

## Appendix 1

## **Election Readiness - Volunteers**

### **Volunteers are the lifeblood of every campaign**

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People volunteer for many reasons. The first volunteers are often party loyalists who become involved out of a sense of commitment to the party.

Some people volunteer because they feel strongly about a particular issue and either believe you agree with them on that issue or your opponent is really bad on that issue.

Some people are just social and become involved with the political campaign because of friends or others who share their interests.

Some people volunteer because they see this as an opportunity to get a job or some other gain. Finally, some people volunteer because they seek recognition.

Volunteers stay with a campaign because they feel that they are making a contribution, because they feel appreciated, because the work is interesting, because they are meeting interesting people, and because it is fun. Volunteers can burn out if they are given too much work but more likely they will leave the campaign because they become bored or feel that the work they are given does not matter.

Volunteers can come from many different areas. The first volunteers will probably be friends of the candidates and party activists who have worked on past campaigns. These will probably not be enough to accomplish everything and you will have to find many more people as the campaign builds in intensity. You should look for people who have volunteered in other areas of their life. They may volunteer for civic organisations, neighbourhood groups, their religious organisations, unions, schools, etc.

If your campaign message speaks to a particular issue or group you may be able to persuade an organisation involved in that issue to support you and provide volunteers. As your campaign talks to voters you should take every opportunity to ask people to help the campaign. Always have volunteer cards such as the one found in Appendix 3 available for people who express strong support.

Your first task is to determine how many volunteers you will need at which times to complete the objectives you have set for yourself. Again, you need to do the math.

For example, suppose you decide you want to deliver 3,000 pieces of literature in a particular neighbourhood on a particular Saturday morning. You decide that one volunteer can deliver an average of 100 pieces of literature in an hour. Therefore it will take 30 volunteer hours to accomplish the job. You want to do the whole literature drop in three hours so you will need ten volunteers for three hours. You

will also need to have the literature ready by Saturday, you will need to have some maps of the area and clear instructions for the volunteers and you will need to have someone responsible for overseeing the literature drop and knows what is supposed to happen. You may also have to provide transportation to the target neighbourhood.

Volunteers are just that, volunteers. You should recruit more than 10, say 15 or 20 in order to be certain of having 10 reliable volunteers at the appointed time.

You need to do this type of calculation for every part of your voter contact plan and the more details you can provide the better. This is why planning is critical and having a volunteer coordinator is critical, who is responsible for recruiting and training volunteers, making sure they have the materials they need and making sure everything goes as planned.

#### **Budgeting volunteers:**

1. List all the voter contact activities your campaign intends to accomplish. Be as specific as possible, using real numbers.  
How many pieces of literature do you need to deliver?  
How many phone calls do you need to make and how many phones do you have available?  
How many homes do you want to visit in how much time?
2. Next, determine how many volunteers you will need to reasonably accomplish each task you have listed above.  
How much of the task can one volunteer accomplish in one hour and how many volunteer hours will it take to accomplish the whole job?
3. Finally, estimate how many volunteers you will need throughout the campaign. Often you will be able to use the same volunteers for different tasks at different times. In other cases a volunteer who is good at making phone calls may not be as good at putting up signs. Remember that you will need to recruit twice as many volunteers as you estimate you need for a particular task.



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## SIX STEPS TO CREATING A GOOD VOLUNTEER

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**Step One: Assessing Needs:** Political parties and campaigns are fueled by volunteers. You can never have too many volunteers. A successful branch office should have enough volunteers to enable the party to personally talk to everyone in the electoral district. Ideally for an effective local branch office this means one volunteer for every 100 voters. But you must start somewhere. Each activity your party undertakes should be geared to recruit additional volunteers in order to reach the ultimate goal of one volunteer for every 100 voters.

**Step Two: Recruitment:** When recruiting a volunteer be very clear about what it is you are asking them to do. Do not make the mistake of down playing the amount of time, which is required, or the amount of responsibility you expect from them. If you make it clear from the start that you are asking them to do something important, they will feel important and make more of an effort to do good job. Do not recruit someone for a job that you yourself are not willing to do.

**Step Three: Training:** Your overall goal is to make every volunteer successful. In order to do any kind of job a person must be well trained. When training a volunteer start by explaining how the job will support the overall success of your party. Then give them both verbal and written instructions on how to accomplish the tasks that you have assigned them to do. By providing written instructions there can be no confusion later of what was expected of them and they will have a permanent guide as to how to accomplish their work. Finally show them how to do their job. If you are asking a volunteer to take a questionnaire door to door, go with them for the first few houses to ensure they know how to do it. It would be even better to have someone experienced to go with them for the entire evening. If this is not possible, at least demonstrate by role-plays at the office what is the most effective way to approach someone on their doorstep and act out how to deal with various different reactions they can expect to receive.

**Step Four: Set Realistic goals:** Before sending a volunteer off to do a task set a reasonable goal which they can expect to achieve. For example, if sending a volunteer out with questionnaires door to door do not give them 400 houses to knock on in one evening. Make a reasonable estimate of how many doors can be knocked on in one hour and ask them to do that-say 20 houses. By setting a precise goal you are placing an expectation on a volunteer and they will have a sense of accomplishment if after one hour they have knocked on all 20 doors. It is always better to have volunteers returning to the office looking for more to do than to overwhelm them so they cannot complete the initial task.

**Step Five: Accountability:** Hold the volunteers accountable for the work that they agreed to do. Have them return to the office after they have finished the task. For example if you have asked them to knock on 20 doors with the questionnaire ask them to return to the office when they are finished for the evening. In this way you can assess whether they have completed the task and they in turn will feel some accountability to do the task agreed to because they must report back afterwards.

**Step Six: Recognition:** If a volunteer completes their task-tell them so- thank them time and time again. Celebrate their success. Everyone wants to be appreciated and publicly acknowledged. Post the names of the volunteers in the office, hang stars with their names on it from the ceiling-take photos and post them on the wall. Thank everyone all the time. A volunteer who feels appreciated will always come back, and chances are they will bring a friend with them!

**Finally, Remember it has to be fun!**



### ***Volunteer Information***

**Name:** \_\_\_\_\_ **Local Branch Office:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_

**Phone: (O)** \_\_\_\_\_ **(H)** \_\_\_\_\_

**I would like to volunteer in the following areas:**

Door to Door Canvassing \_\_\_\_\_ General Office Work \_\_\_\_\_

Transportation \_\_\_\_\_ Sign Posting \_\_\_\_\_ Lit Drops \_\_\_\_\_

Addressing Envelopes \_\_\_\_\_ Answer Phones (AM) \_\_\_\_\_ (PM) \_\_\_\_\_

Event Set Up (rallies etc.) \_\_\_\_\_ Envelope Stuffing \_\_\_\_\_

Phone Bank (AM) \_\_\_\_\_ (PM) \_\_\_\_\_ Food \_\_\_\_\_

#### **Special Skills:**

Computer \_\_\_\_\_ Desk Top Publishing \_\_\_\_\_ Word Perfect \_\_\_\_\_

Windows \_\_\_\_\_ Other \_\_\_\_\_

Typing \_\_\_\_\_ Graphics \_\_\_\_\_ Photography \_\_\_\_\_

**I would like to donate other skills to the campaign:**

\_\_\_\_\_  
\_\_\_\_\_

**I am available to volunteer the following days and times:**

**Indicate Day(s)** \_\_\_\_\_

9am to 1pm \_\_\_\_\_ 1pm to 5pm \_\_\_\_\_ after 6pm \_\_\_\_\_





## Voter Log

Poll #: \_\_\_\_\_

Date Canvassed: \_\_\_\_\_

Street name: \_\_\_\_\_

Canvasser: \_\_\_\_\_

#	House #	Voter's name	# of voters in Household	Telephone	Comments
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					

Return to:  
Branch Office, Name  
Address, telephone, fax

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## **Appendix 5**

## **Voter Contact: Stands/Booths as a Campaign Tool**

### **Remember**

The better STANDS/BOOTHS are planned, the more effective they will be!

### **Advantages**

4. Low cost, based on volunteers.
5. All preparations in advance.
6. Two-way communication: (1) Meet the voters face to face at a public place to get your message out, (2) Learn what is on people's minds. Be a good representative for the issues, which concern people the most.
7. This is an opportunity for people to speak directly to their politicians.

### **Planning** (This method is flexible and can be adapted to your capacity.)

You will need volunteers to service the stands and a portable display board to put a poster on (which may include the key message, the party name, photos of candidates). The portable display boards should be made solid enough to be reused in several campaigns.

Party information could include:

1. The party program, including specific issues supplied from the party HQ on display and available for those who are interested.
2. Use local campaign materials to present: (1) The local program (what you intend to execute if you were given the power, or issues you will fight for when you/your party gets elected), and (2) Your local candidates (a folder with photos and main program issues).
3. Leaflets on "today's topic". This will have to be produced on the spot to present your party's (1) position on a hot issue, (2) comments on your opponent's position, and (3) statement commenting on local news/newspapers reports, etc.

### If you have the capacity...

Stands are an excellent way to present your party in a more popular and direct way. It's easy to create an atmosphere where people like to stop for a friendly chat, discuss an issue, have a rest after shopping, while waiting, etc. So, if possible, provide a couple of folding chairs, a table for your materials is always useful, and maybe an umbrella (both for visibility and protection). A cup of coffee, mineral water, cookie/cake, etc. are always positive contributions to making your stand an attractive place. Remember that Rule no. 1 is to draw attention to your political message/program, and you want new potential voters to get a pleasant first impression from the environment where you start your conversation.

### Additional activities at a stand

When several parties compete for the same attention in a heated campaign, the more original presentation is of course more likely to STAND OUT and attract voters' attention.

For example:

1. Use live music or other cultural activities (thereby nurturing cultural values and perhaps provide young talents with their first experience in performing in public).
2. Specifically asking people's views on local issues based on a (multiple-choice?) questionnaire, guessing the result of the election, etc. (Prize provided by one of your members?). This involves people in issues, is action-oriented and provides useful political feedback.
3. Foster environmental concerns. Sell an evergreen seedling/flower for a small amount (a more significant amount if you want to do fund-raising) to improve a specific local environmental condition such as improving local parks, kindergartens, playgrounds, etc.

### Where?

Choose places where lots of people meet. Market places, outside grocery stores, shopping malls, churches, coffee shops, etc. (Obtain permission in advance, where necessary).

Sometimes public or private shows, fairs or cultural events are interested in fostering democratic traditions and welcome stands on their premises before an election. These contexts usually provide great access to a large group of voters.

### How to organise your volunteers?

The campaign committee/local board should provide a schedule for the stands' activities throughout the campaign period.

For example:

1. 6-8 stands should be serviced 4-6 Saturdays before the election.
2. Each volunteer is asked to serve a minimum of 2 Saturdays each (this becomes easier with experience).
3. You will then need to prepare 6-8 portable display boards. If the local party office is not suitable, one person should be given responsibility for storage of all the display boards and other materials to be used at the stands.
4. Put together teams of at least 2 people to service each stand at a time. (If you choose to service the stand for more than 3-4 hours at a time, let a new team take over. Don't exhaust your volunteers, it should be fun! And you want them to say Yes next time you ask too!)
5. Select one experienced politician and one trainee for each stand. Make sure that all your candidates take their turn and get to know their constituency. You may choose to put your most prominent vote-collector, usually your first candidate, on a "mobile" schedule, spending one hour at each stand in your municipality. (Her/his presence could be announced in the local paper in advance).
6. Send your volunteers a list with the dates they have been signed up for, when to meet and where (usually where the display boards are stored, so each team can bring their own boards and other materials to their stand). If they need to change a date, put the onus on them to get back to you with an alternative.
7. Prepare the final list of your teams.
8. Short briefing of your volunteers. Don't overload people with paper/information! But make more information available to those who show particular interest. All volunteers should be briefed on: (1) Your main message(s), (2) Materials in general, (3) Possible access points to a conversation with new voters, etc., (4) Any new leaflets on the latest hot issue, (5) Priority information materials to give out (list of candidates, presentation of local program/issues is critical).

**Campaigning should be fun, both for the party volunteers and the public!!**



## Voter Contact: Citizens' Questionnaires

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Citizen questionnaires have become a regular feature of many political party outreach campaigns. The citizen questionnaire is a tool which allows parties to talk and listen to their voters. Voters like to be asked their opinion and the party will learn a great deal about the community and its voters by using the questionnaire as a voter contact tool.

Why should a political party use questionnaires? What are the benefits for the party?

The benefits can be divided into two categories.

1. Those benefits which promote the public image of the party in the minds of the voters;
2. Those benefits which provide information to the party.

### Designing a Questionnaire

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The following are points to remember when designing a questionnaire for an election campaign:

1. Identify the party clearly at the top of the page- use the party logo; make sure the party's address, telephone number is clearly set out at the top of the page. Use candidates names from the party list to raise their profile in the community. For instance, the party should place the names of its candidates together with the party name and logo on the front of the questionnaire.
2. The questionnaire should be limited to two sides of an A4 page. The layout should be simple and straightforward.
3. The front page should focus on questions on local issues. At the top of the front page the party should have an introduction informing people why the campaign is using the questionnaire. An example of such an introduction is as follows:

*Your local Zašto Party is listening to YOU. Many politicians are not interested in what YOU think. We at the Zašto Party are interested in you and your opinions. That is why we are here at your door- to find out what is important to you so we can work better for YOU. Please take a few minutes to fill out this questionnaire so we can better understand what issues are important to you.*



4. Each question should have its own box and maybe a graphic to illustrate the issue. Ideally questionnaires should be designed on a computer but a typed or hand drawn can be equally as effective. Questions should have yes/no options or ask voters to rank issues in priority. Limit the front side to no more than six questions.
5. The back side can include the more "political questions" such as "Which party do you normally support". Always include a box inviting people to "Join our team" Give them 5 options:
  - ☐ Do you want more information on the party?
  - ☐ Do you want to help the party?
  - ☐ Do you want to help during elections?
  - ☐ Do you want to join the party?
  - ☐ Do you want to volunteer?
6. It is essential that space is left for people to give their comments and thoughts. As well leave space for people to write their name, telephone number and address. This is essential for the party to identify its support and to develop the party's parallel voters' list.

### Conducting a questionnaire

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There are two approaches that have proved particularly effective in Croatia.

1. The first approach is "On the Spot" . You knock at the door and ask the voter to fill out the questionnaire while you wait. The questionnaire should be designed to be completed in a few minutes. This ensures that the party volunteer talks to the voter and takes away with them the necessary information. If the voter is too busy, you can offer to return later to pick up the questionnaire. (See option #2 below)
2. The "returning to the door" method: Call door to door delivering the questionnaire form telling people that you will collect it later, say in 30 minutes. The short time is to inject a sense of immediacy into the process of completing the questionnaires. Respondents are asked if they want to be disturbed again or to leave the completed questionnaires in the letterbox or under their door mat. You should only deliver as many questionnaires in one evening as you can collect that same evening. Because people are asked to leave the questionnaire sticking out of their mailbox or on their door it is very quick to collect.

**But in both approaches you must go DOOR to DOOR!!!**