that candidate to raise and spend money legally.

Campaign Finance Reform - What's all the fuss about?

Clean Elections - Available in a small but growing number of states, this funding is granted if a candidate promises to run his/her campaign only on small, individual donations (maximum amount and qualifying guidelines vary).

Clerk - The government employee (at whatever level of office you are seeking) who handles your paperwork and tallies the votes on Election Day. There are town clerks, county clerks, etc.

F.E.C. - The Federal Elections Commission

GOTV - "Get Out the Vote" - an all-out effort over the last few weeks of your campaign to make sure those who would vote for you actually do!

Lit - Short for literature, lit can include brochures, flyers, trifolds, etc. A good piece of lit is essential for any campaign. Include a decent picture. Keep the text simple and sparse. Take it door-to-door, hand it out on the streets, include it in your mailings.

Lit drop - a group of volunteers (and candidate) take lit from door to door. This can include knocking and talking, or leaving in the screen door. Basic idea: cover as much territory as possible.

P.A.C. - a Political Action Committee is formed to raise and spend funds on behalf of a candidate or issue.

Secretary of State - The department of the your state government that usually regulates all state elections, usually through an Elections Division, or something similarly named. The SOS promulgates rules for ballot access and all elections, and acts as clerk for state-wide candidates. The SOS is a very good resource for candidates at all levels who are seeking information.

— Getting Started —

Take Stock of Your Support Before Taking the Plunge

My advice to candidates: if you don't have at least 20 people who are*not* Greens, who know you and really care about you winning, it's too early to run. If you can't get at least 10% in a race in a small district, it's too early to run. I can support "educational campaigns" at a national or state level, or in a large city, but in a small town there's no excuse to run and get single digits. If anything, that low of a turnout probably hurts your future chances of organizing more than it helps, by labelling you as a gadfly.

Walk the Walk

By being active on issues for several years prior to running, I was able to say, unlike the other candidates, “look what I’ve done, not just at what I say!” I think this is the biggest difference between us and the other parties – not what we say, but the fact that we mean it, and show that through *work*. This also built up the kind of network I’m talking about. I would never have run without building that network first. The NM Greens have never gotten less than 20% in a local race – why should you? (Of course, in a city like LA or NYC 5% or 10% is a big accomplishment. But I still don’t think 2% does us any good.)

Ironically, the idea of doing work in the community before presenting yourself as a candidate – doing something for people *before* you ask them for their vote – is a point of agreement between both “movement” Greens who believe in non-electoral work, and “party” Greens who want to do electoral work effectively and credibly.

The Role of the Candidate

Finally, I noticed several Green candidates describing things that a volunteer or campaign manager could have done. A good general rule: *The candidate should only do those things that only the candidate can do.* You can’t be a candidate and the campaign organizer at the same time. This means letting go, and delegating decision-making to your campaign folks. It’s a hard lesson to learn for people who are used to being activists, and it clashes with a naive kind of egalitarianism practiced by some Greens. But the candidate should not be spending her time painting signs – that’s what volunteers are for. Save yourself for talking to the voters – it’s hard work.

To be a candidate, you need an organization. I recommend finding people to fill the following positions: campaign manager (12 weeks before election); treasurer (12 weeks before election); house party organizer (12 weeks before); lawn sign person (last two weeks especially) and database coordinator. Twelve weeks is just an estimate. For bigger races, at least 6-12 months of planning is needed.

Cris Moore is a City Councilor in Santa Fe, New Mexico, and a New Mexico Green Party member

—Field Work Tips—

Door-to-door (see “canvassing guidelines”)

~Door-to-door campaigning is the essence of a grassroots campaign. It is the most effective way to sell oneself to a voter.

~If possible, the candidate should cover the entire district. If the district is too large for that, you'll have to strategize:

- ~Get volunteers to hit every door, rating support level of every constituent; send candidate to every door where the support rating is high
- ~Send the candidate to every area where voter turnout is typically highest
- ~Send the candidate to areas where message will resonate most strongly
- ~Send a mailing to every home not visited, or have candidate phone those homes
- ~Leave a "sorry I missed you" note at any house where no contact is made, and follow up on those with a phone call.

~Ask directly for people's votes. Ask for other things too. Whether going door-to-door or phone-banking, ask voters if they are willing to:

- ~ Make a financial contribution
- ~ Volunteer
- ~ Put a house sign in their yard
- ~ Do a house party for the candidate where s/he can meet the voters' neighbors and friends
- ~ Allow use of their name as an endorser in campaign ads (these ads are really effective – a long list of names in fairly small print. People do read through this to see names of friends or neighbors.)
- ~ Provide a list of people that the candidate can call and say, "so-and-so is supporting me, and he/she thought you might too. Can we meet for coffee?"

~For rural areas, consider phoning or mailings as an alternative to going door-to-door.

~Other ways to make direct, one-on-one contact include tabling at supermarkets, fairs, and other venues; visiting senior centers and civic clubs; leafletting at bus and train stops, and at recycling centers.

Telephone (see "Fundraising Basics")

~Having volunteers call in groups. This is known generally as phone-banking, and is good for volunteer morale.

~Phoning is a very effective means of rating voters' interest in the candidate, to aid with canvassing strategies and with GOTV. Make sure that any information gathered in phone conversations gets entered into the database.

~It is best to provide scripts and do trial runs with volunteer phoners.

~Phoning should be used as much as possible for follow-up campaigning.

Direct mail (see “Fundraising Basics”)

~Direct mail can be either issue oriented or biographical, but try to include a photo either way. Make it a decent one (i.e. no passport photos!).

~Postcards can be mailed to targeted groups with specific issues, and can be used to announce major events.

~Personalized letters can be used for fundraising and for disseminating information.

Radio and Public Access Television

~Talk radio and public access tv can both be used to address issues.

~Scheduled events and even “times when the candidate is available” can be advertised for free on tv, radio and in newspapers’ calendar sections.

Lawn signs

~Signs promote name recognition; try to place one on every reasonably well-traveled street.

~Be aware of zoning ordinances: In some states, supermarkets’ easements are public property; some towns won’t allow lawn signs to appear before a certain date. (Some also require signs to be taken down the day after elections.)

~Maintain a reserve of signs to use on election day at the polls. Have smaller posters standing by for posting on telephone polls near the polls.

Get Out the Vote (GOTV): what to do on election day

GOTV activities should be planned well in advance of election day!

The campaign needs a good database for this. As the candidate and volunteers go door-to-door and phone, identify people as (1) supporters, (2) undecided but leaning toward, (3) undecided, or (5) hostile. The effort to reach voters should be concentrated on “swing” districts, if relevant (districts in which the candidate is not clearly destined to win or lose).

The candidate needs to talk directly with the 2s and 3s; in the last stages of the

campaign, it's a waste of time to talk to 1s and 5s. Of course, the candidate also needs to know which houses have registered voters, and who voted last time around. This is public information in most states.

Each day, volunteers can go through or phoned an area first, and then hand the candidate a list for a given street or precinct with the 2s and 3s highlighted. At the end of the day, the candidate turns the list back in with whatever updates s/he can give (trying to turn the 2s and 3s into 1s).

Then, in the last 3 days before the election, the candidate uses the GOTV to increase voter turnout among supporters. One idea is to put a doorhanger on every door-knob of the 1s and 2s reminding them to vote for the candidate and telling them where their polling place is. Then also follow up on all of them with phone calls! Wow.

(The only difficulty with this is that in some communities, people are not willing to tell who they're supporting. In Miguel Chavez's race on the heavily Hispanic West Side of Sante Fe, NM, for instance, a lot of people told the campaign they supported him, and they thought they had 50% support – in fact, he only got 33%.)

GOTV people power

Determine early in the campaign who will be responsible for GOTV, how best to make GOTV effective, and how to cover every polling location. In preparing for election day, try to find enough volunteers to:

- ~Coordinate absentee ballot requests
- ~Send reminders before the election (via postcards, public access television, signs).
- ~Make phone calls on election day.
- ~Poll watch (check off names on voter lists to see who hasn't yet voted).
- ~Hold signs and hand out palm cards at the polls.
- ~Give voters rides to the polls.

Absentee ballots

Help coordinate absentee ballot requests for anyone who has expressed a need for one. Urge everyone to consider voting by absentee ballot if they indicate a lack of interest for, or an inability to, get to the polls on election day.

Candidate's schedule on election day

The candidate should be prepared to go all out on election day. The candidate should vote early, then try to visit every polling place to greet voters; s/he should also take part in GOTV phone efforts.

Make sure you have enough energy left at the end for the victory party!

Written by Penny Teal (Candidate for State Senate, 18th District and CTGP member) and Cris Moore (City Council, District 2; Santa Fe, NM and NMGP member)

—Message and the Media—

Principles

1. We make the news (or, assume every reporter is lazy).
 - ~ Issue well written press releases.
 - ~ Create a media-worthy event and inform the media of it.
2. Develop relationships with reporters.
 - ~ Be human.
 - ~ Don't lie or exaggerate; always appear more reasonable than your opponent.
 - ~ Call reporters to tip them off on stories unrelated to you, when you can.
3. Keep it simple and repetitive (the average sound bite is now 7.3 sec.).
4. Respond, don't just answer the question.
 - ~ Always respond with your key message, no matter what's asked.
 - ~ Always wrap conversations back to the message.
 - ~ Never say, "No comment" - but "I don't know" is acceptable!
 - ~ Frame controversy so as to put your opponent on the defensive.
5. Make it newsworthy; create hooks.
 - ~ Use unprecedented or "first ever" announcements.
 - ~ Host special events.
 - ~ Take the local angle on a nationally breaking story, or vice versa.
 - ~ Use fresh angle on an old story.
 - ~ Refer to an upcoming calendar date (holiday, anniversary of something, etc.).
 - ~ Give a personal profile or dramatic human interest angle.
 - ~ Use the "strange bedfellows" approach (unusual allies on single issue).
6. Don't think in terms of a single news event; plan for the long term (e.g., hold a rally, follow up with letters to the editor, write a column article about the rally, release a report on same topic, etc.)

Media Format I: Print Media Options

News conference
Invitations to staged events
Editorial board visits
Op-ed articles (with follow-up call)
Letters to editor (with follow-up call)
Opinion or guest columns (with follow-up call)
In-depth stories, features
Photos

Media Format II: Electronic Options

Cable access TV
Call-in radio shows
Paid ads
Media events/news conferences
Websites
(Rule of thumb: TV will follow newspapers, but not vice versa)

Practice

The Four C's of Message Control: Make it

- ~ Compelling (talk about problem, solution and action; use hero, villain and victim)
- ~ Concise (simple and jargon-free)
- ~ Consistent (repeat message)
- ~ Cut (as in cut the issue: frame the debate, stay within basic framework of concise and compelling message)

When calling to pitch an event: give who, what, when, where, and why; describe visuals.

Call experts, coalition partners, etc., to speak at events.

After formal news conferences, expect to be asked:

- ~ What are your major concerns?
- ~ What will this cost the taxpayers?
- ~ Why should people care?
- ~ What can people do to get involved?
- ~ Do you have anything else to add?

Remember, people like to laugh. Make your point with a sense of humor.

Push your credentials, even if they are irrelevant. They sell.

With regard to letters to the editor, learn the ratio of letters received to letters printed, and beat it on every issue.

Penny Teal
Connecticut Green Party
2002 Candidate for State Senate, District 18

DEALING WITH THE MEDIA

For those who do not know, I was a mid-level editor at the Cincinnati Enquirer, owned by the biggest and baddest corporate-media giant, Gannett.

First, you would be shocked at how easily we are manipulated. There is no grand conspiracy by corporate bigwigs to keep third-parties out of the newspaper. If you show that attitude, you're not going to get any coverage.

Most media members went into the business like I did, because they thought this was a noble profession where they could do something to help people. Most become cynics because they quickly realize we do the same stories every year and seem to make little impact. I run into many of those frustrated journalists. Some, are ex-journalists.

When you want to pitch a story, you need to tell them why their readers will care. There needs to be some sort of news hook. A reason why this story needs to run now. This is your news. Next, what is the human dimension. How will this impact people's lives? If you have those two things, you have a story. The better they are, the better play you will get.

So, how to manipulate us?

Here's how you do it.

First, find out who the assignment editors are at the major media outlets and how you contact them. They may not always be the easiest people to find. Many top editors, especially at major newspapers, attend more meetings and do more paperwork than they do actually assigning stories. So, it may be an assistant city editor you need to talk to. S/he is usually the one you need to sell your idea to. Once you sell them on it, they will probably sell it to the people higher in the food chain. If you are responsible for dealing with the media in your town, you should know who these people are. If you don't, then it's no wonder you're not getting stories into the newspaper.

Second, make sure you have news. Something that matters to the local citizens. National stories will probably not matter to them, because they will rely on the wires to cover those stories. So, you need a local angle. Ralph Nader is coming to your town to make three appearances. That's news. You should tell the media two weeks in advance of his arrival so they can plan ahead. We do not have an unlimited supply of general assignment reporters sitting around with nothing to do waiting for a big story to break. When a big story does break, we adjust. But in the most part, we plan ahead.

So notify the media two weeks in advance. Follow up with them, using the guise that you want to make sure you've done everything possible to ensure they can do their jobs, but also as a reminder.

Make sure one of your planned appearances is a good photo op. TV cameras and photographers need to have something to put on the news. Candidates speaking behind podiums gets dull in a hurry.

Also, you should prepare news releases both before your event, and to hand out at the event. Whenever possible, let your news out in small batches. This keeps you in the paper daily. Letting it out all at once may get you one big hit, but most of it will be buried and then you have nothing for the following days.

Suggested plan of attack:

Day 1: Presidential candidate Ralph Nader to stage rally in downtown (your city here)

Suggested story ideas:

- * Nader appears serious in campaigning this year, unlike 1996. How will his candidacy hurt the Democrats in November?

- * Can the Green Party put Nader on 45-51 ballots this November?

(I know many of you will dislike these angles, but the media will eat them up. You can't think like an advocate. You have to think news that will be played well).

Day 2: Nader announces he will stage a fundraising dinner for local Greens

Suggested story ideas:

- * What will the local Greens do with this cash?

- * What kind of shape are the local Greens in?

- * Can Nader's candidacy make the Greens a force locally?

- * Who has heard of this? A presidential candidate who seems more interested in raising funds for others than for himself.

Day 3: Nader to appear on local radio call-in show

Suggested story ideas:

- * When was the last time local listeners could call in and ask a presidential candidate questions?

- * How will Nader's key issues play in (your town here)

You can string those along over a week or so before he gets there. This makes everyone aware of his upcoming visit.

Give them complete details of Nader's schedule when he is in your town. If Nader is willing, make sure the media has time to ask him questions. Many of these media in

smaller towns don't do a whole lot of national political reporting, so they would be happy with this assignment. The big national political reporters are going to be off with the Dubyas, McCains, Bradleys and Gores of the world.

Don't get angry and chew the media out. Conduct yourself professionally. We deal with enough angry readers. Treat us with respect, in most cases, you'll be treated the same. The media is not going to cover your story as well as you would like them to. Accept that and move on. Your goal is to get any coverage at all. The suggested story ideas above may inspire their editors with their own ideas.

Make sure on all your news releases, you have a press contact person named, and how they can reach them. Talk with them before your events. See if there is anything they need, like a small quiet room with a phone to write their story and then call it in after the event.

Ken Sain
DC Statehood Greens

—Green Fundraising Basics—

How much do you need?

The first thing you should do is draft a basic campaign budget of everything you must absolutely do, things you would like to do, and things that would be fine to do if you have the money. Once you have your priorities, you will know what you are asking donors to give to and why it is so important that they do so.

How are you going to get it?

Ethical fundraising: The Green Party prohibits taking Political Action Committee (PAC) money or corporate contributions. Green candidates and, increasingly, many progressive candidates who eschew corporate controlled politics must focus on other types of fundraising to fund their campaigns. Here are some tried and true grassroots methods:

1. Candidate Calls
2. Direct Mail
3. Phone banking
4. Houseparties
5. Major events
6. Public events, Tabling, Outreach, rallies, etc.
7. Political Party support

Candidate calls:

The candidate should go through all of their personal and professional contacts to find likely supporters. Create a spreadsheet (or list) and list each potential donor and how much you think they can give. Set a schedule to contact everyone on this list.

A secondary source of names should come from professional contacts within organizations that are likely sources of support. (Medea Benjamin, running for Senate in California in 2000, for instance, targeted human rights groups, anti-globalization organizations and leaders, etc.)

Major endorsers should also be asked to mine their rolodexes for potential big donors and either contact them or set up an introduction for an ask. It is helpful to send a preliminary mailing to people who may need a little background on the candidate before being asked.

Remember your limits: there are usually individual campaign contribution limits (\$1,000 per election for federal races, limits on local races varies).

For Federal offices, candidates must file with the Federal Elections Commission (FEC); statewide candidates in California, for example, must file with the Fair Political Practices Commission, where all contributions over \$99 must be reported (donor name, address, occupation and employer). These rules vary from state to state as well, so contact your Secretary of State, local Clerk and Green Party electoral contact to find out what restrictions you have and what kind of candidate committee you need to set up.

Remember your manners: Thank your donors with a personal note for their contributions. This should be done within a few days of receiving a check.

Direct Mail:

The first thing you need to do is get access to lists of likely donors (registered Greens, members of organizations or clubs you are affiliated with or active in, lists from previous campaigns, list swaps with organizations or publications).

Your fund appeal content and enclosures should be directed towards the audience and convey how supporting you is in their interest. If the list is from another campaign or organization, the candidate or organizational leader should sign the letter.

Letters to potential large donors should be hand addressed and include a personal note if

you or the letter signatory knows them.

Bulk mail permits and computer generated labels are a must for large mailings, but if you have a smaller list and a solid core of volunteers, hand addressed envelopes have a much higher chance of being opened and responded to.

Pre-printed remit envelopes with the return address and space for donor information are a must. They can be purchased in bulk for very little and used throughout the campaign. Remits should include lines for occupation and employer, as this is usually required information for some contributions. Professional looking materials inspire confidence in the candidate and help present your campaign in a positive light.

Again, all donors who make a contribution should get a thank you note, even if it is a postcard. You can (and should) hit them up again as the election date draws near.

A good database is the foundation of a winning campaign. Maintain and update your database and regularly back it up and store the backup disk offsite.

You should always add any new names you acquire into the database and note where they came from for future use in the campaign. You should always have a clipboard ready to sign up new supporters and do sign ups at every tabling location, event, rally, etc to keep building your database.

It is a good idea, when determining which positions you need on your campaign, to find someone to just manage the database. This person is responsible for keeping it updated and for massaging the data into the form you need it to take.

Phone banking:

Phone banking is a companion to a successful direct mail campaign. Ideally, you should start the phone bank within a few days of the mail hitting the mailboxes. You should always try to get as many phone numbers with any list you do mailing to. Here's what you need to do a phone bank:

- Names with numbers to call
- Volunteers and a phone bank or volunteer coordinator
- A script that supports the content of the direct mail piece
- Phones - you will need phone bank locations later in your campaign for field operations as well, and your telephone fundraising should be an integral part of your outreach efforts.
- A basic tracking form to keep track of pledges, volunteers and comments.
- Suggested but not mandatory: a means to accept credit card donations on the spot. It is

best to get the funds while you have the person on the phone and excited. Usually, about 50% of all money pledged actually gets sent in, so it is best to get the funds over the phone.

You can recruit volunteers as you raise money. It is really effective to ask a potential donor to volunteer for something first and then make your money pitch; folks are much more likely to give if they decline the volunteer activity.

Again, thank your donors when the pledges come in. Update all pledges and fulfilled pledges on the database. Do follow up mailings or calls to the unfulfilled pledges after three weeks or so.

Houseparties:

One of the best ways for a new candidate to both introduce him or herself to a group of potential supporters and raise money is a houseparty. These are hosted by a supporter who provides a venue (usually their home) with light refreshments, and brings a group of their friends to meet the candidate.

The best sources of houseparty hosts are your core volunteers and donors. When identifying donors and key support, be sure to list every potential host and follow up with any offers. Often, houseparties generate more hosts for future events.

Some Basic Guidelines for Houseparty Hosts:

Work with the campaign to find dates that work for both host and candidate (try to make sure there is nothing major competing- though this is nearly impossible as election day draws near).

Generate a list of people you think might like to attend and may be interested in the campaign. Ask at least twice as many people as you would like to attend. Send out invitations 2-3 weeks in advance to give folks notice of the event, include remits for those who cannot attend but would like to donate. Do follow up calls (not emails) to ask each invitee to attend 1 week before event. Call and remind folks a few days before the event to make sure they don't forget.

Ask a few close friends or volunteers to help coordinate the event and assist day of so you are not overwhelmed. Provide light refreshment for the event and maybe some live entertainment but KEEP IT SIMPLE. This is not a dinner party so there is no need to spend lots of money. Have literature and campaign materials for the guests.

- If appropriate, do a fundraising pitch, even if you ask for a check at the door.

- Also remember to recruit volunteers and new houseparty hosts
- Keep a sign in list and make sure the names get entered into the campaign database
- Remember to send thank you notes to all your guests. If you can get the candidate to sign, it is a nice touch.

When possible, campaign staff should come with the candidate to help at the houseparty, to make sure that there are materials, and to provide support for the host.

Major Events:

One of the most significant parts of Ralph Nader's 2000 presidential campaign was the creation of the Super Rally. These events featured top notch performers, well known activists and public figures, and of course, a speech by Ralph himself. While he could (and did) fill venues with just him, these Super Rallies were mega-events that drew thousands and garnered media attention and generated excitement for the campaign as well as bucket loads of cash and fresh volunteers.

While it is not realistic to think you can have a Super Rally in a large venue for a school board campaign, you can take some of the tactics and apply them. For instance, try to get a venue that will hold maybe 100-200 people, like a local bar or community room. Find some band and other forms of entertainment (most campaigns attract a range of talented people) and put on a show. Ideally, you can invite your high profile endorsers to speak and help draw a crowd. Of course you should:

- Send postcards to your supporters
- Post fliers throughout the neighborhood to draw more of the non political types who enjoy a show
- Include the event in your phone bank script, or lead off with it in your rap
- Notify the local newspaper entertainment sections
- Send press releases and do follow up calls
- Get radio and newspaper coverage of your campaign to promote the event
- Ask all your supporters to send emails to their various lists
- Post on email lists, websites, chat rooms, and other online resources

These events should be planned with plenty of lead time and should occur after your campaign gains initial momentum. They are a great way to inspire your troops in the final weeks of the campaign and are a great way to get much needed media coverage as well as cash.

The event should raise money at the door, but always, always do a live "pitch" for funds. Find a charismatic speaker to do the pitch. Usually the fundraiser asks for the higher

donors to step forward and keeps plugging until dropping to the next level. Timing is everything. The conclusion of the pitch should be passing of donation containers through the crowd. Make sure you have containers (with lids is ideal) and good volunteers to work each aisle or area of the venue to maximize support.

Important: Major events can be major money losers; do not invest an extraordinary amount of time and money into these kinds of events unless you have the exhibited support to create a successful event. Don't be afraid to pull the plug if it looks like you won't gain anything out of the event (a dud of an event can backfire).

Public events, Tabling, Outreach, rallies, etc.

As a candidate, you will have the opportunity to address the public and members of your community at events throughout your campaign. Whenever you are speaking in public, make sure you have volunteers ready with clipboards and pre addressed remit envelopes to circulate among the crowd. All lists generated at events should be entered into the database for future fundraising and volunteer purposes.

Additionally, you will likely have a tabling operation for visibility and outreach (especially at large outdoor events). Always, always, have a donation jar and enthusiastic volunteers who are not afraid to ask folks for a donation. Buttons, stickers and other paraphernalia can generate a steady flow of petty cash for your campaign. Of course, you should have sign up sheets and voter registration materials as well.

In general, you should always carry remit envelopes and donor materials with you to all functions you attend. You never know when you might find a new supporter who forgot their checkbook.

Political Party Support:

Party committees may contribute funds directly to federal candidates, subject to contribution limits (usually \$5,000 per election). National and state party committees may make additional coordinated expenditures to candidates in general elections. State and local parties may also spend an unlimited amount on certain grassroots activities (like voter registration drives). Other direct political support from political parties, however, may be subject to certain limits.

Now you are ready to go out and raise some money for your campaign!

There are probably other methods of fundraising not mentioned here. Auctions, Raffles, Campaign ads with clip out coupons that request donations, etc. These are just a few ideas to get you started. Raising money is probably the hardest part of running for office,

but once you get the hang of it, it gets easier. And there are actually legions of people out there who enjoy this kind of work and can help you. So keep the faith and good luck!

By Susan King
San Francisco Green Party

Meet Your Future Constituents

Canvassing Guidelines

Whether to canvass alone or with a buddy is a matter of personal discretion, based on the comfort levels of the individual canvassers. No one is ever expected to canvass alone if they are uncomfortable doing so, but a canvasser's preference to work independently should also be respected. In towns or cities, canvassing in pairs by taking opposite sides of a street can be efficient for covering ground.

Supplies

The following materials should be taken along when canvassing:

- ~pamphlets
- ~maps of the streets to be covered
- ~voter list of the streets to be covered
- ~bumper stickers (about 5)
- ~campaign pins, magnets, etc. (about 5 of each)
- ~letter-sized clipboard
- ~campaign and Green Party sign-up sheets
- ~voter registration cards (10 or so)
- ~plastic sheet (or extra large clear ZipLock-type bag) in case of rain

Canvasser attire

The most important things to wear are a campaign button and a smile. Green is a nice color if it suits you.

Timing is Everything

5 p.m. to 9 p.m. is generally the best time to canvass on weekdays. Any earlier, no one is home from work. Any later, you start intruding on bedtime. Similarly, 4 - 8 p.m. on

the weekends catches the most people at home. Remember that there will be fewer people at home on gorgeous Saturday afternoons. Those might be times when it is more effective to canvass in places where people congregate, like beaches or shopping districts.

Practicing

Before going out alone, it may be helpful to do some role-playing with a veteran canvasser. Be sure to read through the campaign flyer before heading out, to have the salient points of the campaign at the front of your mind.

The Greens run to win!

All Green campaigns, no matter how small their chances may seem to be, are run for the sake of putting a Green in office. While spreading the message of the candidate's issues is an integral part of the campaign, it is important to establish in the public mind that the Greens are a serious political entity, with a legitimate chance of becoming a majority party.

Talking to residents

First stage: introduction. "Hi, I'm Sam I Am. I'm campaigning for So And So of the Green Party. So is concerned about the [environment, economy, ?] in our community. Some of the issues s/he is working on are [2 or 3 simply stated issues].
What are the issues you're concerned about in this election?"

Second stage: As appropriate, either respond to the person's concern with the candidate's position, mention that we're campaigning to win, mention that we believe in and are practicing grassroots democracy, or give an example of one of the candidate's positions, and ask how the person feels about that.

Third stage: Ask a few questions that will give you an idea of how the person will vote. It is important to get an accurate assessment, so word the questions so that "I disagree with that position" is a possible response. For example, ask "Do you think you'll vote for So And So? "What do you think of So And So as a candidate?... Do you think you would vote for him/her?"

Fourth stage (if the person appears supportive): Ask if this person would like to receive information from the local or state Green Party, and ask if they would be willing to help out with the campaign! Offer them the sign-up sheets as you say this, so they know it's easy to say yes.

Fifth: Make sure the person is registered to vote in the district. If not, leave a voter reg. form, and remind them (casually and if applicable in your state) that they can register as a Green. You can help them to understand how to fill out the card if you familiarize yourself with it in advance. Reassure the person that the optional phone number box is used only by the Registrar of Voters, and only if the form is illegible, so it's best for them to fill it in. If possible, keep the completed form so we can turn it in to the registrar ourselves. Add the new registrant to the voter list.

Finally, thank the person for their time!!! Remind them of the website and leave a pamphlet with them.

Objection to a position of the candidate

If someone has an objection to just one of the candidate's positions, you can say, "I personally don't agree with [insert a position here, or say "all the details"], either, but I'm going to vote for him/her. S/he is the only candidate who represents fundamental change. S/he is the best candidate overall."

Rating the voter

After you are out of sight of the house (so the person doesn't feel spied upon) give a rating next to the person's name on the voting list:

- 1 - strongly supports the candidate
- 2 - leaning toward the candidate
- 3 - undecided/ no clear indication given
- 4 - leans against the candidate
- 5 - strongly opposed

Keep the visit short

Ideally, only 2-5 minutes should be spent with any one person. If the conversation continues, feel free to say apologetically, "I have so many more houses to visit. I really need to get going now. I've enjoyed talking to you."

Take breaks, have fun

Don't work too hard. Take snack breaks to keep up your energy. Remember that every person you meet could become a friend; approach each new house with optimism. If your enthusiasm runs out, call it a day.

Be friendly, no matter what

The impression the canvasser gives will make a big difference in how people vote. Don't try to change anyone's mind by arguing; if someone rubs you the wrong way, keep the visit short and sweet, and write it off as a personal victory if you don't give them cause to feel unimpressed with you. We need to show people that we are as respectful of their positions as we hope they will be of ours, and we know that overall support will be high, so we can afford to let a few people unload.

Campaign survival

Every other week or so, you should get together with others from the campaign crew, just for fun. This is partly practical: the Green Party is a consensus-based organization, and functions best when everyone knows each other as a human being. But mostly, it's because your fellow Greens are likely to have a lot in common with you, and this life only happens once. Enjoy it!!

By Penny Teal
Green Party of Connecticut

—Other Great Resources—

Green Party of the United States - <http://www.gp-us.org>

Coordinated Campaign Committee Resource Page -
<http://www.gp-us.org/elections> (new and still under construction)

Independent Progressive Politics Network Campaign Manual, by Karen Kubby - <http://www.ippn.org/RTElectionManual.htm#A1>

Green Party of Texas - <http://www.txgreens.org>

San Francisco Green Party - <http://www.sfgreenparty.org>

US Greens Electoral History database- <http://www.greens.org/elections>