

Tennessee Democratic Party

2009-2011

COUNTY CHAIR MANUAL

Tennessee Democratic Party
223 Rosa L. Parks Avenue, North, Suite 200
Nashville, TN 37203
Telephone: (615) 327-9779
Fax: (615) 327-9759
www.tndp.org

Chip Forrester, Chairman
Elisa Parker, Vice-Chair
Gale Carson, Secretary
Matt Langley, Interim Treasurer

East Regional Vice-Chairs
Harold Woods
Sandra Perkinson

Middle Regional Vice-Chairs
David Harper
Brenda Ables

West Regional Vice-Chairs
Don Farmer
Diane Davis

April, 2009

May 2009

Dear County Chair:

I want to congratulate you on your recent election and thank you for your commitment to the Tennessee Democratic Party. The next two years will be a difficult challenge for us but I know you are up to the task ahead.

Your willingness to give your time and energy for the Tennessee Democratic Party is deeply appreciated, and we hope that this manual will serve as a resource for the hard work we all must do to **Take Back the House & Senate and win the Governor's race in 2010.**

This year and next are perhaps the two most important years in Tennessee Democratic politics, for unless we win back the State House, take back the State Senate and win the Governor's seat, Tennessee will indeed in be dark times with a Republican-controlled State Legislature during redistricting.

In addition to this manual, we will be conducting training workshops throughout the year to help you build your County Party's infrastructure and grassroots organization. Please know that the TNDP staff is available to consult with on any questions about implementing the procedures in this manual.

Finally, don't forget our new web site at <http://www.tndp.org> where you can find the latest news from your State and County Parties.

Again, please accept our many thanks for all you do for Democrats in Tennessee.

Warmest regards,

Chip Forrester
Chairman
Tennessee Democratic Party



TABLE OF CONTENTS

I.	Tennessee Democratic Party - Organization and Structure	4
II.	County Democratic Parties: Executive Committee	6
III.	Fundraising	14
IV.	Publicity	18
V.	Volunteers	24
VI.	Precinct Organization	27
VII.	Voter Registration	28
VIII.	Conclusion	34
IX.	Appendices	
	Appendix A: Helpful Rules of Order	
	Appendix B: Model County Bylaws	
	Appendix C: Fundraising Supplements	
	Appendix D: Messaging	
	Appendix E: Press Supplements	
	Appendix F: Volunteer and GOTV Supplements	



TENNESSEE DEMOCRATIC PARTY - ORGANIZATION AND STRUCTURE

The Tennessee Democratic Party (the TNDP, the State Party, the Party) is responsible for the following:

- Plans and conducts the Party's business meetings
- Communicates the Party's message
- Promotes the election of the Party candidates through grassroots organizing
- Works with state and local Party organizations, elected officials, candidates, and various constituencies

I. TENNESSEE DEMOCRATIC EXECUTIVE COMMITTEE

The governing body of the Tennessee Democratic Party is the Tennessee Democratic Executive Committee. As set forth in Chapter 13 of the 1984 Tennessee Election Laws, the Tennessee Democratic Executive Committee is composed of sixty-six members: one male and one female elected from each of the state's thirty-three state senatorial districts. Executive Committee members are elected for four-year terms and stand for election at the regular August primary election immediately before the election of the governor.

In the late eighties, the Tennessee Democratic Executive Committee voted to make the House and Senate Democratic Caucus Chairs ex-officio members. Chairman "Buck" Lewis ruled that ex-officio members had voting rights. In 1993, a Resolution was passed to recognize a representative of the Tennessee Young Democrats, the Federation of Democratic Women and the County Chairs Association as non-voting ex-officio members. These three ex-officio members were granted voting rights in 1999.

The purpose of the Tennessee Democratic Executive Committee is to promote the ideals and principles of the Democratic Party and to aid in the election of Democratic nominees. The responsibilities of the



Executive Committee are, but not limited to:

- deciding when and if to have conventions;
- establishing the procedure for the selection of members of the Democratic National Committee;
- establishing the procedure for selecting delegates to the Democratic National Convention;
- establishing the procedures and rules for the organizing and functioning of County Democratic Executive Committees;
- operating a state Party headquarters;

II. DEMOCRATIC NATIONAL COMMITTEE

Under the Democratic National Committee rules, Tennessee is allocated four Democratic National Committee Members. National Party rules also specify the highest ranking elected male and the highest ranking elected female of the state's Democratic Party are automatic members of the DNC. For Tennessee, these are the State Party Chair Chip Forrester and Vice-Chair Elisa Parker. Other members of Tennessee's Democratic National Committee, who will serve until the close of the 2012 Democratic National Convention, are:

Gayle Carson
Will Cheek
Bill Owen

Tennessee's DNC members are elected to serve four-year terms by the Tennessee Democratic Executive Committee. Their elections are held in accordance with National Party Rules that call for elections to be held during the calendar year in which a Democratic National Convention is held.

As full voting members of the Democratic National Committee, Tennessee's DNC members are expected to represent our state on all matters, which come before the Committee. The responsibilities of the National Committee include, but are not limited to:



- electing the National Party Chair and all other national Party officers;
- issuing the Call to the National Convention;
- conducting the Party's Presidential campaign;
- formulating and disseminating statements of Party policy;
- setting the DNC's budgets and conducting all other business in order to carry out the objectives of the Democratic Party.

III. COUNTY DEMOCRATIC PARTIES: EXECUTIVE COMMITTEE

To many voters, the Democratic Party is personified by the local County Democratic Parties. An active county Democratic organization can be the primary reason that many people will choose to become involved in our Party. A well-structured and active county Party empowers individuals to participate in politics. Whether an individual's interest is volunteering as little as one hour a week or twenty hours a week, a successful county Party is one that encourages and welcomes participation at all levels and abilities.

The following is a discussion of the ideal county Democratic Party organization and structure. The ideas should be taken as suggestions and amended to fit the particular circumstances of your county's traditions and politics. As stated earlier, the purpose of the Democratic Party is to elect Democrats. The challenge before County Committees is to structure and institutionalize a Party that will complement our primary task of electing Democrats. Fundamental to our organizational objectives are party structure, fundraising, publicity, volunteer recruitment, precinct organization, voter registration, and get-out-the vote.

Careful attention to these areas will enhance greatly the effectiveness of our county Parties. Please review the following information and compare the suggestions with the way your county Party currently functions.



a. ORGANIZATION

Under state and national Party rules, all residents of a county or state are eligible to become members of the Democratic Party regardless of race, creed, age or sex. The governing body of the county Party is the Executive Committee. The officers of the Executive Committee are the Chair, Vice-Chair, Secretary and Treasurer. (Some counties may have more officers than these four.)

A resolution calling for Reorganization of county Parties to take place during the first full week of April, of odd numbered years, was recommended by the County Development Committee and adopted by the Tennessee Democratic Executive Committee in September 2000. The purpose of the County Conventions is to elect Executive Committee members and officers. The counties also are asked to either adopt or readopt bylaws at that time. The County Development Committee and the Bylaws Committee of the Tennessee Democratic Executive Committee has approved a model set of bylaws, which is included in the Appendix of this manual. These model bylaws are not intended to be your County Party's exclusive bylaws - they are meant simply to provide a model.

b. OFFICERS

The County Chair, Vice-Chair, Secretary and Treasurer form the core of the County Executive Committee. They should work in concert to complement one other's talents and abilities. In order to maximize their success as officers, it is helpful to outline broadly the duties and responsibilities of the offices.

i. Chair

The Chair generally is responsible for all activities and committees of the Party. He/she should be knowledgeable of the proper method of conducting meetings (Please see **Appendix A, "Rules of Order"**), and the proper time to hold them. The Chair also is responsible for calling into the



County Chair's Conference Call on a regular basis or appointing one of the Vice-Chairs to take his or her place. Please note that Parliamentary Procedure MUST be followed on these calls to make them as efficient and applicable to everyone as possible. **Please see APPENDIX A, "Helpful Rules of Order," for the expected procedures and protocol.**

Other suggested duties for the Chair are:

1. **Party Spokesperson:** The County Chair is the chief spokesperson for the Democratic Party in the county. The Chair should be knowledgeable of issues and candidates and be able to discuss them before groups and with the press. Newly elected chairs should "make the rounds" with the local media to introduce themselves and to establish accessibility. Please see **Section IV, Publicity**, for additional information on interacting with the media.
2. **Network:** The County Chair should establish a county-wide network of individuals who will help to keep track of Republican activities such as voter registration and other campaign programs. The state Party should be notified of unusual activities or newly announced programs.
3. **Liaison:** The County Chair should serve as a liaison with the state Party, elected officials and the county Party. The County Chair should add events such as County Party meetings, functions, fundraisers, etc. to the calendar on the TNDP website's event page at <http://www.tndp.org/events>.
4. **Candidate Recruitment:** The County Chair should recruit qualified candidates and encourage them to seek office and obtain candidate training from the TNDP. The Chair should also notify the state Party of all potential candidates.
5. **Planning:** The County Chair should make sure that all county Party events are well-planned and attended. An active party will meet often and generate support for our Democratic message.
6. **Fundraising:** The County Chair should assist the treasurer with all fundraising programs and events.



The chair and treasurer should work together to write a budget and finance plan, set goals for candidate contributions and for the county party organization. Please see **Section III, Fundraising**, for additional information.

ii. Vice-Chair

The Vice-Chair assumes the duties of Chair in his/her absence and assists the Chair in all duties. Some local parties choose to have more than one Vice-Chair. Other suggested duties for the Vice-Chair are:

1. **Constituent Group Recruitment:** The Vice-Chair should organize and coordinate activities with College Democrats, Democratic Women, High School Democrats, senior citizens, business community leaders, community organizer groups, Labor Unions, teachers, nurses, churches and other groups to encourage their participation within the county and state Party. The Vice-Chair should make a list of Progressive Constituent Groups in the area along with essential contact information, including the main contact person's name, address, telephone number, email address, and the group's website. Keep one copy of this for your County Party (recommended format: Microsoft Excel) and send another to the TNDP at field@tndp.org.
2. **Fundraising:** The Vice-Chair should assist the Chair and Treasurer in the planning and implementation of all fundraising activities.
3. **Program/Special Projects Chair:** The Vice-Chair can further assist the Chair by heading up special programs, projects, or events.
4. **Volunteer Recruitment:** The Vice-Chair may serve as the volunteer recruiter. Volunteer lists may be distributed to candidates and used for invitations to Party functions. The Vice-Chair also may head the Communication Committee to ensure good



attendance at all meetings and functions. The Vice-Chair should either be responsible for recruiting Precinct Captains or identify someone to do so. Please see **Section V, Volunteers**, for additional information on volunteer recruitment and training.

iii. Secretary

A well-organized Secretary will make the difference in the perception and success of the County Democratic Party. No organization can function effectively without well-kept records and lists. Good records should be kept and well-circulated. The traditional duty of the Secretary is keeping the minutes of the meetings. The minutes should be typed concisely into a word processing program and emailed promptly to all members. However, an effective secretary may also be responsible for the following duties:

1. **Website Editor:** Each County Party should have an online presence, whether through an independent County website or as a group on the TNDP's website (<http://www.tndp.org>). Some parties find it more cost-effective simply to create a group on the TNDP website. To do so, go to <http://www.tndp.org/groups> and click on "Add Group." (Note: please first confirm that your County does not already have a group on the site before creating a new one.) Your County's group will provide its members with immediate accessibility to event dates, locations, and times. It also will be a place where County Party members may interact with one another and discuss topics of local and state interest.
The secretary also should encourage all County Party members to join the TNDP's online community/website at <http://www.tndp.org>.
2. **Newsletter Editor:** The Secretary is in charge of soliciting ideas and writing a newsletter concerning issues of interest to both the Local and State Party. The newsletter also may contain the minutes from



Party meetings, candidate news, and other pertinent information. The newsletter may include a “Special Guest Section” authored by elected officials or a regular report from the Chair or another office. Its main function is keeping the County Democratic Party members informed and connected with the Party itself. The newsletter may be in electronic or print format. Please email a copy of the electronic newsletter to field@tndp.org or mail a copy to the TNDP so we are aware of your County Party’s activities and accomplishments.

3. **List Development:** Up-to-date, accurate membership and email/ mailing lists are essential for effective County Party communications. All lists of Officers, Executive Committee Members, Precinct Captains, and Volunteers should be sent to the state Party and updated on an annual basis no later than June 30. The list should include current zip codes, telephone numbers, and email addresses. It is very important to keep the TNDP informed of any changes in the officers or Executive Committee. Another extremely important list that should be sent regularly to the state Party is lists of attendees at all county Party functions. **A sign-in sheet should be used at all Party functions with spaces for recording name, address, zip code, telephone number(s) and E-Mail address information on each attendee.** One list should be kept for the County Party’s records, and a duplicate list should be emailed to field@tndp.org. These names and contact information will be essential for building an effective grassroots organization. Never miss an opportunity to collect the names, email addresses, and phone numbers of your attendees!

iv. Treasurer

A County Party’s finances will define, to a large extent, its potential impact and outreach. A financially secure Party is



dependent upon how aggressive and well-organized the Treasurer is in his/her duties. Besides keeping a thorough ledger including receipts and disbursements, the Treasurer is responsible for submitting an annual budget and a fundraising plan every year. Please see **Section III, Fundraising**, for information on creating a fundraising plan. Other suggested areas for the Treasurer to consider are as follows:

1. **Finance Committee:** The Treasurer may head the Finance Committee, whose purpose is to assist in the development and implementation of the budget and finance plan. The committee also serves as a core planning group for all fundraising functions sponsored by the County Party.
2. **Membership Development:** The Treasurer may devise and implement a membership program for the County committee. Though a County Party cannot charge "dues", but a county Party the Treasurer may request a donation to cover expenses for the mailings of meeting notices, newsletters, online services, etc.
3. **Campaign Financial Disclosure:** County political parties are generally subject to the state Campaign Financial Disclosure Act (T.C.A. 2-10-101, et. seq.) Certain exceptions, however, apply to county executive committees and primary boards when they are performing the duties imposed upon them by law (T.A.C. 22-10-102(3)(F). See also T.C.A. 2-10-107(a)(1). County party officers should consult with counsel regarding what receipts and expenditures must be disclosed.

In addition, the TNDP's Compliance Officer has created a Compliance Manual for each County Party to assist in fulfilling the legal requirements. If you have not yet received a copy of the Compliance Manual, please contact the TNDP office immediately to have one sent to you.

The Law reads:



“For a county executive committee that has annual receipts and expenditures of less than ten thousand dollars (\$10,000), receipts and expenditures, including a reasonable amount for rent, by a state or county executive committee or primary board when performing the duties imposed upon them by law; provided, that such receipts and expenditures are segregated from and maintained in a fund separate and apart from any funds used by the party as a political campaign committee, it being the legislative intent that if no separate fund is maintained, all receipts and expenditures of the committee or board shall be subject to the disclosure provisions of this part.”

Authority: T.C.A. 2-10-102(3)(F)

It is imperative that County Parties recognize their responsibility to make proper financial disclosures. Any county Party receiving contributions or making expenditures totaling more than two hundred fifty dollars (\$250) in a calendar year to support or oppose any state or local candidate for public office or measure in a referendum is considered to be a Political Campaign Committee and is required to report to the local county Election Commission and the Registry of Election Finance. Your local county Election Commission, State Party headquarters, and/or the Registry of Election Finance all are available to help with any questions you need answered. The Tennessee Registry of Election Finance is located at: 404 James Robertson Parkway, Suite 1614, Nashville, TN 37423. The phone number is: (615) 741-7959.

The penalties are severe and you have a very short period of time to file a written request for reconsideration of the issuance of a civil penalty assessment order. If you run into trouble, the trouble



will not go away. Please seek help immediately.

v. The Executive Committee As A Whole

The officers should work hard to keep all Executive Committee members informed of the Party's business and make them a part of the decision-making process. The creation and functions of several committees have been suggested in the discussion of each Officer's duties. The first group that should be encouraged to serve as committee members is Executive Committee members. The Executive Committee should be viewed as the implementers of the Party's programs.

Communication and delegation are key to the success of each County Party. Divide the list of Executive Committee members among officers and email and/or telephone them regularly. Rotate the lists so that no Officer seeks the same committee member's help repetitively. Assign tasks according to the committee member's abilities and motivation. Once an assignment is made, keep in touch with the person and offer assistance when it is wanted or needed. Express appreciation and provide recognition and rewards when a job is done well.

Finally, all Officers should be accessible to one another as well as their committee members. Consult not only your fellow officers, but also your committee. Make certain everyone is kept "in the loop."

III. FUNDRAISING

Fundraising is one of the most difficult, least-liked and the most essential tasks of any Party organization - yet is the most rewarding! No one likes to ask for money, but remembering a few simple principles



will make it more manageable and enjoyable. Remember – our efforts to elect Democrats depend primarily upon your ability to raise funds!

The rewards from a well-organized fundraising program can be a real boost in strengthening your County Party. A quality fundraising program utilizes volunteers, identifies new Democrats, increases visibility, creates candidate interest, and builds unity. The key to successful fundraising is creating a budget and finance plan and not being afraid to ask for what you need.

a. WRITING A BUDGET

A budget provides the county Party with a plan for how much it expects to raise and spend based upon its resources and obligations. The simple approach to writing a budget is to look at last year's receipts and disbursements and make adjustments accordingly.

Budgeting can also be viewed as goal setting. From a Party's standpoint, determine how many dollars your Party will need to spend to carry your county for our Democratic nominees and then raise the money necessary for your projected expenditures.

Election-year expenditures can be broken down into the following categories:

- County Party Headquarters
- Communications: telephone(s) and Internet access
- Equipment and Supplies (computers, printers, copiers, furniture, paper, etc.)
- Printing (fliers, bumper stickers, yard signs, stationary)
- Media (radio, billboards, television, etc.)
- Miscellaneous (refreshments, other expenses)
- Contributions to candidates

Your County Party may not have been involved in all these activities in past years. You may decide to expand your campaign activities. Now is the time to plan ahead and see how much it will cost to increase your campaign services program. If you were previously involved in some of these activities, you can



use your expenditures as a rough guide in setting a budget for next year. Remember that many of the items listed above may be given as an in-kind donation.

b. FUNDRAISING PLAN

- a. Now that you have a budget, it's time to create a plan to meet the funding goals. Create a projected timeline to meet the goals with benchmarks. For example, if your projected County Party budget is \$36,000, you might set up benchmarks each month with a particular goal amount for each month (e.g., \$3,000/month for 12 months). Write under each benchmark the method by which you will achieve your desired goal (face-to-face fundraising, call time, or events). Put the fundraising plan in a high-visibility area where you can mark off each time you reach a benchmark. Periodically check to see if you're meeting your target goals/benchmarks for the week or month. If not, make adjustments to your plan in order to meet the goals. Remember, the fundraising plan is a living document that changes as necessary.
- b. Create a list of potential donors. Pull donor lists from previous years and divide them into high, medium, and low donor categories. Then expand your donor base outward by making a list of people in your circle who might be willing to donate to the County Party. Have your Executive Committee Members do this as well, making sure they record the contact information, their relationship to each person, and any other issues or concerns that might be addressed by the County Party.
- c. Types of Fundraising:
 - i. **Face-to-face:** Visiting donors takes a very high time commitment, but it pays off with a 50-70% response rate. This method is most effective with your high donors – it is low cost, high response.
 - ii. **Call Time:** Personal conversations on the telephone require a high time commitment but tend to pay off with a 30-50% response. When preparing for call time, it is best to set aside a block of time in a comfortable location with minimal distractions. Plan



to reward yourself with something after call time is over (a jog, reading, fishing, etc.) to provide an incentive for getting through the calls quickly and efficiently. Call time is best used on medium to high donors.

- a. Make a call sheet for each potential donor with contact information, background information on the donor (for a point of connection and to record the issues that are important to that person), and an estimate of how much you reasonably can ask the donor to contribute. Please see **APPENDIX B, “Call Sheet,”** for a sample call sheet. Each conversation should include some sort of personal connection to the donor and should last no longer than 5 minutes. When it comes to the ASK, make sure it includes the 5 Cs: Connect, Context, Commit, Catapult, and Confirm (see **APPENDIX B, “The Ask”**).
- b. Make sure you record each call attempt, its outcome, the amount pledged, and the date received. After your call time is over, record the hours called, calls completed, and the overall outcomes on a Call Tracking Sheet (see **APPENDIX B, “Sample Call Tracking Sheet”**). Periodically check your Call Tracking Sheet to make sure that you’re meeting your target goals/benchmarks for the week or month.
- iii. **Events:** Be careful with events. If not well-planned, they can waste time and deplete your County Party’s coffers. The larger the event, the more potential it has to cost more than it’s worth. Always plan with an eye toward the bottom line. Have as many big-ticket items (location, tents, catering, etc.) in-kind by sponsors.
The first part of planning an event is writing an event budget. Form a host committee for your event. Ask members of the committee to contribute in advance



of the event to cover the cost. They also can make an in-kind donation of supplies or services needed for the event. Events can target any donor level. House parties tend to reach donors while still keeping costs low. High-level donors prefer smaller, more intimate vents where they can express their concerns directly to the County or State Party Chair.

Event Suggestions:

- Dinners, BBQs, Bean/Chili Suppers
- Pancake Suppers
- Golf Tournaments
- Theater Party
- Concerts
- Dinner Cruises
- Karaoke Challenge
- Membership Cards
- Selling County Party or Political Memorabilia, (buttons, bumper stickers, license plates, jewelry, t-shirts, etc.)
- Auctions - services and/or products, (all donated, of course!
- 5K, 10K Races, Walks, etc.
- Door-to-Door Solicitation

IV. PUBLICITY

Below is a discussion of how to organize your publicity program, how to write press releases, who to contact in the press, and suggestions on writing a Letter to the Editor. Whatever you do, remain on the offense as much as possible and stay positive with your message.

a. MESSAGING

Every County Party needs to figure out its message and how it fits in with the larger TNDP message. Once you find your County Party's message, repeat it. The only messages that get through are those



which stick to the criteria below and are constantly present in the lives of the people. We have allowed the GOP to define our County and State parties for far too long – it is time that we drive our own message and make sure it is present in front of the voters at all times.

When someone deliberately attempts to force you to stray from the message by coming in with their own angle or agenda, use the **PIVOT**. The **PIVOT** ties the answer to any question back into the message of the party. For example, if someone asks for your opinion on the “guns in bars” legislation, you can respond, “While I’m a big fan of the Second Amendment, the thing that scares people most in this community is losing their jobs.”

Good messages are characterized by the following qualities:

- a. **CONCISE** – They get directly to the point and are not complicated. When in doubt, remember KISS (Keep It Simple Stupid!). The ideal message format is **27-9-3**: you have **27 words** in **9 seconds** using *no more than 3 quick points*. This method forces you to use clear, concise language and allows for easy repetition.
- b. **CLEAR** – They use stark language that leaves no doubt about whose side you’re on. This is best done when you base your message on the values in your County and State.
- c. **CONSISTENT** – Repeat, Repeat, Repeat. Having multiple messages is confusing and dilutes your ability to reach the people. Consistency and repetition reinforce the message. Consistency and repetition reinforce the message. Got it?
- d. **CONVINCING** – Never, ever lie. Any short-term advantage gained by deception is not worth the loss of credibility that occurs when caught in a lie. A good message is more than simply truthful, though – it must be relevant to the people hearing it.
- e. **CONTRASTIVE** -- Your job is to draw a favorable distinction between you and the opposing party/party’s candidate. People cannot decide if the alternatives are unclear or unimportant to them. Again, contrast your values – why Democrats in your area **support** or **oppose** a particular issue. This is more important than simply taking a stance on the issue.

Please see **Appendix C, “The Message Box”** and **“How to Use the Message Box”** for additional information.



b. GENERAL INFORMATION ABOUT THE PRESS

- a. Get to know your newspaper reporters and editors. Contact the news directors at the radio station. Build a file of press contacts and send your Press Advisories and Releases directly to them. Send an electronic copy of the compiled media list for your County (including the media outlet name, contact name, telephone number, and email address) to field@tndp.org.
- b. Be accessible to the press. Answer their questions as truthfully as possible. Again, **DO NOT LIE**. If you cannot answer a question, simply respond "no comment."
- c. When you contact a media outlet to pitch a story, send them the release early in the morning (around 8-10 am) and then follow it up with a phone call. During the call give a little background around the release, hit the main points, and then thank the reporter for his or her time.
- d. Remember, **there is no such thing as "off the record."** The reporter may still take the information you've given and run with it or attribute it to an "anonymous source." Assume you and everyone else are always on the record.
- e. Be sure to give each newspaper, radio station and television ample advance notice on your events. **Note the deadlines for each newspaper and station.** Deadlines for stories differ between weekly and daily newspapers as well as with radio and television. Remember that there are no exceptions for deadlines.
- f. In smaller Counties, some newspapers will not run news stories without an ad buy. You may want to do this at the beginning of the year or to promote special events to give you leverage with the paper. Remember not to send an ad buy and a Press Advisory/Release at the same time, as it sends the wrong signal.
- g. Many weekly or smaller newspapers do not have enough staff reporters to cover every political function. Be helpful. Provide the newspaper with a story that you have written. If the speaker has a written speech, ask for a few quotes for a news story. Otherwise, ask the speaker for a few highlights after the speech. Be accurate. The paper is not obligated to run the story. A well-written and balanced story will net more consideration.



- h. Most radio and television stations have community calendars. This is a good place for advance or free publicity.
- i. The Federal Communications Commission, which licenses radio and television, requires all stations to offer public service programs and announcements. Find out the schedule for these in your county. Suggest programs and topics for discussion. When Democratic officials visit your county, try to coordinate their visit with a guest appearance.

c. NEWS ADVISORIES AND PRESS RELEASES

A **News Advisory** serves as a notice to the media for an event. A **Press Release** is a news story put out from the perspective of the County party itself - the story the way you want to see it published. They are put out to assist the reporter with writing the story by providing facts and a point of reference. Ideally, the release will be so well-written that the outlet will take it and paste portions directly into the story. To increase the likelihood of this occurring, the release must be carefully written and formatted correctly. Please see **Appendix D, "Sample News Advisory" and "Sample Press Release"** for examples of each.

- a. A **News Advisory** is a brief, simple document stating the facts. It has the information necessary for the reporter to get to the event and a brief blurb to hook the reporter. It lists, what, when, where, and who. The advisory will note any photo and interview opportunities for the media. The organization, send date, contact info, and "NEWS ADVISORY" are clearly marked at the top. The News Advisory ends with a centered series of pound signs. ###, that signify the end. Advisories are sent out a few days to a week before the event and the morning of the event.
- b. A **Press Release** is written during or after the event and is what they get for coming. It is written in past tense and helps the reporter remember your version of the event and its outcome. It goes out to all the media outlets that did not show up for your event and allows them to cover the event in their absence. Keep the Press Release short - they almost never exceed two pages. As with all communications, your press release will include your message. The words "FOR IMMEDIATE RELEASE" should be in the upper left corner and your contact information (name, phone numbers, and email



address) in the upper right corner. The release is written like a story and starts with a headline. The lead paragraph should include a “hook” (something catchy or interesting) in the first line and should include all the basic facts – who, what, when, where, and why. The next couple of paragraphs will have a quote and further explanation, followed by supporting evidence/material, and possibly other quotes. The Press Release ends with a centered series of pound signs. ###, that signify the end. Factual references should always be cited.

- c. **ALWAYS** check for spelling, typos, punctuation, and so on. Most word processing programs have spell check and grammar check functions – use them. In the rush to push out a story, these simple things often are overlooked. Make sure another person reads your Press Advisories and Releases **before** they go out. Remember, your County Party will be judged by the professionalism of your Advisory or Release.

d. **LETTERS TO THE EDITOR**

Having Letters to the Editor published is an effective tool for media coverage of a County Party. The Letters to the Editor section of the paper is widely read and reacted to, and it is relatively easy to break into. Anyone can write to the paper and, given a good letter, anyone can get published. Here are a few hints for writing a good letter and getting it published:

- a. Get to know your paper. Each paper has its own rules regarding length of submission, timeliness, and exclusivity. Find out what they are.
- b. Remember that both quantity AND quality count – an issue becomes hot if many people suddenly write into the paper about it, but your paper will not publish poorly-written matters.
- c. Consider creating a **Rapid Response Committee (RRC)** that will write letters either in support of or in opposition to articles in the paper or actions taken by the TNGOP. There are two main components of the RRC:
 - i. **The Writers** – this team writes several clever letters on short notice. They draft the framework (or form) of the letters and distribute them to the other part of the committee, the Submitters.
 - ii. **The Submitters** – this team receives the letters and modifies/personalizes them. The personalization is



extremely important – the paper will not publish obvious form letters. This second team is much larger and can encompass your entire volunteer base. Three people can flood a paper by spending a few minutes drafting Letters to the Editor and finding 12-15 submitters.

- d. Also consider creating a **Pro-Active Letter to the Editor Committee** – this team sets the tone on the editorial page by seeding it with letters friendly to Democratic ideas and principles or local candidates.
- e. Make sure you include the following qualities that will help get your letter published:
 1. **Reactionary** – Newspapers like to print letter which react to or reference stories they recently ran. An explicit reference to a previous story often is posted at the beginning of the letter.
 2. **Timely** – Letters to the Editor referencing a story are best submitted within three days of that story’s printing.
 3. **Concise** – Papers can only print so many letters and prefer to print those that fit nicely into their limited space. Get to know the paper’s word count (usually 250-300) and undershoot it by 50 or more every time. Focus on ONE issue.
 4. **Localized and Personalized** – Letters to the Editor are the most personalized part o the paper. Even national issues should be approached with a local angle. Use personal pronouns (I, my) and local place names. A personal story will always trump a list of facts.
 5. **Grammar and Tone** – Proofread even the shortest letters. Avoid personal attacks.
 6. **Smart and Witty** – Citing a fact or two does add credibility, and stating that fact in a clever way increases the likelihood of publication.
 7. **Contact Information** – most papers require verification of the letter’s author before printing.
 8. **Follow Up** – Another way to impact your chances of getting published is to follow up after submitting your letter. Ask if they have received it and will publish it.

e. ONLINE MEDIA

The Internet is another way to get your story out to the public. A key distinction between online media and offline is that with offline media, viewers and listeners tune in to listen. Online media must



actively be sought and so the exposure is more limited. Your County Party can maintain its own blog (short for web log, or series of short articles) to develop a community of online activists. Your blog is coming from your County Party's perspective, so let it shine through. There's no use pretending that it is objective reporting. Your blog should be exciting and have personality and candor (while staying on message). One of the best ways to keep people coming back is to update it several times a day (or week, if your County is smaller and has less to comment on). If you need assistance in creating a County Party blog, please contact the TNDP.

You also can get your story out on local blogs such as KnoxViews, Vibinc, Southern Beale, etc. Make a list of the bloggers (those who write the blogs) in your area and their contact information and be sure to include them when sending out News Advisories and Press Releases. If the bloggers choose to cover the story, you will get a much more personal account of the event or issue than with the offline press

V. VOLUNTEERS

An active volunteer organization is one of the most important elements of any successful Democratic endeavor. We saw this most recently in Barack Obama's Presidential Campaign. Volunteers are the implementers of our plans, and the best campaign plans are only as good as the Democrats who will carry them out. Though we may not have the funding of the GOP, we have something much more valuable – grassroots volunteers. In fact, it is estimated that one volunteer hour is worth \$35-55/hour. Thus, they are one of your most valuable, yet often under-utilized, resources. Our electoral success is based on the hard work and determination of dedicated Tennessee Democrats who volunteer their time and talents to ensure the success of our candidates.

a. VOLUNTEER MANAGEMENT

Because of the mobility of our society and the ever-increasing demands on everyone's time, it is imperative that we take a more carefully planned approach to volunteer involvement and recruitment. What if we treated each volunteer as a potential donor? Think about it – if each volunteer's time is worth approximately \$50/hour and he or she volunteers for 3 hours, that's a \$150 donation every time the volunteer reports for work! Thus, it



is important to have someone within your Executive Committee serve as the **Volunteer Coordinator** to make sure that the volunteer hours are utilized most effectively. The worst thing that can happen is to have no one coordinating the volunteers, gauging their talents and plugging them in, and asking them to come back. A successful **Volunteer Coordinator** has a great attitude, is a people-person and a great listener, can read people and gauge their talents, is not afraid to ask a volunteer to come in and work or come back to work again, and is organized. He or she will:

- i. Greet the volunteers and connect with them, finding out what let them to volunteer for the Party
- ii. Carefully select volunteers, matching their time, abilities, and level of interest with the tasks. If a person can only volunteer one hour a week, provide them with one hour's work. Utilize special skills a volunteer has such as computers, typing, or communications.
- iii. Create a volunteer schedule
- iv. Clearly explain the nature of the project. Show volunteers how their involvement helps in the county's campaign plan.
- v. Provide sufficient help, expertise, and materials for the volunteers to accomplish their task. Consider the compatibility of those involved.
- vi. Match realistic goals with reasonable deadlines.
- vii. Provide volunteers with enough latitude to instill a sense of accomplishment
- viii. Provide regular feedback
- ix. Recognize a job well done. Consideration and sincere appreciation goes a long way. Say "Thank you" often.

b. **VOLUNTEER RECRUITMENT**

The Volunteer Coordinator must actively recruit volunteers from the County Party. Every Democratic meeting is a recruiting opportunity for volunteers. Sign-in sheets should be well placed at every Democratic Party function. Please see **Appendix E, "Sign-In Sheet" for a sample sheet**. Phone numbers and email addresses should be captured on the sign-in sheets and transferred to a database. Once a volunteer is identified, have him or her fill out a volunteer form. Please see **Appendix E, "Volunteer Sign-Up Form."**

- a. When recruiting volunteers, the most important thing is your ASK. A successful volunteer ASK has five components:



- i. **CONNECT** – Get your foot in the door with the volunteer. Make sure you introduce yourself, the organization you’re with, and ask how the person is doing
 - ii. **CONTEXT** – Tell the potential volunteer why you are calling and why you need him or her. Let them know the exact situation (a close race, impending smear campaign, upcoming event, etc.) and why it would be worthwhile for them to volunteer
 - iii. **COMMIT** – Be concise and straightforward, asking the potential volunteer to commit to something specific (e.g., “Next weekend we are having a volunteer canvass on First Street at 10:00 am. We need canvassers to work one 2.5 hour shift and we are asking that each brings a friend. Can we count on you?”). Then...PAUSE. Put the ball in their court. Two to three seconds of silence will often get you a commitment, for it shows that the person is thinking about it.
 - iv. **CATAPULT** – Be excited about the answer and give them a stake in your event: “We’re having pizza after the canvass – what toppings would you like?” or “John lives near you – would you please pick him up on your way to the canvass?” Catapults get volunteers over the wall they inevitably hit the night before the event – it makes them feel that there’s something at stake in them showing up (i.e., leftover pizza or John not being able to get there without you).
 - v. **CONFIRM** – Start from the premise of commitment and give them zero opportunity to tell you “no” (e.g., “Can I count on you for the canvass? I can? Great – and don’t forget to bring your appetite/pick up John!”)
- b. In addition, the coordinator also seeks volunteers from local groups, including:
- i. Issue Groups – Unions, Social Justice, Environmental, Trial Lawyers, Demographic-based groups (minorities, women, age, etc.).
 - ii. Friends and Family
 - iii. Churches
 - iv. Colleges, including the local President of the College’s Democratic Club
 - v. High School students
 - vi. Volunteer Groups



- vii. Area Democratic Clubs
- viii. People tagged in VAN as volunteers
- ix. Social Networks (Facebook, Myspace, Twitter, etc.)
- x. Donors who write low-dollar checks

e. VOLUNTEER PROGRAMS

- a. **Fundraising:** As discussed earlier, the treasurer will need an active and supportive committee to see that the fundraising plan is successful. Treasurers from auxiliary Democratic organizations and other related groups should be asked to serve on the County Party's Finance Committee
- b. **Publicity:** Volunteers will be needed for phone committees for upcoming events, and authors are needed for letters to the editor, writers are needed for press releases, and energetic people are needed for visibility. Volunteers may also be utilized to email web links of stories to the State Party Headquarters.
- c. **Staffing Campaign Headquarters:** A central group of volunteers is needed to keep the headquarters open and functioning. As you know, an effective campaign headquarters needs to be open as much as possible. This is a time-consuming task that requires several dedicated volunteers.
- d. **Get-Out-the-Vote (GOTV):** An effective get-out-the-vote program is essential to a winning campaign. The county Party can play a crucial role in the success of a campaign by mobilizing volunteers to turn out the vote on Election Day. Volunteers are needed for door-to-door canvassing, phone banks and transportation to the polls.

VI. PRECINCT ORGANIZATION

A strong precinct organization will greatly boost a Party's ability to deliver crucial campaign services such as canvassing, phone banking, voter registration, and get-out-the-vote.

Earlier, it was suggested that the vice-chair be placed in charge of precinct captain recruitment. The vice-chair should ask all Executive Committee members to submit names for precinct captains within their districts. The county chair must confirm all appointments of precinct



captains. At minimum, it is suggested that all precincts with an average Democratic performance of 50% have a precinct captain appointed by the county chair. The precinct captain is the primary resource for information on his/her precinct. The primary role of the precinct captain is to build voter history on the precinct. Access to VAN/Votebuilder will greatly simplify this task. If your County Party does not yet have VAN access, please go to <http://votebuilder.tndp.org> to request access. If you need VAN training, please email field@tndp.org and request it.

Pertinent voter information includes:

- a. **Registered voter lists:** Are registered voters in the precinct likely Democrats? Have they voted in recent Democratic primaries?
- b. **Democratic/registered voter lists:** If they have voted Democratic in recent elections: Are they potential volunteers? Would they put up a yard sign?
- c. **Get-out-the-vote:** Who needs transportation for early voting? Who needs special transportation on Election Day? As you can see, the precinct captain can become the chief source on electoral history. The campaign committee can compile a data booklet based on information provided by precinct captains. Any time a campaign needs a literature drop or is canvassing, the precinct captain can be notified to recruit volunteers and provide directions and pertinent information. By organizing on the precinct level, Democrats are maximizing our grassroots potential.

VII. VOTER REGISTRATION

Voter registration is one of the most significant tasks of each County Party. A voter registration drive will strengthen and expand the Party's voting base and increase our candidates' chances of winning in general elections.

On the local level, the voter registration drive will increase the margin of victory, help increase awareness of Democratic nominees and issues in the precinct, and give you an accurate target group for get-out-the-vote activities in the early voting period and on Election Day.

In 1993 Congress passed the National Voter Registration Act (NVRA). NVRA requires states to provide outreach services through the driver's



license, public assistance and disability agencies, and through mail-in registration. This act also ends long-standing practices of purging voters for not voting and calls for a uniform system of updating registration. You can acquire the names of these newly registered voters from your election commission office. It is absolutely necessary to follow-up with new registrants in order to provide them with information about polling place location, time and dates for voting, and candidate materials. Since voting is a learned behavior, turnout among new registrants is traditionally lower than average unless there is an effective voter education effort following your voter registration campaign or receiving the list from your election commission office.

Each county in Tennessee has an election commission office, with a designated "Administrator of Elections" (a recent title change, they were formerly called - "Registrar"), governed by the State Election Commission. The State Election Commission and the State Registry of Election Finance are attached to the Department of State for administrative matters relating to receipts, disbursements, expense accounts, budgets, audits and other related items.

The State Election Commission office is located in the James K. Polk Bldg., Suite 500, Nashville, TN 37243-0309. Brooke K. Thompson is the Coordinator; Elizabeth (Beth) Henry-Robertson, is the Assistant Coordinator. The office phone number is (615) 741-7956.

For online voter registration forms, voter lookup, and other necessary voting-related information, please visit <http://www.state.tn.us/sos/election>.

VIII. TENNESSEE REGISTRATION LAWS AND PROCEDURES

Tennessee voter registration laws are summarized below. Further information can be obtained by referring to the state election law or by contacting your county election commission.

A person may register in person or by mail. For registration by mail, a voter application form may be acquired, filled out and mailed back to the election commission office in the county where the person is eligible to vote.

Applications are available (for voter registration drives) to individuals,



organizations, and businesses in reasonable amounts. No fee can be charged for voter application form

To be eligible to register, a person must be 18 years old by the time of the next election and a citizen of the United States. Additionally, he/she must not have been convicted of a felony. However, Tennessee does make provisions for the restoration of felon voter rights. Please visit <http://www.state.tn.us/sos/election/restoration.htm> for a "Restoration of Voter Rights" form and for additional information.

A person may register to vote at any time, but the county election commission must receive the application 30 days before the next Election Day in order to be eligible to vote in that election. Mail-in registrations must be postmarked by the 30-day deadline; if the deadline falls on a weekend or a state or federal holiday, the postmark deadline is extended to the next regular workday.

An applicant is not officially registered until he/she receives a voter registration card from the county election commission.

a. **VOTER REGISTRATION ORGANIZATION**

Organization of a voter registration campaign for a particular county is dependent upon the particular tradition and political situation of the area. However, the following suggestions might be helpful:

- i. Start with a nucleus: the Registration Chair and the precinct captains. Fix basic responsibilities at the beginning -- volunteers, programs, media, etc.
- ii. Identify prospective volunteers. Give volunteers specific instructions and set deadlines. Conduct training sessions, prepare volunteer kits, keep in touch with volunteers and send follow-up "thank-you" notes.
- iii. The **Model Registration Program**, which follows, is one way to organize a registration campaign. The model is set up functionally:
- iv. **Registration Chair:** This person is in charge and is responsible for the entire program. The Chair's job is to manage all operations and supervise all other coordinators and precinct captains. This person is also the liaison with the State Party Headquarters.
- v. **Volunteer Coordinator:** Responsible for working with the



county vice-chair and the precinct captains to identify workers for the registration program.

- vi. **Strategy Coordinator:** Responsible for performing, targeting, and working with precinct captains to develop registration strategy.

b. **MODEL REGISTRATION PROGRAM: DOOR-TO-DOOR-CANVASSING**

Door-to-door canvassing is the most effective registration tactic because it can be targeted to highly Democratic areas and to unregistered voters. Carrying out a good canvassing program requires planning, training and management. Following are some suggested guidelines:

- i. **Where and When:** Door-to-door activity should be conducted in target precincts with a Democratic performance history of 60% or higher. Since there is such a strong likelihood that each household will be a Democratic one, the canvass should cover as many homes as possible. It is usually best to send canvassers out in teams because volunteers need the psychological comfort of a partner. It is also more effective to have a local resident to accompany the canvassers in any given neighborhood. In determining the number of people needed remember that, generally, canvassers can visit between 10 and 15 homes per hour.

IN THE TARGETED PRECINCT, do not forget the high traffic areas - shopping centers, factories, supermarkets, popular local events, night spots, and Laundromats. Also make sure you include churches in on your voter registration efforts. Remember, Tennessee voters do not register by Party affiliation, so you may register a few Republican voters. To decrease the chances in this, carefully plan and target the registration locations and wear partisan/campaign buttons and t-shirts.

Send out canvassers door-to-door with fliers announcing that registration is taking place and the planned times. The best times for canvassing are evenings and weekends. Daytime shopping center customers are likely Republicans. Offices and factories should be worked at lunch or as people go to work, not at the end of the day when people want to go home.



Precinct captains can also be asked to provide the registration chair with lists for voter registration drives.

- ii. **Training and Materials:** Make sure your canvassers are prepared by holding a brief training session, making specific forms and instruction sheets available.
- iii. **Form Checks:** It is crucial that each registration form be filled out properly. An initial check should be done by the canvasses immediately after receiving the completed Voter Registration Form. Make certain the potential voter has included his or her social security number, actual physical address (no P.O. boxes), has correctly checked the felony conviction box (some skim this question and accidentally check "Yes, I have been convicted of a felony"), and has signed the voter registration form. After the Voter Registration Event or Canvass, each canvasser should turn his/her forms into a central location. At that location, each form should be checked again, and, if a problem exists, then the potential voter can be contacted to correct the information. After a form is checked, the name, address and phone number of each voter should be recorded and a list should be mailed to the state Party headquarters.
- iv. **Publicity:** One way to increase publicity of your project is to generate publicity about your drive. Publicity is no substitute for organization, but it can be effective in encouraging people to become registered.
- v. **Targeting:** Targeting is the process of identifying the highest concentrations of unregistered citizens who are likely to be vote Democrat. It is an impossible task to deal with every precinct, so it is important to pinpoint where the greatest potential lies and to gear the registration effort toward the most fruitful areas. Here are some instructions for precinct targeting:
 - a. Obtain the most recent precinct returns for the Senatorial and Gubernatorial elections.
 - b. Calculate the Democratic percentage for each precinct in each of the two races.
 - c. Average the percentages for each precinct, to arrive at an overall Democrat "performance quotient."
 - d. Rank the precincts in a list from high to low by Democrat performance. This will provide a preliminary



- target list of precincts for a voter registration effort.
- e. Fine-tune the list.
 - vi. In any type of targeting, it is advisable to apply political judgment and experience to statistical rankings. Areas to look for include chronically low registration precincts, areas that have had perpetually low registration and areas, which vote heavily Democrat but are highly registered. In the first instance, a decision must be made as to whether your registration campaign has the resources and energy to significantly affect registration in those precincts. In the case of heavily registered Democrat precincts, do not omit them from your list, just rank them downward. With these five steps completed, you will have a list of target precincts ready for a registration drive. Start at the top of the list and work down. However, a rule of thumb is that a precinct below 60% in Democratic performance is a bad risk for registration. Some counties will have only a few such precincts and experience and insight will dictate dipping into lower percentages, but generally stay above 60% mark.

IX. GET-OUT-THE-VOTE PROGRAM

The goal of the get-out-the-vote program is to get more of your voters to the polls. The pay-off for GOTV programs occurs on Election Day, but planning and preparation must begin at least four weeks before early voting begins.

Planning and coordination are the keys to successful GOTV programs. The county chair should organize a meeting of candidates and campaign representatives a month in advance of early voting to access the GOTV program for the county. It is very important to **avoid duplication of scant resources.**

The areas that will need to be addressed are:

- a. What are the target precincts?
- b. What are the GOTV canvassing plans and how can they be coordinated countywide?
- c. Will there be a central GOTV phone bank operation?
- d. What are the transportation needs?
- e. What are the absentee ballot deadlines?
- f. How many precinct workers and judges will be needed and who



- will recruit them?
- g. What are the ready resources for all the above programs and allocation of duties on Election Day?
 - h. What is the projected budget for GOTV and potential sources for funding?
 - i. Where will the Election Day HOTLINE be located, and who will be responsible for it?
 - j. What is the timetable for the GOTV program?
 - k. What types of GOTV materials are needed (i.e., fliers, etc.)?
 - l. What attorney will be on-call during Election Day?

Answering these questions will provide you with an adequate GOTV plan.

The County Chair's leadership is very important if the GOTV program is to be successfully carried out. The County Chair must coordinate the program and make sure all the components of the GOTV program mesh. After the initial meetings with the candidates or their representative, weekly meetings would be helpful to keep updated on the program's progress.

The Chair will also need to monitor the GOTV program and make corrections and refinements in the program before early voting begins and Election Day. The GOTV plan should always be viewed as subject to revision.

X. CONCLUSION

We hope you have found this manual helpful and that it will continue to be used often as a reference tool. As stated earlier, the TNDP is devoted to serving Tennessee Democrats. Feel free to contact us with questions or if you require assistance or training. Let us know when you have programs so that we can include the date on our State Calendar of Events on our website, <http://www.tndp.org>.

The main point is to consider the state Party headquarters as a clearinghouse for grassroots organization, technical assistance, campaign news, and general information. We look forward to assisting your county Democratic organization as we begin working toward the



2010 elections and beyond.



APPENDIX A: HELPFUL RULES OF ORDER



HELPFUL RULES OF ORDER

ORDER OF BUSINESS

I. CALL TO ORDER

The president stands and calls the meeting to order at the designated time.

One tap of the gavel.

"The meeting will please come to order."

Waits for perfect order.

Ascertains if a quorum is present.

II. READING AND APPROVAL OF MINUTES

"The secretary will read the minutes of the preceding meeting."

The secretary stands to read the minutes.

"Are there any questions?"

"There being none, the minutes stand approved as read."

If any corrections have been made: "If there are no further corrections, the minutes stand approved as corrected."

III. STATEMENT OF TREASURER

"Are there any questions? This report was read for information and will be placed on file for audit."

No action is taken on the unaudited report of the treasurer.

IV. CORRESPONDENCE

Bills - action is taken on their payment

Reading of communication by secretary - any action that may arise from the reading is deferred until unfinished or new business is taken up.

V. REPORTS AND THEIR DISPOSAL

A. Executive Committee

B. Standing Committees

C. Special Committees

1. Reports, which contain only facts, opinions or a report of work done, require no action.



2. If a report contains recommendations or resolutions, action must be taken. They should be put at the end of the report, and the reporting member should move that they be adopted. If there is more than one, action should be taken on each recommendation separately.
3. No action is taken on accepting the report of the nominating committee.

VI. UNFINISHED BUSINESS

The presiding officer has a record of the unfinished business on the agenda and presents it for consideration and action. It includes:

- A. Business postponed from the previous meeting.
- B. Business on which action was not completed at the previous meeting.

VII. NEW BUSINESS

New business is introduced by a motion or by a resolution.

The procedure in dealing with a motion is as follows:

- A. Obtain the floor
Member rises and addresses the presiding officer.
- B. Make the motion
"I move that _____"
- C. Second the motion
A member, without rising or addressing the chair, says, "I second the motion."
If the motion is not seconded, the presiding officer may say, "There being no second, the motion is not before the association."
- D. The motion is stated by the chair.
"It is moved and seconded that _____"
- E. Discussion
"Are you ready for the question?"
Rules for discussion: Speaker must
 1. be entitled to the floor,
 2. address their remarks to the chair; be courteous; avoid all personalities,
 3. confine discussion to the question pending,
 4. observe the rules as to the number of times and number of minutes they may speak to a question.



- F. Put the question
"All those in favor of the motion as stated say 'Aye.'"
"Those opposed, say 'No.'"

(If the result of the vote is doubtful, the chair calls for a rising vote first for the affirmative and then for the negative.)

- G. Announce the vote
"The Ayes have it and the motion is carried," or "The Noes have it, and the motion is lost."
In the event of a rising vote, "The affirmative has it and the motion is carried" or "The negative has it, and the motion is lost."
When the vote is a tie, the motion is lost (unless the presiding officer votes in the affirmative in order to carry the motion).



WHAT DO YOU WANT TO DO?

You wish to:

Introduce new business

Kill the motion

Change or perfect the motion

Have the motion investigated

Defer action

Change regulations of debate

Stop debate

Lay question aside temporarily

Return to order of business

Take care of emergency matters

Provide for intermission

Close meeting

Continue present meeting on another day

Reverse decision of chair

Enforce the rules

Avoid consideration of motion

Obtain information

Then make this motion:

Main motion

Postpone Indefinitely

Amend

Commit or Refer

Postpone to a Certain Time

Extend or Limit Debate

Previous Question

Lay on Table

Call for Orders of the Day

Question of Privilege

Recess

Adjourn

Fix Time to Which to Adjourn

Appeal

Point of Order

Object to Consideration

Request for information



Take up question not in order then

Suspend the Rules

Separate two parts of a motion

Division of Question

Verify the vote of the Assembly

Division of the Assembly



CHART OF MOTIONS

R=Recognition, S=Second, D=Debatable, & A=Amendable
Y = Yes, N = No,

R S D A

PRIVILEGED MOTIONS

Y Y N Y*	To Fix Time to Which to Adjourn
Y Y N N	To Adjourn
Y Y N Y*	To Recess
N N N N	To Rise to a Question of Priivilege
N N N N	To Call for Orders of the Day

SUBSIDIARY MOTIONS

Y Y N N	To Lay on the Table
Y Y N N	To Call for Previous Question 2/3
Y Y N Y*	To Limit or Extend Limit of Debate 2/3
Y Y Y**Y*	To Postpone to a Certain Time (Create Special Orders) 2/3
Y Y Y**Y	To Refer or Commit
Y Y Y Y	To Amend
Y Y Y N	To Postpone Indefinitely

ORIGINAL MAIN MOTION

Y Y Y Y	To Bring New Business to the Floor
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INCIDENTAL MOTIONS

N N N N	To Rise to a Point of Order
N Y Y N	To Appeal from the Decision of the Chair
Y Y N N	To Suspend the Rules 2/3
Y N N N	To Withdraw a Motion
N N N N	To Call for Division of the Assembly
N N N N	To Object to the Consideration of a Question 2/3
Y Y N Y*	To Close Nominations 2/3



Y Y N Y* To Reopen Nominations

- * Amendable as to time
- ** Limited Debate



PARLIAMENTARY TERMS

While basic principles of parliamentary law are of far greater importance than terminology, the understanding and use of proper terms facilitate the application of those principles. With this thought in mind, the following definitions are presented.

AGENDA: an outline of things to be done at a meeting.

ACCEPT: adopt or approve (a report).

ADOPT: approve.

AMEND: modify, change, or improve (a motion before it is adopted or rejected).

ANNOUNCING THE VOTE: declaration by the chair of the result of the vote.

ASSEMBLY: the members of an organization assembled for the transaction of business.

ARE YOU READY FOR THE QUESTION: Debate (discussion) is now in order.

BYLAWS: fundamental rules or laws of an organization. Some societies subdivide essential facts of organization into a constitution and bylaws.

CARRIED: adopted; approved

CHAIR: the presiding officer. Authority is vested in the office (the chair) not in the person.

DIVISION OF THE HOUSE (or assembly): a rising vote; may be called for when there is any doubt as to the results of a voice vote.

EX OFFICIO: "from the office" or by virtue of the office. Bylaws frequently provide that the president shall be an ex officio member of all committees except the nominating committee.



FLOOR, OBTAIN THE: securing (being assigned by the chair) the right to speak in a meeting.

GENERAL CONSENT: same as common consent; informal agreement of the assembly. The Chair asks if there is any objection to a certain procedure; silence gives consent.

GERMANE: closely related; of the same subject matter. Example: an amendment must be germane to the motion to which it is applied.

HOUSE, THE: members assembled for the transaction of business. Same as assembly.

IMMEDIATELY PENDING QUESTION: the latest question stated by the chair when several questions are pending; sometimes called the last pending question.

INCIDENTAL MOTIONS: those which arise out of a pending question rather than from the business itself. Examples: request for information, suspension of the rules, appeal, etc.

MAIN MOTION: one that introduces a subject to the assembly.

MAJORITY VOTE: over half of the votes cast.

MEETING: a single gathering of persons or members of an organization, usually for the purpose of conducting business. See "SESSION".

MINUTES: the official record of business transacted in a meeting.

MOTION: a formal proposal that certain action be taken, or that a certain statement expresses the sense, opinion, wish, or will of the assembly.

PARLIAMENTARY LAW: a consistent system of rules that govern procedure in all deliberative assemblies; founded upon certain fundamental principles originated in the unwritten customs of the House of Parliament in England; first compiled for use in this country by Thomas Jefferson whose name has been the foundation for rules in the United States House of Representatives and Senate.



PENDING: before the assembly. A question is pending from the time it is stated by the chair until it is disposed of temporarily or permanently.

PLURALITY VOTE: the largest portion of the votes cast when there are more than two choices. A plurality vote never decides a question or constitutes an election except by specific rule of the organization.

PRECEDENCE, TAKES: overrides or outranks; must be considered before another; used in reference to timetable to time wise rank of motions in respect to order of consideration by the assembly. Example: an amendment takes precedence over (and must be considered prior to consideration of) the motion it proposes to amend.

PREVIOUS NOTICE: notice of a proposal to be brought up: substance of the proposal should be described briefly; unless specified otherwise in the bylaws, must be made at the preceding meeting or included in the call of the meeting at which it is to be brought up.

PRIVILEGED MOTIONS: apply to the needs of the assembly and are of sufficient importance to interrupt the consideration of other questions. Examples: call for orders of the day; request for ventilation of the room, etc.

PRO TEM: for the time being; most frequently applies to the office of Secretary.

PUTTING THE QUESTION: asking the assembly whether it will adopt the immediately pending motion.

QUESTION, THE: the business before the house; the motion as stated by the Chair. See "CHAIR".

QUORUM: the number of members required to be present so that the assembly may transact business legally. The quorum is a majority of all members unless the bylaws state otherwise.

RECESS: an intermission taken by the house.

RESOLUTION, A: a main motion usually of such importance and length as to be written; may or may not have a preamble, setting forth the reasons for the resolution; preceded by "Resolved that"

REVISION OF THE BYLAWS: a complete set of bylaws submitted as a



substitute for existing bylaws.

SECONDARY MOTION: any motion except a main motion; applies to business already before the house, to questions of order or procedure, or to matters of comfort or privilege, subdivided into three classes - incidental, privileged, subsidiary.

SECONDING A MOTION: agreeing to the introduction of a motion for consideration by the members.

SESSION: a series of meeting, such as those in a convention.

STANDING RULES: regulations for the guidance of an organization usually adopted by majority vote without previous notice.

STAYING THE QUESTION: placing the question before the house; a responsibility of the chair.

SUBSIDIARY MOTIONS: motions that help to dispose of a main motion temporarily or permanently.

TWO THIRDS VOTE: two out of three of the votes cast. Example: for 2/3 approval, the affirmative vote is at least twice as large as the negative.

UNFINISHED BUSINESS: business carried over from the previous meeting.

VOTE: a formal expression at the will, opinion, or preference of the members of an assembly in regard to a matter submitted to it.

YIELD: give way to. A pending question yields to one of higher rank.



PROTOCOL

Protocol in relation to meetings has come to mean the system that governs the relative importance of persons.

It is to do with their rank in speaking, in their location at a table or in a reception line, and their recognition and introduction. Protocol embodies the courtesies that should be extended persons of prominence before and at meetings.

Guest of honor should be

- invited as long as possible before the meeting,
- advised of the date and hour to begin and expected time to end,
- advised just what their function will be at the meeting,
- given an outline of the program and a brief statement of the aims of the organization,
- informed of hotel reservations, which should be made for them,
- allowed time to relax in between appointments,
- assigned one or more hosts, whose responsibility it is to meet them on arrival, escort him/her to all meetings, and take them to transportation terminal,
- advised of type of dress to be worn, formal or informal (also about the climate),
- requested, in advance, to send a short biography and a glossy photograph for publicity and informed whether TV or radio time has been scheduled for them,
- informed (if a speaker) of the hour they are expected to speak and how long they are to speak, and of the approximate size of the audience.

Further hints on protocol in relation to guests at meeting;

- It is customary that all the expenses of the invited guest speaker are paid for, unless other arrangements are made in advance.
- The time of the business, announcements, introductions, etc., at a meeting should be budgeted so as not to unduly delay the principle speaker.
- The presiding officer should thank the guest speaker publicly before adjourning the meeting.
- Notes of thanks should be sent to guests promptly.



Protocol in seating;

- The presiding officer is in the center of the head table.
- The guest of honor is at the right of the presiding officer.
- The program chairman of the person who is to introduce the speaker is at the left of the presiding officer.
- The other guests of honor are seated according to their importance or rank alternately on each side of the presiding officer.
- It is customary to have place cards at the head table.

Rank of Officers and Chairman;

- National officers rank above state officers. State officers rank above local officers. Officers of the local club and appointed officers come before committee chairpersons.
- The national president of an organization and the past national presidents should be extended every courtesy and honor. If there is more than one past national president present, they are introduced according to their seniority.
- The president is the one who introduces national officers.
- The members rise when the national president of the organization is introduced.
- Past state presidents at a local or district meeting also should be extended special courtesies and honor.
- Credit and recognition should be given the chairperson responsible for the meeting.
- In introducing those at the speakers' table, those of lowest rank are introduced first, going up the list to the top-ranking officer and guest, or it is correct to introduce those at the head table as they are seated, starting at one end, proceeding to the center, and then likewise from the other end. It is not customary to introduce anyone at the table who is to be presented later on for a speech.

Reception Line

- The president is first in the reception line, preceded by someone who states the name of each person in presenting him/her to the president.
- The guest of honor stands along side of the president, then the guests according to their rank.



- Each person in the reception line tells the name of the person passing through the line to the person standing next to him or her.

As in parliamentary procedure, common sense, good manners and courtesy dictate the principles of protocol. Thoughtful preparation preceding a guest's arrival, attentiveness when present and recognition of his/her rank are the keynotes of protocol.

The above was taken from Parliamentary Procedure Simplified by Melanie F. Menderson.



APPENDIX B: MODEL COUNTY BYLAWS



MODEL COUNTY BYLAWS

ARTICLE I. NAME AND OBJECT

SECTION 1: The name of this organization shall be the _____ County Democratic Party.

SECTION 2: The object of this organization shall be to promote the ideals and principles of the Democratic Party and to aid in the election of Democrats and Democratic nominees for public office.

ARTICLE II. MEMBERSHIP

SECTION 1: Eligibility. All residents of _____ County, Tennessee who are registered to vote in this county and who believe in the ideals and principles of the Democratic Party are eligible to become members of the _____ County Democratic Party.

SECTION 2: Nondiscrimination. Membership in the _____ County Democratic Party shall not be denied because of race, color, sex, religion, age, and disability or ethnic origin.

ARTICLE III. POWERS AND RESPONSIBILITIES

SECTION 1: Governance. The governance and direction of the affairs of the _____ County Democratic Party shall be vested in the _____ County Democratic Executive Committee (the "Executive Committee") and in officers of the _____ County Democratic Party, as hereinafter set forth in these bylaws, subject to the laws of the state of Tennessee and such rules as may be established by the Tennessee State Democratic Executive Committee.

SECTION 2: Party Responsibilities. The _____ County Democratic Party shall have the following responsibilities:

- (a) Planning and conducting all county meetings and convention.
- (b) Keeping and maintaining records of all Democratic Party meetings and business.
- (c) Supporting the duly selected nominees of the Democratic Party.

ARTICLE IV. EXECUTIVE COMMITTEE



SECTION 1: Membership. The Executive Committee shall be composed of a man and a woman elected from each county (*district or precinct or ward*) (*provided each such district or precinct or ward represents an equal number of voters in the county; if a county has difficulty filling Executive Committee positions on a district or precinct or ward basis, then and in that event all representation should be at-large; representation should be balanced if possible, and such a requirement may be written into the bylaws; extra members to the Executive Committee from a particular district, precinct or ward may be awarded based on the Democratic vote in the last gubernatorial primary*), plus those who become members pursuant to Article VIII, Section 8 (Officers).

SECTION 2: Manner of Election. The Executive Committee members shall be elected at a (*county convention or district meeting*) called for the purpose of electing Executive Committee members at a date determined by the State Democratic Executive Committee.

SECTION 3: Resignations. The resignation of any member of the Executive Committee shall be made in writing and shall take effect at the time specified therein, or if no time is specified, then it shall take effect upon receipt of such resignation by the Chair or Secretary.

SECTION 4: Vacancies. A vacancy shall be filled by nomination from the membership. Any vacancies

Executive Committee members present at any regular meeting, even though less than a quorum of the Executive Committee exists. In the event of a vacancy, whether resulting from a resignation, expulsion or failure of any (*district or precinct or ward*) to elect its Executive Committee members, the remaining members of the Executive Committee in attendance at any subsequent meeting may fill those Executive Committee positions from members of the _____ County Democratic Party who reside in that (*district or precinct or ward*) and who meet the same requirements of a duly elected member as prescribed in Section 1.

SECTION 5: Attendance. An Executive Committee member who fails to attend _____ (____) consecutive meetings of the Executive Committee, without an excuse satisfactory, as prescribed in Section 7: (ii), to the majority of the members of the Executive Committee in attendance, may be removed from the position and the position shall be declared vacant.

SECTION 6: Manner of Acting. The act of a majority of the Executive Committee members present shall be the act of the Executive Committee, unless a greater number be required by law or by these bylaws.

SECTION 7: Sanctions or Expulsion
(a) Notice and Opportunity To Be Heard. The Executive Committee may



vote to impose sanctions on, or expel a member, but only if written notice is given that the issue will be taken up at the meeting prior to the meeting on which such action is voted. The member in question must be given written notice, and an opportunity to be heard.

(b) Automatic Expulsion. A member of the Executive Committee shall automatic forfeit his/her membership in said committee (and the position shall be declared vacant) for the following reasons:

(i) In the event he/she qualifies for political office as an Independent or representing any political party other than Democratic Party and opposes a duly qualified Democratic nominee.

(ii) If he/she has _____ (___) unexcused absences during a term. An absence is excused if notice is given to the Chair or the Secretary prior to the start of the meeting and the reason for the absence is one of the following:

- (1) illness;
- (2) family illness or death;
- (3) business; or
- (4) out of town.

(c) Discretionary Sanctions or Expulsions. A member may be expelled in the discretion of the Executive Committee if a pattern of non-attendance is established, even if such absences are excused. Sanctions may be imposed against a member, or he/she may be expelled in the discretion of the Executive Committee, for demonstrating disloyalty to the Democratic Party, either in the form of a public announcement of support of a candidate of another party in a pending election, or by working for or giving financial support to any such candidate running against a duly nominated candidate of the Democratic Party.

The Executive Committee shall not impose discretionary sanction or expel a member, unless and until such a member is given an opportunity to be heard and three-fourths (3/4) of the membership present and voting concur in a discretionary sanctions or expulsion.

ARTICLE V. MEETINGS

SECTION 1: General. All meetings of the _____ County Democratic Party or of the Executive Committee shall be well publicized in countywide media at least fourteen (14) days prior to the date of the meeting. All



meetings shall be held at convenient times and locations, and shall be open to the general public and media representatives (*except where legal counsel otherwise indicated based upon a legal need for a closed meeting*).

SECTION 2: Regular Meetings. Regular meetings of the Executive Committee shall be held _____, or when called by the Chair or by one-third (1/3) of the Executive Committee members.

SECTION 3: Special Meetings. If more than sixty (60) days have passed since the last previous meeting, and if the Chairperson has not called a meeting, any _____ (____) members may call a meeting by notifying all members at least seven (7) days prior to such a meeting. If fewer than sixty (60) days have passed since the last previous meeting, _____ (____) members may call a special meeting provided seven (7) days prior notice is given by mail to the membership. Any notification of a meeting must include time and location.

SECTION 4: Quorum. _____ percent (____%) of the members of the Executive Committee shall constitute a quorum for the transaction of business at a meeting of the Executive Committee. If less than a quorum is present at a meeting of the Executive Committee, a majority of the members present may adjourn the meeting.

SECTION 5: Convention Meeting. A regular meeting of the Executive Committee shall be held without other notice than this bylaw immediately after, and at the same place as, the convention.

ARTICLE VI. CONDUCT OF CONVENTION

SECTION 1: Convention. The provisions for the holding of the county convention shall be as follows:

- (a) The convention shall be well publicized in the local news media. At least fourteen (14) days' prior notice must be given.
- (b) All members of the _____ County Democratic Party who are registered voters, and who attest they are bona fide Democrats by execution of affidavits or affirmations to that effect, are eligible to vote at the convention and to be candidates for the Executive Committee.
- (c) The Chairperson, prior to voting, shall appoint an adequate number of Sergeants-at-arms to assure that only bona-fide Democrats are present for the voting process. The Secretary or duly appointed representative shall verify the affirmations of all attendees.
- (d) Separate elections shall be held for each Executive Committee



position.

- (e) The convention shall be called to order by the incumbent Chair of the _____ County Democratic Executive Committee. The convention shall then divide into sub-conventions, each with a caucus or sub-convention to be held for each (*district or precinct or ward*). Separate elections shall be held for each Executive Committee position. One man and one woman shall be elected from each (*district or precinct or ward*). A plurality shall prevail for each election. In the case of a tie, a runoff between those tied shall be held to decide the winner. In each sub-convention, a chair shall be selected and the chair shall then call for nominations for each Executive Committee position. After the nominations cease, the ballot is closed and the elections shall commence. Upon the completion of the election of the two (2) Executive Committee members, the convention shall reassemble and each (*district or precinct or ward*) shall report the Executive Committee members who have been elected from that (*district or precinct or ward*). The convention shall then adjourn, as its business has been completed.

ARTICLE VII. PROXIES

SECTION 1: No Proxies Allowed. No proxy shall be allowed at any meeting of the Executive Committee.

SECTION 2: Unit Rule. No voting by the unit rule shall be allowed at any meeting of the Executive Committee

SECTION 3: Open Voting. All votes shall be public and shall not be by secret ballot.

ARTICLE VIII. OFFICERS

SECTION 1: Officers. The officers of the _____ County Democratic Party shall be chair, vice-chair (additional vice-chairs optional), secretary, and treasurer, all of who shall be elected by the _____ County Executive Committee for a two (2) year term, or until their successors are duly elected and qualified.

SECTION 2: Election of Officers. The officers shall be elected by a simple majority of the members of the _____ County Democratic Executive Committee present at the meeting held immediately following the convention. In the event a majority is not achieved, a runoff election shall be held until a majority prevails with the low vote getter being dropped from the next ballot. A complete list of all officers and Executive



Committee members shall be forwarded to the Chair of the Tennessee Democratic Party within ten (10) days after their election.

SECTION 3: Vacancies. Vacancies in any office for any reason may be filled by the Executive Committee for the unexpired portion of the term.

SECTION 4: Chair. The chair shall preside over any convention, which may be called, and over the meetings of the Executive Committee. He/she shall perform all duties incident to the office of chair and such other duties as may be prescribed by the Executive Committee members from time to time.

SECTION 5: Vice-Chair. In the absence of the chair or in the event of his/her death or inability or refusal to act, the vice-chair shall perform the duties of the chair, and, in so acting, shall have all the powers of, and be subject to all restrictions on, the chair. He/she shall perform all duties incident to the office of vice-chair and such other duties as may be assigned to him/her by the chair or by the Executive Committee. In the absence of the vice-chair, the second vice-chair steps up to perform the duties of the Vice-Chair.

SECTION 6: Secretary. The secretary shall:

- (a) keep the minutes of the Executive Committee;
- (b) keep the minutes of any conventions which may be held;
- (c) see that all notices are duly given in accordance with the provisions of law and these bylaws;
- (d) be custodian of the records of the Executive Committee;
- (e) keep membership records and have general charge of membership books of the Executive Committee; and
- (f) in general perform all duties incident to the office of secretary and such other duties as from time to time may be assigned to him/her by the chair or by the Executive Committee, or which may be required by law.

SECTION 7: Treasurer. The treasurer shall:

- (a) have charge and custody of, and be responsible for, all funds and securities of the Party from any source whatsoever, and deposit all such monies in the name of the _____ County Democratic Executive Committee in such bank or other depositories as shall be selected in accordance with the provisions of these bylaws;
- (b) keep and maintain, open to inspection by any member of the Executive Committee at all reasonable times, adequate or correct accounts of the funds and transactions of the Executive Committee, which shall include all matters required by law;
- (c) disburse the funds of the Executive Committee as he/she may be ordered by the Executive Committee;



- (d) render to the chair and secretary, or to the Executive Committee, whenever it may require or request it, an account of all his/her transactions as treasurer, and a financial statement in form satisfactory to it, showing the condition of the Executive Committee;
- (e) in general perform all of the duties incident to the office of treasurer and such other duties as, from time to time, may be assigned to him/her by the chair or Executive Committee; and
- (f) if required by the Executive Committee, give a bond, to be paid for by the Executive Committee, for the faithful discharge of his/her duties, in such sum and with such corporate surety or sureties as the Executive Committee shall determine.

SECTION 8: Officers Not Required to Be Members. It is not required that the officers be members of the Executive Committee. Any officer who is elected by the Executive Committee who is not an elected member of the Executive Committee shall, upon his/her election as an officer, become a voting member of the Executive Committee.

SECTION 9: Neutrality. No officers shall openly support a candidate in a Democratic Primary, so that the officers present neutrality to maintain party unity.

SECTION 10: Members Must Support Nominees of the Democratic Party. No person shall be an officer or member of the Executive Committee if he/she shall not support nominees of the Democratic Party. Failure to support the nominees of the Democratic Party shall be cause for removal. Officers may be removed under this Section by the Executive Committee by a simple majority of those present at any regular meeting or any meeting called for that purpose after at least ten (10) days prior notice to all members of the Executive Committee.

SECTION 12: Resignations. The resignation of any officer of the Executive Committee shall be made in writing and shall take effect at the time specified therein, or if no time is specified, then it shall take effect upon receipt of such resignation by the chair or secretary.

ARTICLE IX. COMMITTEES

SECTION 1: Committees Appointed By Chair. The chair may establish committees, to be composed solely of Executive Committee members or partly Executive Committee members and partly others, as it deems appropriate.

SECTION 2: Term of Office. Each member of a committee shall serve at the



pleasure of the person or entity creating the committee, but no longer than until the next convention or until the committee is terminated.

SECTION 3: Removal of any Member of the Committee. Any member of any committee may be removed by the person or persons authorized to appoint such member whenever, in their judgment, the best interest of the Party shall be served by that removal.

ARTICLE X. CONDUCT OF BUSINESS AT MEETINGS

The regular order of business at Executive Committee meetings shall be as follows:

- (i) Call to order,
- (ii) Invocation,
- (iii) Roll call,
- (iv) Approval of the minutes of previous meeting,
- (v) Treasurer's report,
- (vi) Report of committees,
- (vii) Resolutions,
- (viii) Announcements,
- (ix) Unfinished business,
- (x) New business,
- (xi) Elections,
- (xii) Adjournment

ARTICLE XI. RESOLUTIONS

All proposed resolutions must be submitted to the chair at least one (1) week \ Prior to a meeting. Emergency resolutions may be brought before the body by consent of a two-thirds (2/3) majority of those present.

ARTICLE XII. CONTRACTS AND EXPENDITURES

SECTION 1: Contracts; Expenditures; Bill Retention. All Executive Committees are urged to operate under an approved budget. Except in the case of an emergency for items not designated in the budget, no expenditures or bills shall be made or contracts entered into which purport to obligate the Executive Committee unless such expenditures or contracts are authorized by a majority vote of those present at a duly called meeting at which a quorum is present, except those expenditures for less than _____ Dollars (\$ _____), obligating the Executive Committee may be authorized



by the chair of the Executive Committee. The treasurer shall present a monthly-itemized statement of income and expenditures to Executive Committee members. All paid bills shall be retained by the treasurer for a period of _____ (____) years.

SECTION 2: Audits. Auditors may be designated by the Executive Committee, who shall audit and examine the books of account of the _____ County Democratic Party and shall certify to the Executive Committee the annual balances of the books which shall be prepared at the close of the fiscal year by, or under the direction of the treasurer.

ARTICLE XIII. PARLIAMENTARY PROCEDURES

The current edition of Robert's Rules of Order, Newly Revised, shall govern meetings of the Executive Committee in all cases to which they are applicable and in which they are not inconsistent with the bylaws and any special rules of order which may be adopted.

ARTICLE XIV. AMENDMENTS

These bylaws may be amended or substituted by a two-thirds (2/3) vote of the total membership of the Executive Committee at any meeting of the Executive Committee called for the purpose of amending these bylaws.

ARTICLE XV. RULES

The _____ County Democratic Party is a constituent party of the Tennessee Democratic Party. The _____ County Democratic Executive Committee is an organization created by the State Democratic Executive Committee, with the State Democratic Executive Committee having full authority in all matters over the _____ County Democratic Executive Committee. In any situation where the county bylaws and the Tennessee Democratic Party bylaws conflict, the Tennessee Democratic Party bylaws shall prevail.



APPENDIX C: FUNDRAISING SUPPLEMENTS

*Paid for by the Tennessee Democratic Party
(Printed in-house)*

CALL SHEET

Source: _____

TARGET: _____

Name: _____

Work Phone: _____

Spouse: _____

Home Phone: _____

Address: _____

Cell Phone: _____

Email: _____

Occupation: _____

Employer: _____

County: _____

FAX: _____

Notes:

Past Contributions:

Contributions to Other Candidates:

Date: _____ Completed Call: _____ L/M: _____ Call Back: _____

Other: _____

Date: _____ Completed Call: _____ L/M: _____ Call Back: _____

Other: _____

Date: _____ Completed Call: _____ L/M: _____ Call Back: _____

Other: _____

Ltr / Fax/Email: _____ Ltr / Fax/Email: _____ Ltr / Fax/Email: _____

Ltr / Fax/Email: _____ Ltr / Fax/Email: _____ Ltr / Fax/Email: _____

Received/Date: _____ Received/Date: _____

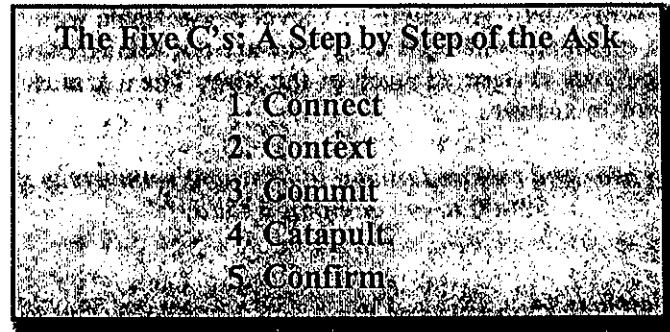
Received/Date: _____

Received/Date: _____ Received/Date: _____

Received/Date: _____

The Ask

The heart of fundraising is asking. Practically no one gives money to a campaign without being asked. Every dollar spent on the campaign – from materials to salaries to mail – was a dollar someone on the campaign raised. The principles of the ask apply to every type of donor. These principles are used most directly in personal solicitation, but also apply to every tactic used in fundraising.



1. Connect

The first step sets the tone for the interaction. The donor is not an ATM, but a person with motivations and hopes. These hopes and motivations translate into actual campaign work via the donor's contribution. Before each interaction, do some research on the donor. Basic information such as how to pronounce their name, the relationship to the candidate or campaign, how you got their name, the donor's occupation and interests can be helpful in the interaction. Listening is a key part of fundraising, and the fundraiser's best opportunity to listen is during this section.

Asking open-ended questions will establish or reestablish the donor's motivations. This step shows the donor that the interaction is not only about the candidate or organization, but also about building a relationship with the donor.

"It was great meeting you at the event on Thursday. How are you doing? Arshad mentioned you teach at the University. I'm an alumni. What do you teach? I'm glad to hear that you've been following my candidacy for the state house. Are there any issues affecting our neighborhood you would like to discuss?"

2. Context

The context portion of the interaction addresses the donor's motivation. The fundraiser makes a pitch which includes the 1) problem, 2) urgency, and 3) the solution.

This sets the candidate up for making a specific ask for money. Your goal for this part of the ask is to connect the donor's needs to the success of the campaign. The donor's goal and the campaign's goal are the same, so by supporting the campaign, the donor achieves a shared goal. Remember to consider the donor's relationship to your campaign. How important are the issues? How important is the candidate's viability?

"You've hit on a very important point. My opponent voted to raise his own salary three times, but has voted to cut higher-ed funding every year for the last six years. We need an ally in this district. As a graduate of the University, I know how important it is to our community. With your support, I will work to ensure funding for the educational programs that make our community thrive."

3. Commit

A solid ask will yield a solid commitment. The ask should have a specific dollar amount. Non-specificity demonstrates a lack of professionalism and might erode the donor's faith in the viability of the campaign. Ask high. There is less risk in asking high and having to go down, than asking low and trying to go higher.

This is another opportunity to listen. The donor will not always agree immediately. Most of the time, the donor will need a chance to think about it. To the extent possible, get the donor to agree to an amount during the interaction. Work with the donor until you come to a level comfortable with the donor. Remember, if you get a lot of people to agree on an amount right away, you are not asking enough people or not asking for enough money. A successful fundraiser is rejected much of the time. The ask must be a yes or no question. Pause to allow time for the donor to answer.

"I need your help to win this seat and restore funding to this state's university system. Will you contribute \$2000 to my campaign today?"

4. Catapult

Once you've asked for a specific dollar amount and the donor has agreed, you are not finished. What you do after a commitment is as important as everything you've done beforehand. The fundraiser should 'catapult' the donor into his/her commitment. First, thank the donor. Thank them when they commit, thank them again when they contribute, thank them again after that. Let the donor know what a difference the money will make in the campaign and how that will serve the donor's needs. Make arrangements to follow up.

"Thank you so much for your contribution. \$2000 goes a long way in getting our message out to the voters. You'll see the campaign getting out and knocking on doors, you'll see us in the paper. If you could drop the check in the mail tonight, that would be great. My staff will let you know when we have received the check. I'm so glad you're getting involved in such an important race. Thanks again."

5. Confirm

Follow up. Most fundraising is done in the follow up stages of the ask. People make commitments to contribute, and most come through when the fundraisers follow up. If they've made a commitment to give you a check, they expect you to contact them if they've forgotten and to contact them once you've received it. This is your chance to keep them involved in the campaign. Donors and candidates/fundraisers cultivate relationships long past the first donation.

"I wanted to let you know I received your check this afternoon. Thanks to you, we're meeting our goals for the quarter and on track for victory in November. I thought you might be interested in an event we're doing in your neighborhood next week..."

Asking Again

Donors who contribute once will likely contribute again if a good relationship has been built since the first ask. Fundraising is relationship building. Developing this relationship involves the donor and continues to serve the donor's needs. Good fundraisers will turn their donors into fundraisers. Donors often have friends who will also contribute. Take advantage of this growing network; it will provide you a sustainable source of income if maintained well. Keep your lists meticulously updated. And remember to say thank you!

Sample Call Tracking Sheet

Hours Called	Hours Scheduled	Calls Completed	Messages Left	Hard Yes	No	Total Amount Raised
Morning						
Afternoon						
Evening						

APPENDIX D: MESSAGING

*Paid for by the Tennessee Democratic Party
(Printed in-house)*

The Message Box

Our messages don't exist in a vacuum. We wage campaigns because we are challenged or are challenging an opposing idea or candidate. We need to be able to anticipate our opponent's messages and prepare ourselves to respond and bring the conversation back to our own message.

A tool we use to map this rhetorical landscape is the Message Box. The Message Box is a visual representation of the potential messages from both parties in the campaign. It details what we say about ourselves, what we say about our opponents, what our opponents say about themselves, and what they say about us – covering the campaign from each possible angle. It looks like this:

<p>What we say about ourselves/ our plan</p>	<p>What they say about themselves/ their plan</p>
<p>What we say about them/ their plan</p>	<p>What they say about us/ our plan</p>

To help us refine our message, we plot the general messages in the appropriate boxes. To give an idea of what this would look like, we'll fill out an example using the last Presidential election as our template.

Obama vs. McCain 2008

<p><i>Change Hope "Change We Can Believe In"</i></p>	<p><i>Experience Patriotism "Country First"</i></p>
<p><i>"George W. Bush's 3rd Term" "More of the same"</i></p>	<p><i>Celebrity/Shallow Different / Dangerous "Biggest Celebrity in the world" "Palls around with terrorists"</i></p>

How to Use the Message Box

Going through this exercise early on in the campaign will help you anticipate and think through your strengths, weaknesses, potential opportunities, and potential threats. (see box to the right). In addition to helping you refine your own message, the message box allows you start plotting defenses and planning attacks beforehand. You will have to respond to your opponent. Having a message box allows you to respond in a way that brings it back to your message.

Because you can anticipate what your opponent will say, you can pre-empt his/her message. If, for example, you anticipate a campaign where your opponent will emphasize his own experience, you might talk about the need for a fresh perspective and somehow attempt to paint your opponent's time in office as a liability. At all times, the message of your campaign should work to bring the dialogue back to your side of the column – back to “what we say about....”

Sample S.W.O.T. Analysis

Strengths -
 Compelling personal story (Doctor, lifelong resident, business owner)
 Credibility on Health Care issue
 Young & energetic

Weaknesses -
 Low name recognition in district

Opportunities -
 Anger at incumbent over healthcare votes & recent allegations of corruption

Threats -
 Convincing institutional donors and supporters of campaign's viability

The message box keeps us grounded and prevents the campaign staffers from becoming an isolated echo chamber. This exercise is useful to start off a campaign, but don't just let it sit there. Update it every week. If your campaign is switching to a different message or if your opponent is attacking you from a different angle, you'll be ready. A good message box will predict how the campaigns will be defined if you control the message (first column), or how the campaigns will be defined if your opponent controls the message (second column).

Exercise: Complete a message box

Try one out for yourself. Write out a message for an issue, campaign, or local Party

What we say about: _____ 	What they say about: _____
What we say about: _____ 	What they say about: _____

APPENDIX E: PRESS SUPPLEMENTS

*Paid for by the Tennessee Democratic Party
(Printed in-house)*

Sample News Advisory



Immediate Release:
November 4, 2005

Contact: Noreen Nielsen,
802-651-3200 x.148,
nnielsen@democracyforamerica.com

Democracy for America Chair Jim Dean to Rally with Ohio Supporters and DFA-List Candidates

COLUMBUS, OHIO -- Jim Dean, Chair of Democracy for America, will be in Columbus, Ohio on Sunday, November 6 at 10:00 AM to attend a Get-Out-The-Vote rally with Paul Hackett and Columbus City Council candidates Kevin Boyce, Mary Ellen O'Shaughnessy and Mary Jo Hudson. The rally is being coordinated by Democracy for America – Central Ohio, a grassroots organization dedicated to political activism.

Boyce, O'Shaughnessy, and Hudson are on the "DFA-List," fiscally responsible, socially progressive candidates endorsed by Democracy for America.

Who: Jim Dean, Chair of Democracy for America,
Paul Hackett, former US House Candidate
Columbus City Council Candidates Kevin Boyce, Mary
Ellen O'Shaughnessy and Mary Jo Hudson

What: Get Out the Vote Rally

When: Sunday, November 6, 2005 at 10:00 AM

Where: I.B.E.W. Hall
23 W. Second Avenue
Columbus, OH

Democracy for America is a political action committee founded by Governor Howard Dean. DFA is dedicated to building a grassroots network that supports fiscally responsible and socially progressive candidates for all levels of office.

###

Components of Your News Advisory

<--- Letterhead [optional]

<---Release Type, Date, and Contact Line

<---Head

<--- Brief, factual blurb

<---Who

<---What

<---When

<---Where

<---Org info

<---End Marker

Sample Press Release



FOR IMMEDIATE RELEASE
Thursday, December 20, 2007

Contact: Daniel I. Medress
(802) 651-3200, ext. 148

DEMOCRACY FOR AMERICA ENDORSES DARCY BURNER FOR THE UNITED STATES HOUSE OF REPRESENTATIVES

BURLINGTON, VT – Democracy for America, our nation’s largest progressive political action organization, has endorsed Darcy Burner’s campaign to represent Washington’s Eighth Congressional District.

“Darcy Burner is a strong progressive candidate and Democracy for America is proud to endorse her campaign for Congress,” said Jim Dean, Chair of DFA. *“Ms. Burner’s opponent has stood lockstep with President Bush on the War in Iraq and virtually every issue of concern to the residents of the Eighth District. Darcy Burner is the best and most qualified candidate running.”*

Darcy Burner grew up in a blue-collar military family and is the wife of an Army veteran and the sister of a veteran of the War in Iraq. Her family history, experience as a businesswoman in the technology sector, and commitment to her constituents make her the ideal candidate for this district.

Democracy for America is the key endorsement in this race; bringing hundreds of donations from progressives and providing volunteers to participate in door-to-door, grassroots outreach. The DFA Training Academy has trained tens of thousands of activists across the country in the strategies and tactics of successful campaigns and will be coming to Bellevue, WA this February.

“Democracy for America is supporting Darcy Burner because she supports progressive values like ending the War in Iraq, protecting the economic well-being of working men and women, and breaking our addiction to oil. DFA will stand with candidates who stand up for progressive values.” said Arshad Hasan, Executive Director of DFA.

For more information or to schedule an interview with Chairman Jim Dean or Executive Director Arshad Hasan, please contact Daniel I. Medress at 802-651-3200, ext. 148

###

Components of Your Press Release

<--- Letterhead
[optional]

<---Release Type,
Date, and Contact
Line

<---Head
<---Subhead

<--- Dateline, Lead,
and Body

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<---Contact

<---End Marker

APPENDIX F: VOLUNTEER AND GOTV SUPPLEMENTS

*Paid for by the Tennessee Democratic Party
(Printed in-house)*



Sign-In Sheet

FIRST AND LAST NAME	EMAIL	CELL PHONE	HOME PHONE	ADDRESS	MISC.	SEND TEXT UPDATES
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>
						<input type="checkbox"/>

PLEASE COLLECT AFTER EACH MEETING AND ENTER INTO YOUR DATABASE

Sample ID Script for Canvassing & Phonebanks

Hi may I speak to *<VOTER ON YOUR LIST>*?

Hello, my name is *<YOUR FULL NAME>* a volunteer with the *<NAME OF CAMPAIGN>*, and I am talking with you and your neighbors about this important race in November.

First, *<CANDIDATE'S NAME>* wanted me to ask you what issue is the most important to you this election? Would it be **1) Iraq, 2) Economy/Jobs, 3) Health Care, 4) Gas Prices/Energy, 5) Cuba, 6) Other**

Great, thanks I'll pass that along to *<CANDIDATE'S NAME>*! Have you decided who you will be supporting for Congress this November?

If Supports: That's great! We'll need every vote to win in August. This is a grassroots campaign fueled by volunteers across the district. Would you like to join our campaign and volunteer for a few hours each week?

If Opposes: Thanks for your time today

If UNDECIDED: Well, I'm supporting *<CANDIDATES NAME>* because we need leadership who can clean up the corruption in Washington and get our economy moving again. *<CANDIDATES NAME>* brings years of experience as a successful small business owner and community leader that will focus on getting results. Take a look at her website: *<CAMPAIGN WEBSITE>*.

##

Canvass Results Key

Candidate ID

1 – Strong Supporter
2 – Leaning Supporter
3 – Undecided
4 – Leaning Opponent
5 – Strong Opponent

Issue ID

1 – Iraq
2 – Economy
3 – Health Care
4 – Gas Prices
5 – Cuba
6 – Other

Other Outcomes

NH – Not Home
MV – Moved
IN – Inaccessible
RF – Refused
Vol – Volunteer!

Sample GOTV Script for Canvassing & Phonebanks

Hi may I speak to *<VOTER ON YOUR LIST>*?

Hello, my name is *<YOUR FULL NAME>* a volunteer with the *<NAME OF CAMPAIGN>*, and I am calling because Election Day is coming up this Tuesday and I wanted to make sure we could count on your vote.

If yes: Great. I see here that your polling place is at the Edmund Middle School on Main Street. Do you know where that is?

Thanks so much for your support. This election is coming down to the wire and it's going to take every vote to win.

If already voted: That's excellent, thank you so much. We're still working hard to turn out every vote and could definitely use some help. Can you volunteer a few hours tomorrow to help us remind people to go vote?

##

Canvass Results Key

Candidate ID

- 1 – Strong Supporter
- 2 – Leaning Supporter
- 3 – Undecided
- 4 – Leaning Opponent
- 5 – Strong Opponent

Issue ID

- 1 – Iraq
- 2 – Economy
- 3 – Health Care
- 4 – Gas Prices
- 5 – Cuba
- 6 – Other

Other Outcomes

- NH – Not Home
- MV – Moved
- IN – Inaccessible
- RF – Refused
- Vol – Volunteer!

DFA Phonebank Bingo

Fax Machine	Moved	Deceased	Not Home	Leaning Opponent
No Answer	Already Been Contacted	Busy Signal	Not Interested	No Answer
Answering Machine	Strong Opponent	Strong Supporter	Will Volunteer	Fax Machine
Wrong Number	Leaning Opponent	Undecided	Wrong Number	Leaning Supporter
Leaning Supporter	Not Home	Not Home	Strong Supporter	Call Back Later

Instructions:

After each call, mark the box that best describes the outcome of the call. The more calls you make, the more scenarios you'll encounter. The first volunteer to get 5 in a row wins!

DFA Phonebank Bingo

Strong Supporter	Busy Signal	Not Home	Undecided	Wrong Number
Wrong Number	No Answer	Already Been Contacted	Moved	Fax Machine
Strong Opponent	Leaning Supporter	Strong Supporter	No Answer	Leaning Supporter
Answering Machine	Will Volunteer	Leaning Opponent	Fax Machine	Leaning Opponent
Call Back Later	Not Home	Not Home	Deceased	Not Home

Instructions:

After each call, mark the box that best describes the outcome of the call. The more calls you make, the more scenarios you'll encounter. The first volunteer to get 5 in a row wins!

DFA Phonebank Bingo

Call Back Later	Wrong Number	Will Volunteer	Leaning Supporter	Leaning Opponent
Not Home	Fax Machine	Moved	Undecided	Wrong Number
Not Home	Busy Signal	Strong Supporter	Not Home	Leaning Supporter
Already Been Contacted	Not Interested	No Answer	Answering Machine	Leaning Opponent
Deceased	Strong Opponent	Fax Machine	No Answer	Not Home

Instructions:

After each call, mark the box that best describes the outcome of the call. The more calls you make, the more scenarios you'll encounter. The first volunteer to get 5 in a row wins!

DFA Phonebank Bingo

Already Been Contacted	Not Home	Busy Signal	Deceased	Moved
Leaning Opponent	Not Home	Not Interested	Fax Machine	No Answer
Call Back Later	Not Home	Strong Supporter	No Answer	Not Home
Leaning Supporter	Leaning Supporter	Answering Machine	Strong Opponent	Leaning Opponent
Undecided	Not Home	Wrong Number	Wrong Number	Fax Machine

Instructions:

After each call, mark the box that best describes the outcome of the call. The more calls you make, the more scenarios you'll encounter. The first volunteer to get 5 in a row wins!

DFA Phonebank Bingo

Wrong Number	Strong Opponent	Fax Machine	Leaning Opponent	Not Interested
No Answer	Not Home	Not Home	Not Home	Call Back Later
Already Been Contacted	Wrong Number	Strong Supporter	Moved	Deceased
Answering Machine	No Answer	Leaning Supporter	Will Volunteer	Leaning Opponent
Fax Machine	Leaning Supporter	Not Home	Not Home	Busy Signal

Instructions:

After each call, mark the box that best describes the outcome of the call. The more calls you make, the more scenarios you'll encounter. The first volunteer to get 5 in a row wins!

Sample Election Week Schedule

This schedule will vary according to the campaign's needs and abilities.

Tuesday – 7 days out

- Continue voter persuasion/Re-ID calls
- Volunteer recruitment for the upcoming week
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote
- Continue Voter ID

Wednesday – 6 days out

- Continue voter persuasion/Re-ID calls
- Continue Volunteer recruitment
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote
- Continue Voter ID

Thursday – 5 days out

- Finish Voter ID
- Continue voter persuasion/Re-ID calls
- Continue Volunteer recruitment
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote

Friday – 4 days out

- Volunteer staging areas determined.
- Food for E-day volunteers
- Continue voter persuasion/Re-ID calls
- Begin GOTV reminder calls to targeted voters
- Continue Volunteer recruitment \
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote

Saturday – 3 days out

- Continue voter persuasion/Re-ID calls
- Continue GOTV reminder calls to targeted voters
- Continue Volunteer recruitment
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote

Sunday – 2 days out

- Assemble and start printing phone lists and walk lists
- Continue GOTV reminder calls to targeted voters
- Continue Volunteer recruitment
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote

Monday – 1 day out

- Finish voter persuasion/Re-ID calls
- Print off walk lists and phone lists

- Final GOTV reminder calls for targeted voters
- Eliminate supporters who have already voted from call/walk lists
- Remind remaining eligible early voters to vote
- Assemble ride list
- Precinct Maps, GOTV Phone lists, and GOTV Walk lists printed out
- Precinct packets assembled
- All Volunteer roles filled (phonebanks, precinct walkers, etc)
- Volunteer Meeting

Sample Election Day Schedule

Precinct teams meet at staging areas at 6:00 a.m. on Election Day. Teams receive their precinct packets, coffee, and some food. The teams also get a briefing for the day before being sent off. Teams arrive at 6:45 a.m. and supervise the preparations to open the polls.

7 a.m. Polls open

- Vote checkers and poll visibility volunteers are in place.
- Poll watchers begin crossing off names, and passers begin handing out sample ballots.
- Precinct captains check in with HQ.
- Coffee and doughnuts for the poll workers?

9 a.m. First Run, Calls begin

- Vote checker reports the names of voters who have cast their ballots. These supporting voters' names are removed from door knocking and phone calling lists.
- Phone calls to supporters start from various locations and continue throughout the day.

1 p.m. Lunch

- Precinct captain provides lunch for volunteers **after** the regular lunch hour rush.

2 p.m. Second Run

- Vote checker reports the names of voters who have cast their ballots. These supporting voters' names are removed from door knocking and phone calling lists.
- Field or GOTV director might reallocate volunteers according to need.
- Door Knockers visit the homes of supporters who have not yet voted to help them to the polls

6 p.m. Third Run

- Vote checker reports the names of voters who have cast their ballots. These supporting voters' names are removed from door knocking and phone calling lists.
- Field or GOTV director might reallocate volunteers according to need.
- Door Knockers visit the homes of supporters who have not yet voted to help them to the polls

8 p.m. Polls Close

- Precinct captain supervises the ballot counting, where applicable.
- Precinct Captain reports total and supporter turnout to HQ
- Volunteers clean up signs and other campaign literature around the polls.

8 p.m. Victory Party