

Peace and Security Initiative

Enhancing the Peace and Security Community's Electoral Power

***“How to Successfully Engage your
Constituency”***

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Enhancing Electoral Power: Best Practices

- Clarity of Purpose: why are we doing this? What do
- *A Plan by Design, Not by Default: the elements and tools for enhancing organizational capacity to yield progressive power*
- People: building trust and institutional relationships

3 C's for c (3)'s = Cooperate, Collaborate, Coordinate

- ❑ *A spectrum or levels of dealings between organizations*
- ❑ *Ways institutions and organizations can interact to accomplish or realize a shared vision.*
- ❑ *Interaction and dependence upon one another increases along a continuum to coordination and increased risk.*

Autonomy and Independence

Cooperate — an association of persons or businesses united voluntarily to meet a common economic, social or cultural need. The work is framed around a concept that values self-help, self-responsibility, democracy, equality, equity and solidarity.

Collaborate — a process for individuals (or organizations) working together with an outside entity to advance a common goal.

Coordinate — Relies on each organization maintaining its own identity while working collectively to advance a shared agenda. Each organization adds value by identifying their process for reaching their stated goals and achieving breakthroughs as measures of success.

Coordinated Campaign

- **An example of coordination is a coordinated campaign which allows allied organizations at all levels to aggregate their efforts to benefit the collective, and enhances the shared education goals. This approach has three main objectives:**
 - **To reflect the general strategy of the participating entities;**
 - **Increase the value of the project by forming a cohesive unit that works together toward a common goal (while still pursuing the individual goal); and**
 - **Boosts and maintain groups' identity through coordination.**

The Strategy

- **Objectives**
 - Produce xx (thousands of new voters)
 - Create sustainability
 - Winning
- **“Underutilized Infrastructures (UI)”** are institutions and organizations both long-term and historically of and from the community.

Standards

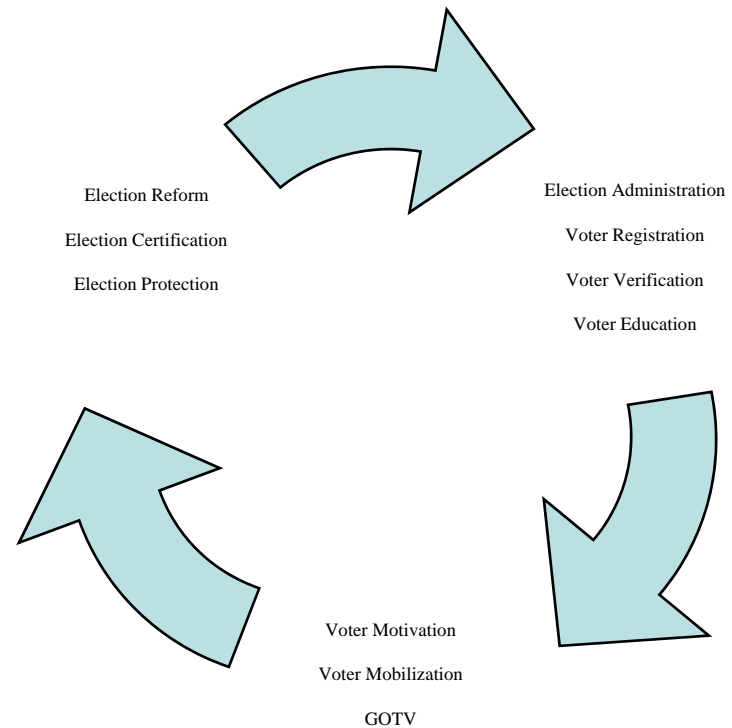
- **Shared Assumptions**
- **Accountability – Tracking**
- **Monitor and Assess – Quantitative and Qualitative**

Resources

- **Human Resources** are Stakeholders that work with the organization
- **Financial**
- **Time and Timing** – is not the resource, but it is the ability to take advantage of time through timely actions that adds the value. Timing is afforded through preparation and planning.

Election Cycle

“The Election is a Cycle. There is no beginning and there is no end. The administration of elections is continuous and ongoing. It is 7-24-365.”



Election Administration

- voter education
- voter registration
- voter verification
- voter motivation
- voter mobilization
- GOTV
- election protection
- election certification
- election reform

Leadership

“Lead, Learn and Teach”

- **Understanding the Plan**
 - **Roles and Responsibilities**
 - **National**
 - **State**
 - **Chapters and Affiliates**
 - **Local and Regional**
 - **c (3) State Tables and Municipal Tables: *MI, FL, PA, NM, CO, OR, NC, WA, ME, and others***

Leadership Development –

- **Skills acquisition and enhancement**
 - **Programmatic – how to run the plan and implement the methodologies**
 - **Communications training for spokesperson effectiveness and marketing**
- **“T3” or Train-the-Trainers**
 - **Programmatic**
 - **Volunteer utilization**

The Operational Plan

The tactics, timelines and budgets that activate the strategic plan, are tied to the objectives that enable the goals

Research

Capacity Building: list management; election administration

Contact Mechanisms and Methods

Communications

Evaluation: Core and Sector; PROI or Political Return on Investment

Research

- **Information Gathering**

- **Issues**

- **Policy**

- **Public Opinion**

- Quantitative: survey research; exit polls; member surveys

- Qualitative: focus groups; one-on-one interviews; triads

- **Election Information: candidates; ballot initiatives and referendum**

Research

Information Utilization

- *Meta-analysis – using what information is available from other sources*
- *Opposition research i.e. “Issue Linkage” and “Ideas to Law” charts*
- *Effectiveness studies that note variance and costs of voter contact methodologies*
- *Persuasion or Motivational techniques*

Building Capacity

- **Technical and Technology**
 - **List management**
 - **Enhancement: NCOA (national change of address); commercial data; Census and Bureau of Labor Statistics; etc.**
 - **Voter File**
 - **Voter History: unregistered; newly registered; frequency of vote; etc.**
 - **Enhancing workforce skills**
- **Electoral System**

Contact Methods

- ***Strategies for Engaging Members and Constituencies***
 - ***Purpose of Contact***
 - Member and Constituency Education – using passion to empower through peers
 - Voter Registration (3rd Party)
 - Voter Education
 - Get Out the Vote (GOTV)

Contact Purpose cont.

- *GOTV: early vote; absentee voting (military and voting abroad); vote by mail; domiciliary voting (college and university students); same day registration*
- *Election Administration*
 - ***Phones: phone banking; paid phones; robo-calls***
 - ***Mail: personalized; bulk; timing***
 - ***Canvass or Door-to-Door***
 - ***Internet***
 - ***In-person: conferences; conventions***

Communications

- **Internal**

- **Intra-organization: Within the organization: newsletters; teleconferences; e-Blasts; videoconferences; emails**
- **Inter-organization: communications between organizations**

Communications

- **External**

- **Media: paid and earned**

- **Press**

- Electronic: radio (psa, talk shows, Christian and religious, etc.); television (public access, network, cable); online
 - Print: editorials boards; opeds; on background; articles; newspapers; magazines; journals; specialty

Communications

- **Internet and Web**
- **Text Messaging**

Evaluation, Next Steps

- **Compare plan to actual practice**
- **Assumptions, Standards, Counts**
 - **Quantify: 1st qtr 2009 – compare contacts with voter file**
 - **Qualify**
- **Next phase – it's a cycle!**
- **Thanks.**