# NEW HAMPSHIRE
## DEMOCRATIC PARTY

# 2017 and Beyond
## TOWN COMMITTEE MANUAL


# A GUIDE FOR BUILDING AND RUNNING A SUCCESSFUL LOCAL DEMOCRATIC COMMITTEE

# Table of Contents

Dear Town Chairs,

The 2016 elections are over and as New Hampshire Democrats we can all be proud of the work we did. For the first time in American history we elected an all-female all-Democratic delegation. We carried New Hampshire for the Democratic presidential nominee. And we minimized our defeat in the New Hampshire House, Senate, and Executive Council.

Our work for 2018 begins now. We need to elect a Democratic Governor. We need to return two Democrats to Congress. And we need to re-elect majorities to the New Hampshire House, Senate, and Executive Council.

As a town chair, you are one of the keys to our grassroots operation and we want to know where our focus needs to be the next few months so we can continue our shared success.

This handbook is intended to be a road map for success in 2017, 2018 and beyond. There is a lot of information here so please do not hesitate to reach out for support. Whether you need guidance or not, please turn to your county committees, regional groups, or the state party. We can help.

The voters have placed incredible faith and hope in Democrats, and you have shown similar support for me. I, along with the NHDP staff, am committed to providing the resources, assistance, and support you need to do everything in your power to elect Democrats.

Sincerely,

Ray Buckley
State Chair

## Section 1: Building Your Town Committee

## CHAPTER 1: The Town Committee - The Cornerstone of the Democratic Party

### The importance of the Town Chair

Our local town committees are the most important part of the Democratic Party. They lay the groundwork for organizing Party members and activities, and they are where growth begins. You provide the "roots" from which our grassroots efforts spring.

The local committee works with Party committees at the county, state, and national levels. You get resources from each of these, and they in turn ask for your support. When everyone works together, every piece of our Party "plant" thrives. It is a living system, and won't survive without healthy roots. Feeling important? Good. Now let's get down to specifics.

### The role of the Town Chair

Your job as town committee members is to support the efforts of the Democratic Party, its candidates in your area and to build your local committee. To start, get to know your local Democrats. You need to know who will make phone calls, who is home during the day, who will go to meetings, who might run for office, and who will work for you and who won't.

Your job is to make these people proud to be Democrats. Your job is to get them talking with their neighbors about being a Democrat. We will not win local elections, achieve registration parity, or make progress on public policy if all the Democrats in your town are private Democrats. Your job is to make them all, active, public Democrats.

Your job is to keep your Democrats busy and informed. You can do lots of projects with your Democrats even when there is not an election. Writing letters to the editor, attending a legislative hearing, calling elected officials to make your position clear on a particular issue or bill, holding Democratic discussion groups with interesting speakers, reaching out to new neighbors about key issues, raising money for the next election, creating a graduation prize for civics at the local high school, and helping out local non profits are all great activities for a local committee.

Your job is to make politics fun. There are no secrets to organizing people. *Make it interesting, make it worthwhile, make it rewarding and you will have lots of volunteers and a vibrant, growing local committee.*

### Who belongs to the local committee?

The membership of a local committee includes all registered Democrats in the locality. So, any registered Democrat has the right to participate in the activities of the Party at the local level. Since nearly 40% of the NH electorate is not registered with either party you may have individuals who attend meetings and are active but do not want to register as a Democrat. You should do your best to make them feel welcome but be aware that officers and candidates must be registered Democrats.

## What are the responsibilities of the local committee?

In general, the local committee is responsible for supporting all Party activities in its jurisdiction.  This includes building committee membership and activism, supporting candidates for office, and promoting party goals.

The state party constitution (section 7.B) requires the following responsibilities for local committees:
● Elect delegates to the state convention
● Recruit Democratic candidates for office
● Fill vacancies on the Democratic ballot (according to RSA 655: 37)
● Appoint inspectors of election (according to RSA 658:2)

Meetings

Each local committee must meet at least twice a year (Constitution, section 7. E). However, we recommend that you are meeting monthly and preferably at the same time and location. This consistency will help get Democrats in the habit of attending your meetings.
In odd numbered years, one of the meetings must be before April 1, in order to elect officers and delegates to the Convention.  These officers and delegates serve for 2 years. Be sure your committee bylaws provide for:
● Reasonable notice of meetings (Constitution requires at least two weeks notice)
● Conduct of meeting
● Minimum requirements for participation

Officers

The state party constitution specifies four officers for each local committee: Chair, Co-Chair or Vice-Chair, Secretary and Treasurer.  The powers and duties of these officers are left to the local committee to determine (Constitution, Section 7.D.1)

The Constitution only recognizes four officers, and only those four are automatic delegates to the State Convention (Constitution, Section 2.C.3).  If you have additional officers, they may serve as delegates to the State Convention only if they're elected as delegates (Constitution, Section 2.C.4). The number of at-large delegates a town committee may have is determined by the number of registered democrats in your town; please consult the NHDP before your election to determine how many slots you have available.

Electing Officers

The State Party Constitution requires that you elect officers in odd numbered years between January and April, or whenever a vacancy occurs.  The procedure for the regular election of officers is set by the State Committee and is distributed to all committees in advance of each state convention. The Constitution specifies Robert's Rules of Order as the default standard for conducting meetings.  http://www.robertsrules.com/

<u>Filling Vacancies</u>

There are two ways to fill a vacant officer position on a local committee (Constitution, Section 7.D.2):

        1) You can call a meeting of the local committee to elect a replacement.  The meeting must take place within 60 days from the time the vacancy occurs, and the state party must be notified of the results within two weeks of the date of the election.  Replacement officers serve until the next biennial election.

        2) If you have troubling filling a vacancy the County Executive Committee may appoint an acting officer to serve until the local committee elects a replacement.  This process can often occur when a local committee is first being formed, or is re-formed after a hiatus, to give local organizers official status with the state party.

<u>Impartiality</u>

The rules here are clear and simple- the committee shall support all Democratic candidates for office equally.  In a primary election, the Committee must remain neutral- that is, not support in any form, such as time or money a single candidate, and must be available to all candidates on an equal basis.

*Members of the Committee may individually endorse and support candidates in a primary, but not as a representative of the Committee.  Individual Committee members should not attack any Democratic candidate, since negative campaigning will be harmful to the Party as a whole.*

## What are the rules for the committee?

The general structure of a local committee is determined by its bylaws, along with the county bylaws and the state party constitution (see www.nhdp.org for Party constitution).  If your committee does not have any bylaws, don't worry.  As your committee grows, at some point you will decide that you need bylaws and then you can appoint two or three people to write them using another town's bylaws and the state party constitution as guidelines.

## Final Note: Keep it simple

The structure of your committee should not get in the way of your activities.  It needs to ensure that everyone can participate and that all ideas are heard. And remember it is your committee, have fun with it!

# CHAPTER 2:  Party Building

**Getting people involved**

Now that you've established your committee, the question is, "How do I get people involved?"  Like any building project, party building requires a strong foundation, good organization, person power, and ongoing maintenance.  Each local committee usually has a core group of concerned citizens who are committed to getting things done.  Here is how you move beyond your foundation and enlist the help and expertise of potential volunteers:

<u>Get access to a list of your voters</u>

Your prime source of information is the NHDP's voterfile.  This database contains the official list of all the registered voters in your town or ward.  The NHDP will provide the town chair with one login and password for the online access to the voterfile for your town. We will also provide training and lists for those who request it. This database is extensive and maintained.  Queries can be run for individuals, by vote history, by households, address, past meetings attended or volunteer activities performed. Our voterfile can act as a repository for all your local committee's membership info from emails to yard sign locations. By depositing your info in the voterfile the state party and the future town committee members can access your hard work for future elections.

<u>How do you recruit volunteers?</u>

If our victories in 2016 taught us anything, it's that grassroots volunteers drive our campaigns. For continued electoral success, we need to further strengthen the Democratic Party from the ground up. The first step is to reach out to past volunteers:

> 1) The most effective way of recruiting a volunteer is to ask.  A personal invitation, a phone call, a conversation, a note -- is proven to be the most successful way to engage a volunteer. Establishing an ongoing positive relationship will keep your volunteers coming back and keeping them responsive to the town committee.

> 2) Call a meeting and see who comes!  Publicize it in the local paper, put up fliers, and get it on the radio. We are seeing record turnout at meetings across the state! Everything you do increases your visibility.  It is so important that people know there is a Democratic Party out there that they can get involved in.

<u>Don't Forget the Independents!</u>

Currently the New Hampshire electorate is roughly 30% percent Republican, 30% Democratic and 40% independent or willing to declare either party.  Some of your most committed members of the committee or volunteers during campaign season are not registered Democrats. There are two main options for getting them involved. First, you can use the voterfile to find those that took a Democratic ballot during a primary. Second, reach out to issue groups that are part of the large democratic umbrella like environmentalists, teachers, laborers, and the pro-choice community for example.

# How to keep volunteers active?

The New Hampshire Democratic Party's Grassroots Survey of activists showed that above all else, knowing that their involvement made a difference was what made them join local committees. With that in mind, welcome new members and make sure every single meeting is productive to the Democratic Party's goals and mission. Below are some ways to keep your voters useful.

- Give them a job to do.  Find out your volunteers' strengths, skills, and interests.  Ask them what they like to do and assign tasks accordingly.  There are many jobs, activities, events that committees can do to keep their volunteers active.  These jobs include activities to raise money, to help the community, to educate voters, to attract voters such as writing letters in support of candidates, participate in visibilities or go door to door.
- Make it fun!  Whether it's a meeting, a mailing, or setting up an event, be sure to have fun.  Having coffee and other refreshments before and after a morning lit drop or pizza during a bulk mailing are easy ways to build camaraderie and say thanks.
- Make the time to celebrate your successes! Recognizing your collective efforts is another important way of saying "thank you" and helps keep volunteers involved.
- Have a clear sense of purpose.  Be sure to develop a mission statement (one or two sentences) as well as organizational goals and objectives.  They will guide your efforts and assist you in staying focused.

Use regular meetings to your advantage

One of the simplest and easiest ways to increase the size of your committee is to establish a regular meeting day, time and place.  Give adequate notice; one to two weeks in advance is helpful.  There are many ways to get the word out, including email, posting on social media, advertisements in the newspaper, postcard mailings, and reminder calls to committee members.

Every meeting should have a purpose. Every meeting should be a "meeting to…_do something._" If you are having trouble finding a purpose for your meetings, reach out to Erin at the NHDP and we will put you into touch with other local committees that can help you achieve your goals.

At your meetings:

- Be sure to take the time for introductions.  Have an agenda and stick to it.  Ask the group for new items to be added if they are not already on the agenda.  Identify action steps and who is responsible for each of them.
- Start and end your meetings on time.  While this is easier said than done, staying on track encourages busy people to stay involved.
- Send out meeting minutes if possible.  This will keep your members involved even if they were unable to attend the meeting.

**Final note:** Party building is a dynamic process.  Volunteers may come in and out of your organization as personal time permits.  Therefore, outreach efforts should be continuous and shared by all.

## CHAPTER 3: Getting our message out

This chapter will provide key guidelines and pointers for effectively communicating our message, but if you only remember one thing, it should be this: <u>stay in touch with your members</u>. When it comes to getting the Democratic message out, it's important to stress: once is not enough. With so many different things competing for our attention, it's crucial that we reinforce our message early and often. Two of the best ways you can get our message out are through letters to the editor and social media (specifically, Facebook and Twitter). And remember, reporters can help amplify our message. But when dealing with the media, it's always better to check with the State Party beforehand.

If you have questions, suggestions, comments, don't hesitate to reach out to our Communications Director Wyatt Ronan at [wronan@nhdp.org](mailto:wronan@nhdp.org).

### General Message Guidelines

- *Personalize it*:  Personal stories are the single most powerful tool we have. Whether it's your story or the story of someone you know, it's always more effective to get our message across using personal stories. (Always remember to respect others' privacy though; you don't need to give names).  *Example: When sending a letter to the editor about climate change- Talk about the impact warmer winters have had on you and your community, then call to action our state senators to support cleaner energy practices.*

- *Contrast***:** When getting the message out, it's important to draw strong contrasts. Don't just talk about a person/policy you think is taking us backward – also contrast that with a person/policy you think is helping move us forward.

- *Keep it simple***:** This means avoiding unnecessary jargon or technical language. One rule of thumb that some suggest is, "would my twelve-year-old nephew understand this?" If so, you have a clear, simple message.

- *Once is not enough*: With so many things competing for our attention, it takes constant repetition to break through. Whether you're posting on Facebook, tweeting, or writing letters to the editors, don't think that just because you did it once you're done. Each message needs to be repeatedly reinforced before it will start to break through in people's minds.

### Letters to the Editor

Letters to the editor are probably the most important tool for Democrats all over the state to communicate our message effectively – the best part is that anybody can do it! Letters can be a far more powerful way of swaying public opinion than a press release or even a speech from a Party spokesperson, with every letter having the potential to be read by thousands of Granite Staters, it's our most effective tool. Letters are even more powerful now that they are often published online, making it easier to share them with others through email and social media. This broad reach gives a well-written letter the potential to have an even more significant impact on public opinion.

A single letter to the editor can't tackle every issue at once. Instead, it should usually be focused on one important issue of the day. What ultimately makes a great letter to the editor is its ability to express an opinion on an issue or candidate and make it simple and powerful. Whether it is at the national, state, or local level, and the issue or candidate can affect people in your community. If a letter succeeds in doing that, it can be a strong advocate for Democratic candidates and policies and be a force for keeping New Hampshire moving forward.

Tips for Writing Letters to the Editor
- Keep it short; papers have word limits. Keeping your letter to less than 250 words will keep you below the word limit for pretty much every paper besides the Union Leader (the Union Leader's limit is 200 words).
- Focus on one issue or candidate per letter, and be sure to logically and factually support your points. Use the NHDP's press releases (which you can find at www.NHDP.org/news) as a source for information and messaging if needed.
- Your letter is meant to ultimately be persuasive. Avoid coming across as rude or combative when expressing your opinions.
- Get personal. If you can, use examples that explain how what you are writing about impacts your life, the lives of your neighbors, and your community.
- If appropriate, urge readers to take some sort of action, such as calling or writing to elected officials.
- To increase outreach and viewership, send your letter to multiple papers throughout the state, and try to prioritize the state's larger papers.
- Always provide basic contact information, such as your full name, a phone number, and an address. Many large papers now have submission portals built into their websites that require writers to input contact information before a letter can be submitted, but if you're emailing or mailing a letter you need to make sure the newspaper you're sending it to can confirm that you actually wrote the letter, which is required before a letter can be published.

If you would like to write a letter to the editor, please email the NHDP Operations Director Erin Cotton at [ecotton@nhdp.org](mailto:ecotton@nhdp.org).

## Social Media

- Make sure you're following the NHDP! You can find us at [www.twitter.com/NHDems](www.twitter.com/NHDems) (and click "follow") or [www.facebook.com/NHDems](www.facebook.com/NHDems) (and click "like"). And then be sure to share the content with all of your friends!

- 'Facebook first, everything else next. Facebook has the largest reach, and is the best way you can communicate our message to as many of your friends and family as possible.

- Would you share it? Before posting on social media, you should always think, "Would I share this with my friends?" If yes, post away!

- Always have a call to action. Whether you're on Facebook, Twitter or sending an email newsletter, it's important to always have a call to action. Some examples of are "Share this" or "RSVP now."

- A picture is worth a thousand words (it's true!)**.** People are more likely to share your content on social media if you include a picture or graphic.

- There's one big caveat: make sure your picture doesn't undermine your message. For example, if the text of your post says "Great turnout at our meeting – lots of fired up Dems," be sure that people actually look excited in your picture.

### Newsletters

Another great tool for committees is to send out weekly, bi-weekly, or monthly newsletters. These emails can keep your members up to date with your local committee, and larger Democratic messaging.

Creating a newsletter. Email newsletters can be a great way to keep friends and neighbors informed. If you want to create a newsletter, try to establish a routine and always send out your newsletter on a certain day. It doesn't have to be long, but <u>keep it regular and stay on message</u>.

Sue Ford sends out the NHDP Grassroots Newsletter weekly that you can circulate to your committee. To sign up please reach out to sford@nhdp.org.

**Final note:** Most importantly, if you have questions, suggestions, comments, don't ever hesitate to reach out to the NHDP's Communications Director Wyatt Ronan at [wronan@nhdp.org](mailto:wronan@nhdp.org).

CHAPTER 4: Fundraising

Town and county committees can make a huge impact on the result of an election if they are able to raise the requisite funds. Some recent examples:

- In 2017, the Belknap and Rockingham Democrats have opened local offices to have events and to provide a central meeting space for local Democrats.
- In 2016, the NHDP partnered with local and county committees to open 18 additional Coordinated Campaign offices.
- In 2014, Portsmouth Democrats sent a city-wide mailing to voters who historically voted absentee with information about obtaining a ballot.
- In 2013, Manchester Democrats hired a full-time staffer to coordinate municipal elections and then hired a full-time staffer in 2014 to coordinate state legislative races.

Every committee has the ability to raise money throughout 2017 and beyond. Fundraising should begin early by setting a budget with realistic goals and then putting a plan in place to achieve those goals. The staff and officers of the New Hampshire Democratic Party are resources to each town and county committee and are always available to answer questions, provide guidance, and offer more in-depth training as requested.

**Where to start?**

A successful fundraising program builds upon on the fact that people want to be Asked, they want to be Recognized, and they want to be Thanked. We have put together the guide to provide a complete overview of the process. On the following pages you will find:

Part 1- Budget planning

Part 2- Raising money and event planning

Part 3- Using ActBlue Successfully

Part 4- Opening a Bank Account and Getting a Tax ID #

Part 5- Thanking Your Donors

Part 6- Financial Records and Complying with the Law

Part 7- Final Notes

**Part 1:** Budget Planning

Like in business, developing a plan and a budget is key to our political success. Moreover, it is dramatically easier to raise money when a town committee has a plan and a budget to point to for its potential donors. An "Ask" that offers a **<u>concrete plan</u>** such as, *"Please give us $10 dollars a month for the next year because with your money and that of 19 others we will have enough to open a local office for the last 2 months of the campaign"* is infinitely more appealing than, *"Please give us money so that we can spend it later."*

Setting a budget and a plan is an opportunity to get buy-in from members of the committee and find tasks they are willing to perform. While there is never enough money to do everything, it is an excellent process and will help you narrow your focus on what you can achieve. Since winning elections every two years is the goal of all party organizations and all of our efforts are geared to that goal, we recommend a two-year budget to match the two-year election cycle.

As soon as all of the activities for the cycle are planned and approved, a budget reflecting their costs and raising money to pay for them should be developed, approved and implemented.  Every activity should be included in the budget even if its projected costs are minimal or none. It is better to over-budget and end with a surplus than under budget and be saddled with a deficit.


<u>What do we want to do?</u>


**Do we want to raise money for...**

| | | |
|---|---|---|
| Local campaign office? | | Yes / No |
| How many | _____ | |
|       Where | _____ | |
|       When | _____ | |
| Direct contributions to local candidates? | | Yes / No |
| Who | _____ | |
| How much | _____ | |
| When | _____ | |
| Campaign literature promoting our candidates? | | Yes / No |
| Signs promoting our candidates? | | Yes / No |
| Absentee mail program? | | Yes / No |
| Newspaper advertisements promoting our candidates? | | Yes / No |
| Maintaining a website / email list? | | Yes / No |

Overhead for hosting county events?                    Yes / No

## Developing a budget

Based on your answers above, please start developing your county budget:

Local campaign office(s)         $_____ x ___ months =              $_____
Direct contributions to local candidates                              $_____
Campaign literature promoting our candidates                          $_____
Signs promoting our candidates                                        $_____
Absentee mail program                                                 $_____
Newspaper advertisements promoting our candidates                     $_____
Maintaining a website / email list                                    $_____
Overhead for hosting county events                                    $_____
Other                                                                 $_____
Total                                                                 $_____
+10% to cover miscellaneous expenses        Total x 0.1               $_____
**Grand Total**                                                       $_____

<center>**Part 2**: Raising Money and Event Planning</center>

Like saving for retirement, the earlier a committee starts raising money for the next election the better off they will be. Little amounts each month can be as profitable as organizing one grand event late in the cycle but with less stress. Start by talking to the NHDP's Finance Director, Thad Logan at tlogan@nhdp.org to help you identify the donors in your area.

<center>**To get started:**</center>

1. Identify your donors and prospects.
2. What is their motivation to give?
   -Social
   -Ideological
   -Economic
3. What is their capacity to give?
   -Occupation
   -Past Giving History
4. Formulate your pitch.
5. Prioritize your list.
6. Make the Hard Ask.
   -Be direct and specific.
   -Do not apologize for asking.

There are many ways to raise the funds necessary to reach your budgetary goal – (1) hosting fundraising dinners or other events, (2) passing the hat at monthly meetings, and (3) institutionalizing monthly giving

<center>**Hosting Fundraising Dinners or Other Events**</center>

Identify a Host Committee
- Members commit to raising or giving a specific amount for the event
- Accountability through communication

Budget and Logistics
- Set a *specific* and *realistic* income goal
- Factors influencing goal
  - Size of initial invitation list
  - Expected response rate
  - Event expenses (10-15% of goal)
- Venue
  - ADA Accessible
  - Local
  - Low to no cost
  - Parking
- Date and Time
  - Double check holidays
  - Check with NHDP on conflicts
  - Finalize and announce date 6-8 weeks out to allow time for success
- Ticket and Sponsorships
  - Individual Ticket should at least cover per person cost of event

- - Majority of proceeds will come through sponsorships
  - Food and Drink
    - Maximize profits by minimizing food and drink costs
  - Event Name /Branding
    - Continuity breeds familiarity and will increase membership

Other Considerations
- Printed Program
  - Selling ads = more profit
  - Recognize sponsors / committee members
- Silent Auction / Raffle
- Awards
  - Recognize volunteers
  - Encourages recipients friends / family to attend

Build Your Invitation List
- Who to invite?
  - Personal network and host committee network
  - Previous donors
  - Donors to other organizations and candidates
  - http://www.opensecrets.org/indivs/
  - Use VoteBuilder to identify active Dems / volunteers
- Organize List into Spreadsheet
  - Track Contacts / Responses
  - Mail merge invitation

| 2015 McIntyre-Shaheen 100 Club List | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Prefix | First | Middle | Last | Address 1 | City | State | Zip | Email | Home | Cell | Work | Invite Mailed | Ask to Give | Contact 1 | Conta |
| Mr. | Colin | A. | Pio | 105 North State Street | Concord | NH | 03301 | cpio@nhdp.org | | | 603-225-6899 | 3/1/2015 | $250 | LM 3/9/2015 | |

Invitation
- Contents – 4 items
  - Outer Envelope
  - Invitation
  - Reply Device
  - Return Envelope (optional)
- Black and White Ink
  - Print in-house
  - If done professionally, use local union printers

## Using ActBlue to manage your event

- Create a webpage and unique URL to sell tickets
- Share event online through email list and social mediate
- Using Act Blue to manage your event
- Create a webpage and unique URL to sell tickets
- Share event online through email list and social mediate
- Use event page to collect contributions online
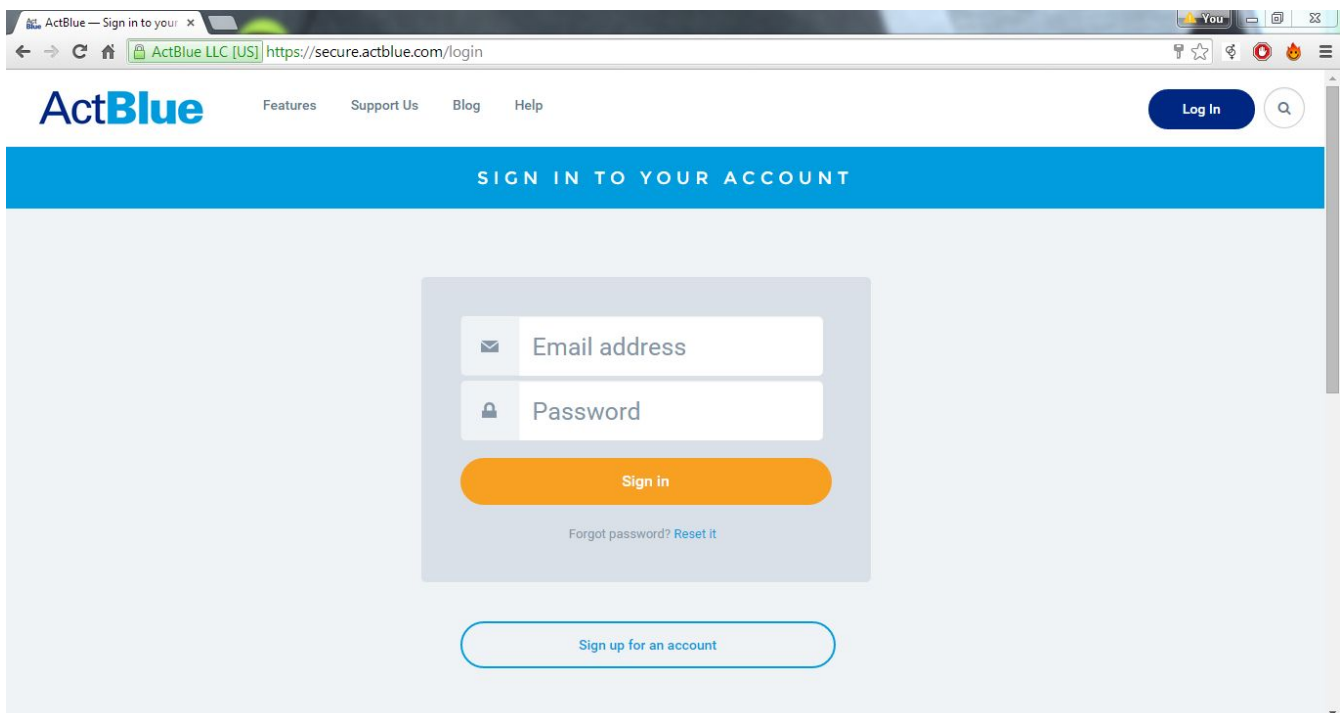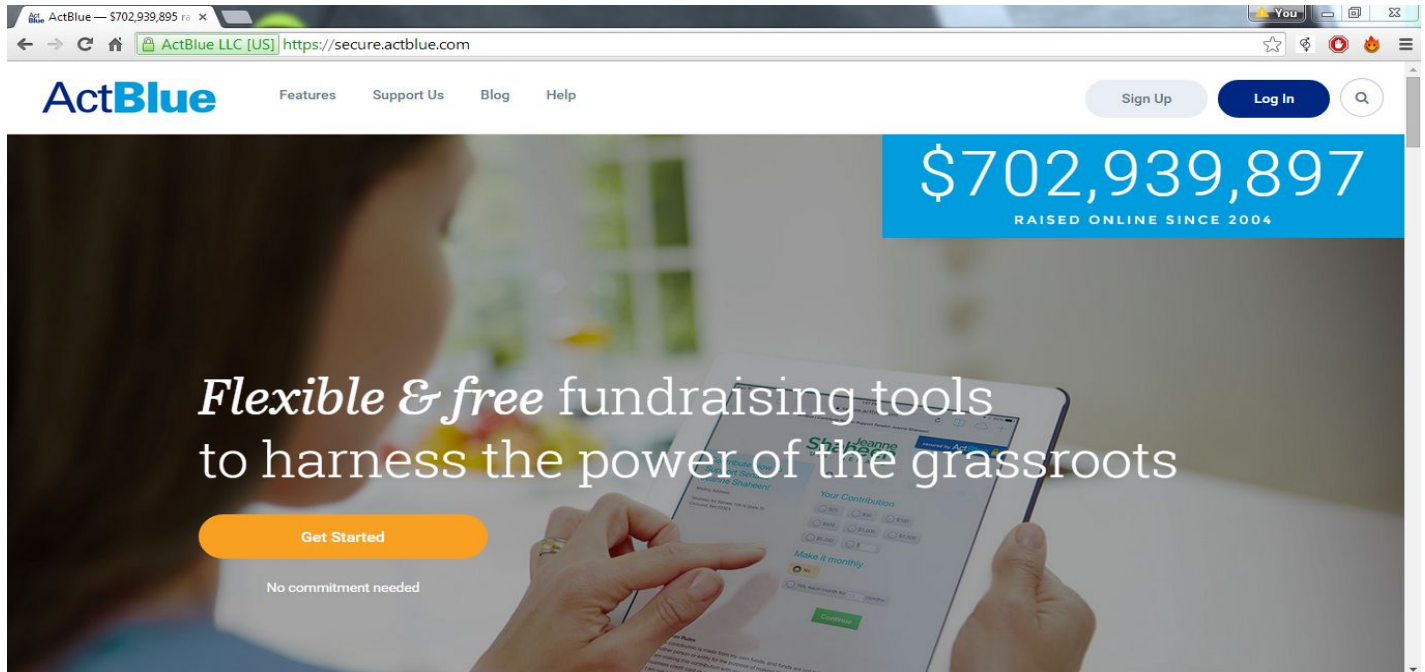
ActBlue LLC [US]

Hello

Your Account▾   Fundraise▾   My Committees▾

# ActBlue

Features   Support Us   Blog   Help

Log Out

## DASHBOARD —

FUNDRAISING OVERVIEW

**Metrics**

Recurring

Uniques

By Form

Tandem Stats

Search

TOOLS

Compliance

Refunds

Settings

User Access

Brandings

✓ Signed in successfully.

Feb 17, 2015 - Feb 24, 2015     7d 14d 30d 90d 1y year-to-date cycle-to-date other

**Start Fundraising**

You can **create a contribution form**. Or, **plan an event** and sell tickets. You can even **sell merchandise**.

6

Features   Support Us   Blog   Help

1 Essentials   **2 Tickets**   3 Customizations   4 Promote!

ⓘ Your event needs at least one type of ticket (i.e. donor level), and you can create as many ticket types as you need. You can add, edit, or disable tickets at any time. If you have a limit on the number of tickets that can be sold, check the limit box.

| Ticket Description | Price | Limit | Sold | |
|---|---|---|---|---|
| Ticket Name | $ | ☐ | 0 | **Save** |

**tBlue**

20

1 Essentials   2 Tickets   **3 Customizations**   4 Promote!

ℹ The Email Receipt is a great place to include specific information that you'd like only guests who have already paid to attend the event to have, such as location and contact information. Also, remember to thank donors for purchasing a ticket!

Branded Layout    ActBlue Default                    ▼

Email receipt text    Thank you for your contribution.

Please direct any questions to Name at 603-555-5555 or email address

EDITING - EXAMPLE

**PAGE TOOLS**

View your form

Edit

Goal

A/B Test

Add

Statistics

**Promote**

Tickets

Guests

**NEW HAMPSHIRE DEMOCRATIC PARTY- FEDERAL ACCOUNT TOOLS**

Dashboard

Your Forms

## Promote your page

**Here is the link to your Contribution Form:**

https://secure.actblue.com/contribute/page/example2

These links are live and ready to take contributions! If you would like to pre-set additional options, use our URL generator below.

Refcode    [                    ]

Use a refcode to track each host's progress toward their personal fundraising goal. Enter a host's name in the above box and give them their own custom link!

**Don't forget to share with Twitter and Facebook!**

Tracking
- Use a spreadsheet
  - Manage RSVPs
  - Outreach
  - Pledges
  - Receipts
- Makes it easy to send TY notes after event

| Last Name | First Name | RSVP | Pledged | Received | Notes |
|---|---|---|---|---|---|
| | | 11 | $175.00 | $250.00 | |
| Smith | John | 1 | $25.00 | | Check in mail |
| Brown | Alice | 2 | | $50.00 | |
| Farmer | Kate | 1 | | $25.00 | |
| Knope | Leslie | 1 | $100.00 | | Will give online |
| Ceborn | Sam | 1 | | $100.00 | |
| Thornton | Matthew | 2 | $50.00 | | |
| Wyatt | Ben | 1 | | $25.00 | |
| Harris | Alex | 2 | | $50.00 | |

Mail, Email, and Phone Calls
1. Follow-up mail invitations with email invitations
2. Follow-up email invitations with phone calls
3. Ask for sponsorship of event if person cannot attend.
4. Ask for ticket purchase if person says no to sponsorship.

Event Day Checklist
- Sign-in table
- RSVP list noting which guests are paid and unpaid
- Sign-in sheets to collect contact information
- Nametages
- Pens and Markers
- Collection Basket / Cash Box
- Sponsorboard
- Chum (stickers, buttons, yard signs, lit)

| 6 weeks | Identify Host Committee |
| 5 weeks | Build list |
| 4 weeks | Invitations in mail |
| 2-3 weeks | Targeted email / phone follow-up |
| 1 week | Confirm attendees |
| Post-event | follow-up |

**You can expect 25% of your responses the first two weeks, 25% the third week, and 50% the week of the event**

Follow-up
● Track down outstanding pledges
● Thank donors

(1) **Passing the Hat at Monthly Meetings**

Every committee meeting should have a chance for members to donate and the Committee Chair should plug this opportunity especially as the size of meetings grows when guests speakers and candidates begin attending meetings. Over the course of a cycle, donations raised at local meetings may add up to enough for a mailing to all the towns' Democrats and Independents.

(2) **Institutionalizing Monthly Giving**

Many town committees have had great success in developing a program of monthly giving. The bylaws of the Democratic National Committee do not permit a committee to require a membership fee, finding 10 active members who give $10 a month to your committee through ActBlue will result in $2,400 raised over the course of a cycle.

**Part 3:** Using ActBlue Successfully

ActBlue is the preeminent online fundraising tool for Democrats and progressive allies. ActBlue does not charge a monthly usage fee – it simply takes 3.95% (the industry standard) from every contribution online. ActBlue then issues a check to your committee every Monday for the net contributions you received the following week for you to easily deposit into your committee's account!

If your committee is not using ActBlue, here are just a few reasons why you should be:

1. It's easy to set-up and you can begin receiving secure contributions online within a week! Since 2004, Democrats have raised more than $700 million using ActBlue.
2. Support is just a phone call away. In fact, a number of ActBlue employees are former NHDP employees.
3. More than 1.2 million donors across the country have saved their payment information with ActBlue Express and a donation to your committee is just one click away. Additionally, ActBlue contribution forms are mobile friendly and donors can give right from their phones or tablets.
4. Donors can set up their profile to give small donations on a monthly basis instead of one donation upfront.
5. Contribution forms are easily customizable and can be branded for each and every event you host throughout the year.
6. It's easy to set-up and host events using ActBlue and you can create a custom URL to include on paper invitations.
7. It is simple to track contributions via ActBlue for compliance purposes and you are able to download a spreadsheet of donors at any time.

To get started, visit: https://secure.actblue.com/pending_entities/new

**Some tips on managing your ActBlue account:**

1. Branding your page on ActBlue is easy. Choose Brandings from your dashboard and then select "New Branding". From there you can upload your committee's image, add a background image, change the background color all to make your page unique and stand out to potential donors. Additionally, you may create specific brands for events your committee hosts throughout the year.
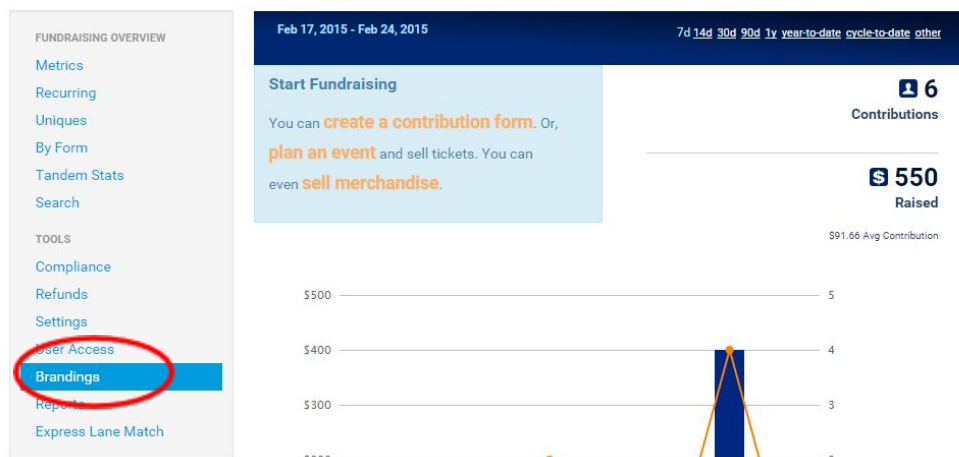
**Editing "NHDP banner" Branding for New Hampshire Democratic Party- Federal Account**   preview branding

Display name *  NHDP banner

If you have many brandings, this should be descriptive. ie: "Smith 2011 - blue banner"

Default ☑

If you check this box, all pages created from your dashboard will feature this branding by default.

## Branding Settings

Header image    Choose File  No file chosen

Will be scaled to fit within 960px x 250px

Current image    D NEW HAMPSHIRE
☐ Delete header image

Background color    #FFFFFF

A hex color in the format "#002782". The default is white.

Header url    [                    ]

If set, the header image will link to this URL.

Use background image ☐

Custom CSS    [                    ]

2. Set up an alert every time someone donates to your committee. From your dashboard, choose user access from your dashboard. And then create an alert for every contribution over $1.00

FUNDRAISING OVERVIEW
Metrics
Recurring
Uniques
By Form
Tandem Stats
Search

TOOLS
Compliance
Refunds
Settings
User Access
Brandings
Reports
Express Lane Match

Feb 17, 2015 - Feb 24, 2015     7d 14d 30d 90d 1y year-to-date cycle-to-date other

**Start Fundraising**     👤 6
Contributions

You can **create a contribution form**. Or, **plan an event** and sell tickets. You can even **sell merchandise**.

💲 550
Raised

$91.66 Avg Contribution

$600                                                 6
$400                                                 4
$200                                                 2

**Current Users for New Hampshire Democratic Party Federal Account**

cdoyle@nhdp.org
set up a contribution alert
set up a refund alert

Remove User

3. To download a list of your contributions, choose reports from your Dashboard. From there you are able to search for contributions within a certain timeframe and produce an Excel Spreadsheet with the name, address, contact information, and employer/occupation of contribution, as well as the date and amount of the contribution. This information will be necessary when you are tracking your contributions for Thank You Note and Compliance purposes (see Sections 6 and 7).
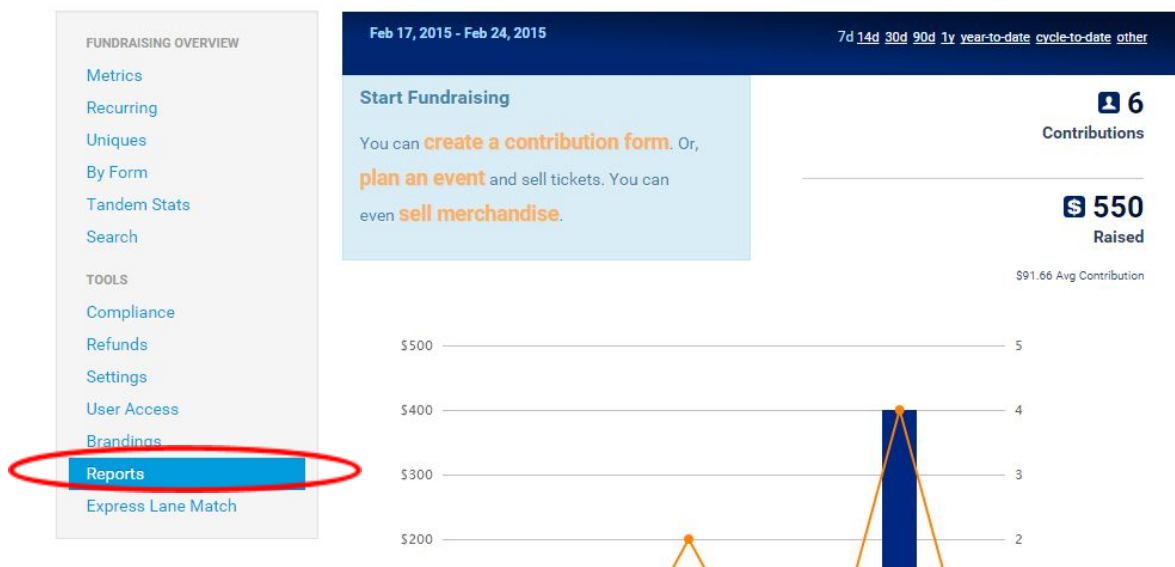


## Report downloads page

In addition to online information, we provide your contribution reports in downloadable form. If you're looking for a format we don't support, please let us know.

The comma separated file (CSV) format is suitable for importing into Excel, Access, or any other spreadsheet/database tool. You can download a list of fundraising pages, one large CSV file containing all you contributions, or select a particular disbursement in the table below.

Download CSV report of all contributions between 02/24/2015 and 02/24/2015   Submit

4. Track the fees you incur from ActBlue. As noted in the introduction to this section, ActBlue charges a one-time 3.95% fee for every transaction. Choose "Compliance" from your Dashboard and then once your first check is issued, click "Details" and you will see the Gross Contributions, Net Contributions, and ActBlue fees. It is

important to keep track of these for Compliance purposes (See Section 7).



## Reporting center

This page lists checks your committee or organization received from ActBlue, along with information about the responsible fundraisers.

Please consult our compliance and reporting guidelines for more specific information.

- Download NGP data: Download all your individual contributor and fundraiser information directly into NGP Software's line of products.
- Download CSV data: If you use Excel, Access, or any other donor tracking software, you can import our CSV contributor data.

## Undisbursed contributions

Contributions received that have not yet been disbursed.

|  | Contributions | Gross | Net |  |  |
|---|---|---|---|---|---|
| Pending | 4 | $400.00 | $384.18 | Details | CSV |

**Treasury Statement**

## Check summary

Contributions by disbursement. Click the Details link to view individual contributor information.

| ← Previous | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Next → |

| Check # | Date | Contributions | Gross | Net |  |  |
|---|---|---|---|---|---|---|
| CHECK 3000200324 | 2015-02-22 | 2 | $150.00 | $144.07 | Details | CSV |

**Part 4:** Opening a Bank Account and Getting a Tax ID #

## Applying for a Tax ID Number

If your committee does not already have a bank account, you will need to get a Tax ID number from the IRS before opening a bank account. This is easy and takes 5 minutes online. To begin, visit: https://sa.www4.irs.gov/modiein/individual/index.jsp and start your application. From this page you will be asked what type of organization you are applying for a Tax ID Number. You will want to select "View Additional Types, Including Tax-Exempt and Governmental Organizations" and then select "Political Organization". From there, you will choose the reason you are applying for a Tax ID Number and you should choose "for banking purposes". At this point, the process is self-explanatory and a committee member will need to provide his/her Social Security Number to finish the application. Be sure to print and save the final page when you receive your committee's new Tax ID Number.

## Opening a Bank Account

We recommend you do some research and use a local, New Hampshire based bank for your committee's account. *Example: Merrimack County Savings Bank*

You will need:
- A checking account that allows you to make deposits and write checks
- To be able to access statements online
- Minimal or no monthly fees

You do not need:
- An account with a debit card / ATM access
- An interest-bearing account or a savings account

**Note:** Access to the committee's bank account is important so be sure that more than one person has access in order to create a system of checks and balances to ensure committee funds are being properly deposited and not improperly withdrawn.  Additionally, turnover among committee members is inevitable. As committee members move on, be sure to remove them as signatories on bank accounts and ensure they no longer have access to committee financial records.

If there are ever any questions or if there is any cause for suspicion, contact the NHDP staff immediately at 603-225-6899.

**Part 5:** Thanking Your Donors

Send out thank you notes as soon as a donor contributes to your committee. Whether the contribution is for $10 or $1,000, the donor has invested in your cause and should be thanked for their contribution. Moreover, the number one indicator that someone will make a donation, whether they made a previous donation. This fact makes donor stewardship and thanking them for their support that much more important.

For larger donors, handwritten notes should be written from the Committee Chair or person who solicited the contribution are appropriate. For smaller donations, a typed letter on Committee letterhead signed by the Committee Chair will suffice.

**An Example of a *Thank You Letter*:**

October 30, 2016

Mr. Joe Smith
123 Main Street
Concord, NH 03301

Dear Joe,

Thank you for your generous contribution to the New Hampshire Democratic Party and for making the 2016 Kennedy-Clinton Dinner our best ever!

Chelsea Clinton, Senator Shaheen, Governor Hassan, Congresswoman Shea-Porter, and Congresswoman Kuster spoke to more than 1,200 New Hampshire Democrats and got us all energized to work hard these final two weeks to Get Out the Vote.

With your continued support and hard work, I am confident we will be successful on November 8th.

On to victory!
Raymond Buckley, Chairman
**New Hampshire Democratic Party**

**Part 6:** Financial Records and Complying with the Law

State law requires any political committee of a party – State, County, or Town – to file regular reports of receipts and expenditures with the Secretary of State's office if they raise or spend more than $500 during a reporting period. It is critical you have a competent, organized, and responsible Treasurer maintaining your records.

For the 2016 cycle, records of receipts and expenditures began the day after the 2014 Election – November 5, 2014 and that is where your record-keeping begins. **As of now, reporting dates for 2016 are not yet available, but NHDP will inform you as soon as they are.

Tracking your committee's receipts and expenditures is easily done through an Excel Spreadsheet.

### Donations

Contributions $25 and under may be listed as un-itemized contributions (income from passing a hat at your monthly meeting, for example). All contributions over $25 must be listed alphabetically by contributor's name and include the date of the contribution. Additionally, when a contributor has given more than $100 aggregate in a period, that person's name, home address, occupation, and employer must be included (It is recommended you collect all this information anyways, as it is likely someone will contribute $100 or more over the course of the cycle).

**A balance from 2014 may be carried over and should be listed as your first receipt.

| Name | Address | Amount | Date | Aggregate | Occupation | Employer |
|---|---|---|---|---|---|---|
| **Balance fwd from 2014** | | **$1,250** | | | | |
| **Colin Pio** | **105 N State St, Concord, NH 03301** | **$25** | **11/15/2014** | | **Finance Director** | **NHDP** |
| **John Doe for Senate** | **123 Main Street, Bow, NH 033304** | **$1000** | **1/12/2015** | | | |
| **Colin Pio** | **105 N State St, Concord, NH 03301** | **$100** | **2/1/2015** | **$125** | **Finance Director** | **NHDP** |
| **Colin Pio** | **105 N State St, Concord, NH 03301** | **$100** | **2/15/2015** | **$225** | **Finance Director** | **NHDP** |

| ActBlue | Online donations | $96.05 | 2/20/2015 | $321.05 | --- | --- |

## Expenditures

**ALL** expenditures must be listed with the name and address of entity paid, as well as the date paid, and the nature and amount of the expenditure.

| Paid to Whom | Address | Amount | Date | Nature of Expenditure |
|---|---|---|---|---|
| USPS | 123 Main Street, Concord, NH 03301 | $250 | 11/15/14 | Postage |
| Union Printer | 123 Main Street, Dover, NH 03820 | $1000 | 1/1/2014 | Printing |
| Local Restaurant | 123 Main Street, Keene, NH 03431 | $500 | 2/14/2014 | Catering |
| ActBlue | Online payment | $3.95 | 2/20/2015 | --- |

## ActBlue

As noted in Section 4, there is a 3.95% transaction fee for every contribution processed through ActBlue. When reporting contributions received through ActBlue, you should report the gross contribution as a receipt ($100 for example) and then an expenditure to ActBlue for a processing fee on the same date ($3.95 for example). Properly reported in this manner, you will have deposited a net receipt of $96.05.

*Disclaimer:* All materials created by your committee – website / printed invitations / mailers – must contain the following disclaimer (box included).

Paid for by _____ Democratic Committee. Printed in house with donated labor.

## What can and can't we do with our money?

You can:
- ● Host events in your community
- ● Support candidates running for State, County, and Municipal Office by sending mail, buying signs or newspaper ads, or making direct contributions to their campaigns.
- ● Support the activities of your local campaign office through the NHDP

You cannot
- ● Support candidates running for President, US Senate, or US Congress by sending mail, buying signs or newspaper ads, or making direct contributions to their campaigns unless you register with the Federal Election Commission.

Who can give?

- ● An individual can donate $10,000 per cycle to your committee
- ● A PAC can donate an unlimited amount to your committee
- ● A corporation can donate an unlimited amount to your committee

**Part 7:** Final Notes

- The #1 Reason that people give politically is because they don't want to say "No". It's better to ask for more than less
- Determine who is the best person to ask – is it you?  Is it someone else the potential donor knows or respects?
- Plan for the best time and place to ask: in person if possible, if not, by phone
- Make them aware of what's at stake at all levels of government
- Include 3 requests in each "ask": $50, $25, $10
- Give examples of what their contribution will pay for (e.g., $100 will pay for 166 yard signs or 667 palm cards)
- Thank them regardless of whether or not they contribute this time around
- Follow up on commitments and future possible contributions, stay in touch

You can't ask people too often. You need to follow-up your invitations with phone calls in addition to advertising and reminders in the media and on Facebook and Twitter.  Few people will come to an event solely on the basis of an invitation in the mail.  Make these calls about a week in advance.

Never turn someone away. For anyone who cannot afford an event ticket and is a dedicated Democrat, there is always someone who has bought a ticket but won't be attending. Or the committee can always use another volunteer.  Let them in for nothing. You can gain a lot from this person as a volunteer, committee member, and potential donor down the road.

Always make sure you are having fun working on events.  Try not to burn out or burn others out.  Don't be discouraged by lack of participation.  Encourage people to do what they can.

You and your committee serve a very important role in the Democratic Party of New Hampshire and your efforts are greatly appreciated.  The State Party should be a resource to the committee if you are having problems getting started or keeping up participation.  Always let the NHDP know when you schedule an event so they can post on their calendar and help promote. Don't hesitate to give us a call!

# CHAPTER 5: Candidate Recruitment

The town committee is the point organization for recruitment of local candidates because you are the most qualified to find the best people for your area. The Committee to Elect House Democrats (CEHD), the Senate Caucus and the NHDP will support you. Fundamentally, like State Representatives and Senators are often springboards for statewide office, selectmen, library trustees, budget committee or zoning board are the perfect springboards for running for State Representative.

Recruiting candidates is one of the most important functions of local committees. For any given office, you need to candidates who can get elected—They must be hardworking, well spoken, and have the ability to craft a compelling story. If you are looking for somebody to run for a specific office, you need to make sure their values align with our platform.

In New Hampshire, finding Democrats to run in every race is an ambitious but necessary goal. Every two years we want to fill 400 House seats and 24 Senate seats. Even in areas where it is difficult to win, Democratic candidates help the whole ticket by talking about issues and energizing voters. Even candidates who do not win can build name recognition and experience for the next election.

**The Recruitment Plan**

The Candidate Recruitment plan ensures that a local committee is prioritizing this important responsibility and makes success that much more likely. First, identify the seats that will be opening up. Think about potential candidates in your community, and develop a strategy for each candidate, including the right point person to contact that candidate.

Particularly in areas where Democrats are not currently strong, it may be difficult to persuade someone to put their name on the ballot. However, it is critical that the NHDP show that we are willing to fight in every area of the state. Just as the DNC had a 50-state strategy in the past few years, we must be thinking in terms of a 400-seat strategy. A strong, active, local committee will be a huge incentive for people to run for office. Be sure to emphasize how your committee can be of assistance to a candidate when recruiting him or her.

**How To:** Recruit Candidates for NH House of Representatives

- Figure out whom to ask**:** It is essential to recruit people who are involved in their community.  Active and engaged citizens make the best candidates.
- Set expectations: When in session, the House of Representatives meet once a week, from January through approximately May/June.  In addition to session day, there are individual committees that meet throughout the week.  A Representative can choose a committee that is highly active, or hardly active at all, to fit their ambition and schedule.
- Start talking to potential candidates: It is never too early to start talking to potential candidates.  Starting the conversation now will keep them engaged with the process.  The best type of people to reach out to are listed below:
- Current/former holders of Town or County offices
- Current/former School Board and PTA/PTO members

- Students
- Retired members of the community
- Entrepreneurs/Business Owners/Self-Employed
- Teachers/Professors
- Attorneys/Lawyers
- Doctors
- Nurses
- Homemakers
- Firefighters
- Part-time workers

**The Ask**

- This seems like a relatively straightforward and simple point, but is often the hardest for people to execute.  Sometimes, in the middle of it all, we forget to directly ask.  Don't be that person.  Remember to make "*the ask*."
- Or have an elected Ask. Your local state representatives and senators can be your best salespeople. They obviously have tremendous credibility on the matter but they also have local credibility. They have won before. And they may be able to help in the future.
- Show them that winning is possible. There are many Cinderella stories out there, but more than that there are stories of focused candidate teams who worked hard, had fun, and in the end came out on top.  In addition to whatever resources the NHDP and the Committee to Elect House Democrats (CEHD) can provide, current House members and former House candidates are available to answer questions or concerns potential candidates might have.
- Show them support. Town and County Democratic Committees also provide a great deal of support and energy for NH House campaigns.  Overall, it is important to let candidates know that if they choose to run, that the committee will be fully dedicated to their victory.
- Persistence! It is uncomfortable to bug people, but in the end most people need to be encouraged a bit.  Let them talk to their friends and family but don't forget to stay in touch with them and remind them how much their candidacy is needed for the greater good of your Community.
- Always have an alternate plan because, unfortunately, not all of our #1 choices will decide to run.  While it's easy to invest heavily on getting certain people to run for office, be sure to open up to as many people as you can.  In a worst-case scenario, you will create a primary.

**Final Note:** REQUIREMENTS

A person interested in running for State Representative
- Must be 18 years of age
- Is registered as a Democratic voter by early June 2016
- Has been domiciled in New Hampshire for at least 2 years
- Must live in town or ward you are a candidate for.

For more information please email the NHDP's Director for the House and Senate Democrats, Nick Taylor at ntaylor@nhdp.org

# CHAPTER 6: Example calendar

This exercise is meant to be a map of many of the things the successful, active town committees do. However there is no committee that does them all. Choose those items that fit your town and committee, increasing your goals every year or two.

**2017**

January
- Monthly Meeting
- Begin soliciting ideas for the budget and goals

February
- Monthly Meeting
- Begin Planning Spring Event/Fundraiser

March
- Monthly Meeting
- Set date for spring event, confirm speaker, send invitations
- Invite Federal Elected Officials or candidates to speak
- Local Town Elections, although non-partisan, help like-minded public servants get elected.
- Town Chairs should introduce themselves to the election Town Clerk, Moderator and other election officials. Building relationships before any problems can mean that troublesome problems arising on Election Day can be swiftly solved.

April
- Monthly Meeting featuring local State Representative

May
- Spring fundraising event

June
- Host Political Movie Night at committee member's home

July
- Potluck dinner/ meeting at home of committee member

August
- Monthly Meeting
- Begin planning fall fundraiser/event

September
- State Midterm Convention

October
- Fall fundraising event

November
- Municipal Elections

December
- Holiday Party

**2018**

January+February
- Update budget and plan
- Host large, inclusive party to ensure that post-primary the committee continues to work together
- Begin planning spring event/fundraiser featuring Gov, US Senate candidates, or State Senate incumbent

March
- Monthly meeting featuring local St Rep
- Begin Local Candidate recruitment

April
- Candidate recruitment continues

May
- Candidate recruitment continues
- Political Movie Night

June
- Candidate Filing period opens
- State Party begins opening satellite offices
- State Convention
- Mail fundraising piece

July
- Organize meet the candidates night
- Help coordinated campaign find local phone bank locations

August
- Use events to recruit for local canvass and phone bank volunteers
- Mail fundraising piece

September
- State Primary
- Select Captains for Election Day activities: phonebank, poll checkers/runners, rides-to-the-polls drivers, food, etc
- Organize Forum for local candidates
- Begin planning election mailings
- Introduce yourself to town clerk, moderator, and other election officials
- Organize yard sign blitz
- Hold Fundraiser

October
- Begin recruiting Election Day volunteers
- Help coordinated campaign locate Election Day canvass and phone bank staging locations
- Check in with election officials
- Mail fundraising piece

November
- GOTV-General Election
- Celebration

December
- Holiday party

# SECTION 2: Using VoteBuilder

One of your greatest and most effective tools as local chair is the voterfile. This database allows you to recruit new members of your committee, target voters by voting history, and then use the data to help your candidates persuade and spread their message. You should consider voteBuilder your most important tool in building your committee and winning elections in your area.

While most local organizations are familiar with the voterfile, it is always important to review the basics. To access VoteBuilder, go to www.votebuilder.com and you will be sent to a sign in page. At the sign in page, enter your username and password. Each town chair has access to a username and password. If you do not have a user name, visit nhdp.org/votebuilder or contact Erin Cotton at ecotton@nhdp.org and she will get you set up with Votebuilder or answer any questions you have about the voterfile.

When using Votebuilder over the coming months, it is likely that the majority of the time you will be pulling lists for the various down-ballot candidates in your area, and reaching out to prospective town committee members.  Providing candidates with walk and/or call lists, and labels for mailings, is one of your greatest assets, and you should be prepared to handle requests.

**The Basics:** Getting Familiar with VoteBuilder

Using votebuilder is very simple. The first step, after logging in, is to decide which function you would like the database to perform. We will review some of the most common features to help familiarize yourself.

**Main Menu**
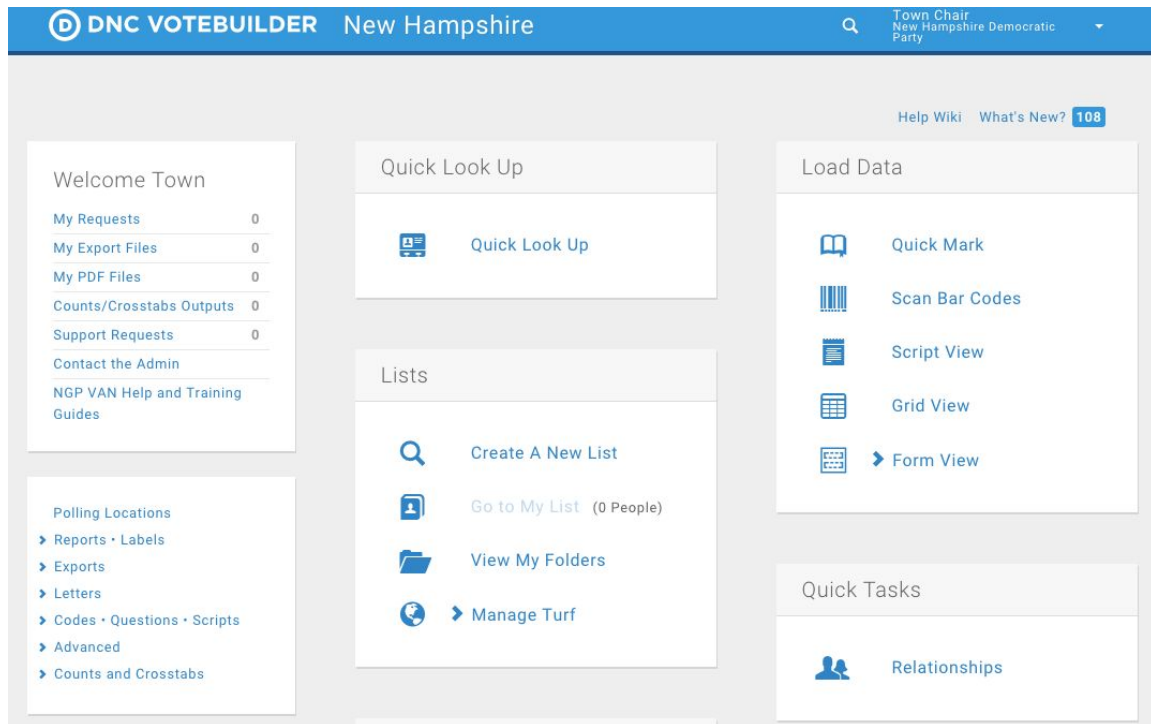


This is the main menu of Votebuilder.  From here, you can search for voters, create lists of voters based on specific criteria, view previously created lists, and get the list converted into excel files (i.e. exported).  Selecting "Quick Look Up" begins the voter search process.

**Quick Look-Up**



This is the Quick Look Up screen.  Here you can enter various search criteria including name, street address, and city.  In this example we have entered Buckley in order to search for Raymond Buckley.  After inputting the desired search terms, click "Search" to retrieve the voters that match your criteria.

**Quick Look-Up Results**



VoteBuilder will provide a list of every voter who matches your search terms.  Here, VoteBuilder has produced every New Hampshire voter with the last name Buckley and first names that begins with R.  Scan the list to find the desired voter and click his/her name to retrieve more information about this person, or enter additional info like city, or part or all of the voter's first name.

**Voter Details**



This is Ray Buckley's page.  Here you see his address, salutation, email address, voting history, vital stats, and more. This page also allows you to update a voter's information. Going into an individual's record and adding the new information can easily update his contact information.

**Create A New List**
To pull a list of voters, you will want to build the list via the "Create A New List" application:
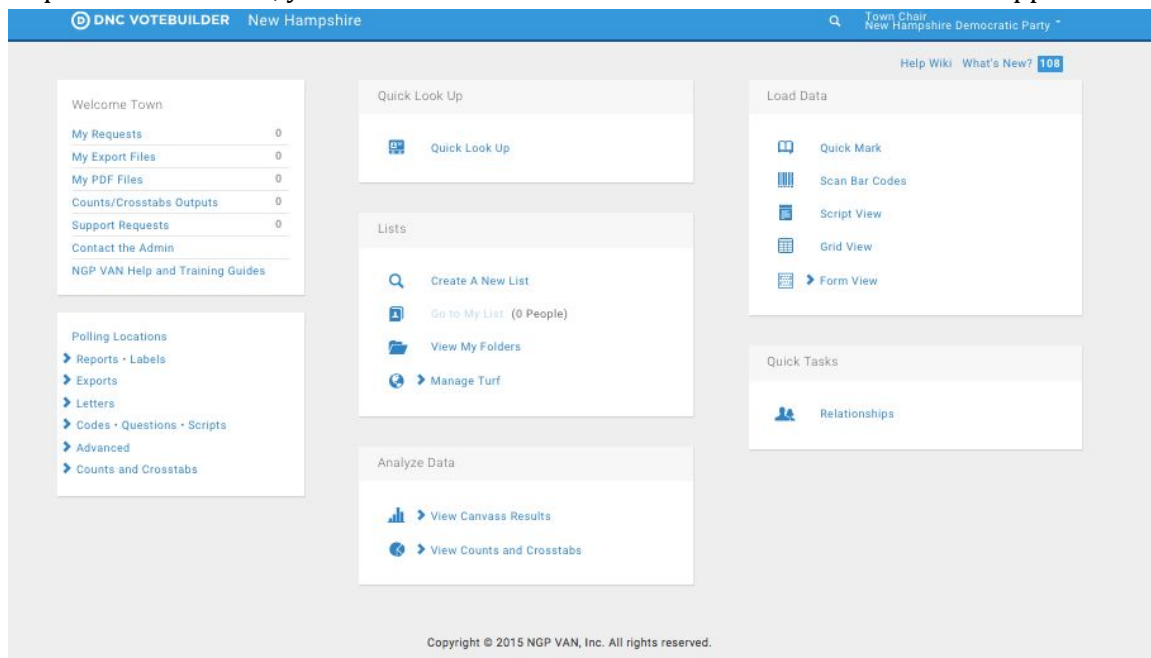


Returning to the main menu, click "Create A New List" in order to construct a list of voters that satisfies various conditions. Selecting "Create A New List" is the first step towards creating lists of voters based on party, town, age, vote history, activist code, and a number of other characteristics.

**Creating Lists By Activist Code**
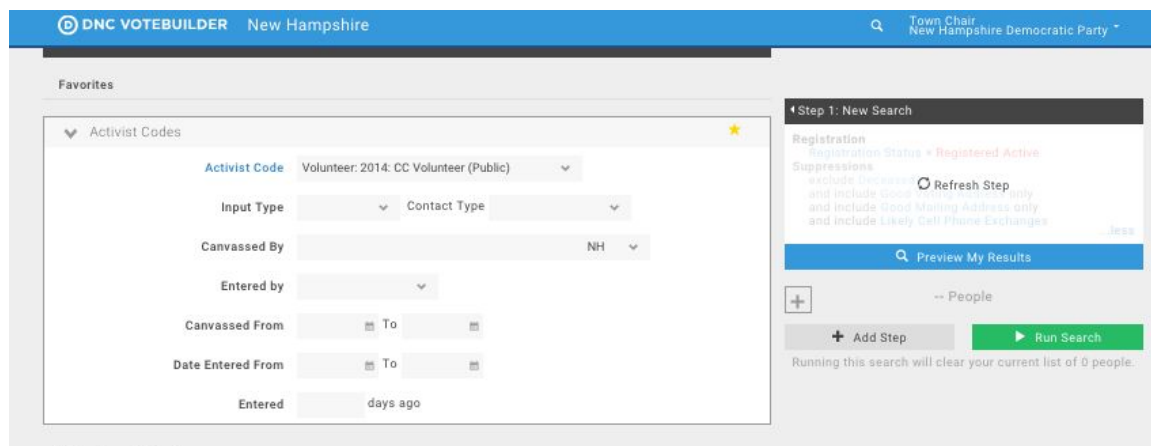


Here we are searching for everyone who was a Coordinated Campaign Volunteer (Volunteer:2014:CC Volunteer (Public)), so we start by expanding the Activist Codes Box. Then, open the drop box to reveal the events list. Select the activist code you are interested in.

After selecting the specific event, the Activist Codes box will expand even further. Here we can enter more specific information that will allow us to create a list of every voter who volunteered with the Coordinated Campaign who fits a specific description. Create the list by clicking "Search" in the upper right corner.

**Define The List by Location**



In this example, we are seeking to create a list of every voter in Candia. This is done by simply expanding the Location box and selecting Candia from the drop down menu. Proceed to the complete list by clicking the "Search" button.

**My List**



This is the list of every voter in Candia who has a profile on VoteBuilder. From your list, there are many different functions you can use to help build your committee and help your

candidates win. The most common function is the exporting your list into an excel spreadsheet, but there are many other functions that VoteBuilder can do for you.

After you have run the search, you must decide to either print or export the data. It is typically best to export the data into an Excel spreadsheet, which will allow candidates to not only track information, but also produce mailing labels:
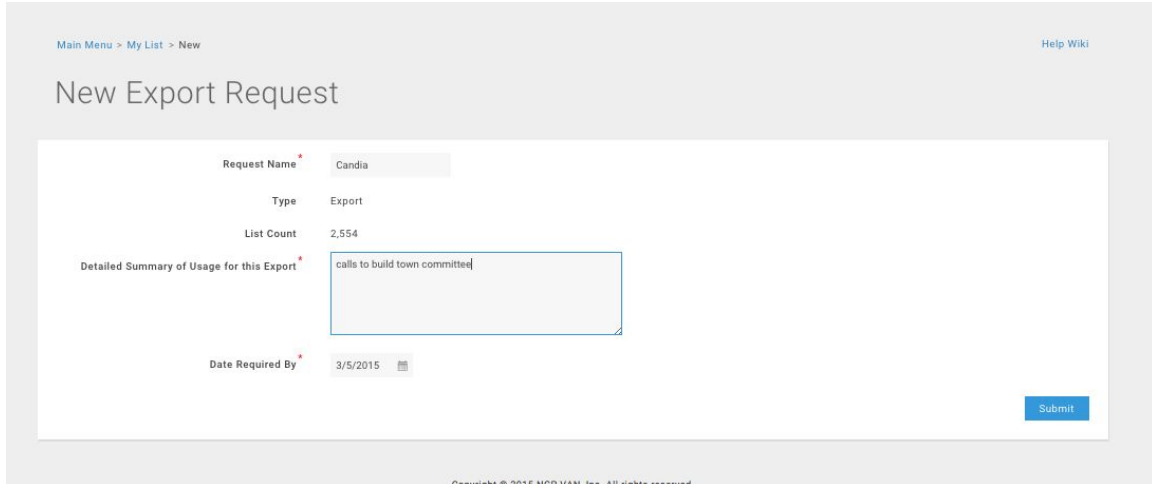


## Labels

If you are constructing this list in preparation for a mass mailing, click the "Labels" button in the middle of the page in order to print labels for every voter on the list.

The Print Labels page allows you to make specific decisions about the type of label for the mailing.  Once you have chosen the desired settings, click "Next".  You will be able to download a PDF of the labels, which are ready to print.


**Exporting Lists**
To export a list, click the Export button on the top of the page.  Fill in the information requested including the Request name, usage for the list, and the date needed by.



Once the export request is approved, you will get an email notification and be able to download the list from left hand side of the main screen.

**Targeting Voters**
The next step in determining your targeted universe is to decide which set of voters you would like to reach out to.

Taking this into consideration, the wisest advice you can give to your candidates is to target Independents with a history of taking a Democratic ballot in primaries, as well as new participants in the 2012 election.

Another important function when building your list is determining whether to use the "any," "all," or "at least" function.

In general, "any" will broaden your search, as it requires that the voter participate in just one of the elections you have selected. Conversely, "all" will require that the voter has participated in all selected. Finally, the "at least" feature also narrows your list, as it will search voters that participated in multiple elections, and not just one.

**Voting History**



Include anyone who did [ At Least ▼ ] [ 3 ] of the following

**Making the Voterfile Valuable**

One of the most important things you can do to make building your committee and winning elections easier is to add as much information to the voterfile as possible so that when you need something, you can access it in one place. The NHDP has been working, and will continue to work to add in data to the voterfile. For instance, we have uploaded all of the 2014 Volunteers in order to make building the town committees easier in 2015. You can add value to the voterfile as well. Anytime that someone comes to a town committee

meeting, you should code them in votebuilder as having attended. That way, when you want to pull a list looking for those who have been active in the town committee, you can pull a list of all your meeting attendees. Here's how to add codes to a voter:
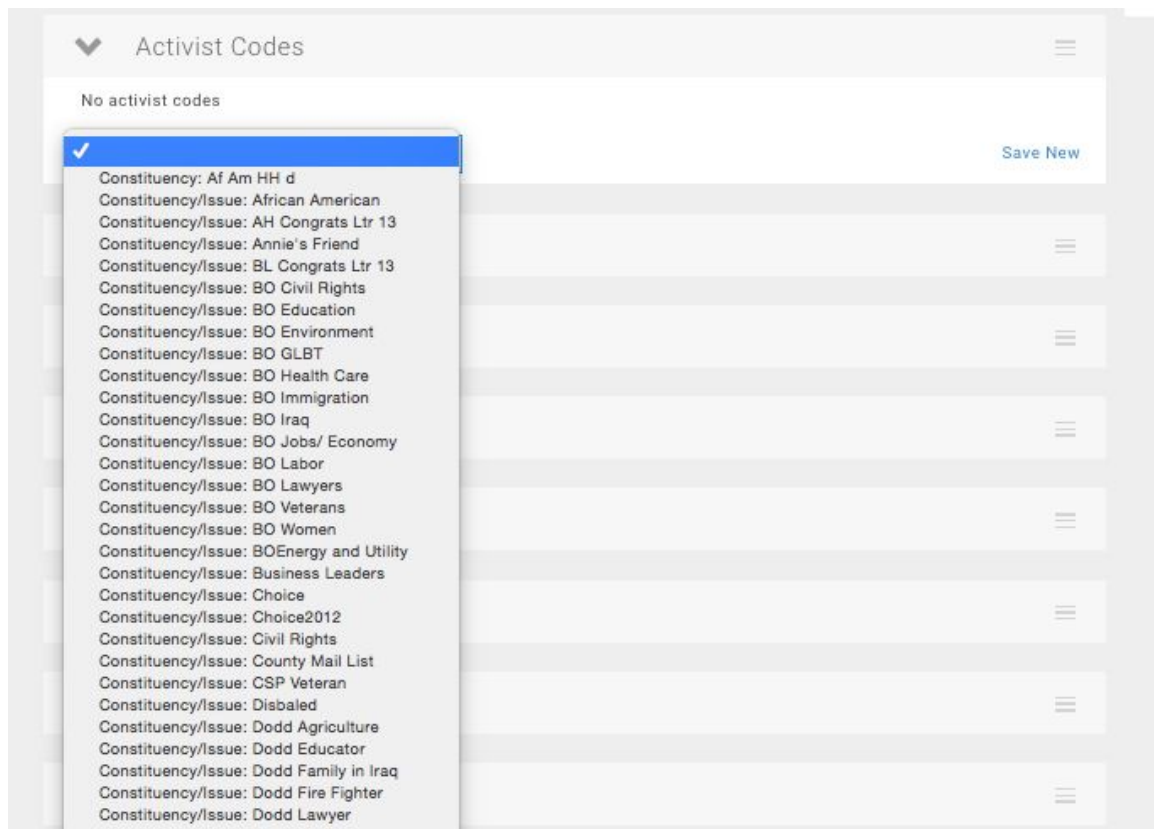


Scroll to find the code that you would like to add, and click SAVE NEW. If you don't see a code listed or you want to create a new code, please contact Erin Cotton at ecotton@nhdp.org

As you can see, the voterfile is a great tool, and it will be tremendously helpful to the candidates for office in your area. If you have any further questions or would like additional trainings for your town committee please reach out to NHDP's Operations Director, Erin Cotton at 225-6899.

# SECTION 3: APPENDICES

**Appendix 1**

**Local Committees**

### A. Purpose

The organization of the Democratic Party at the local level will be ensured through city committees, town committees, and ward committees ("local committees") to act within their respective jurisdictions.

### B. Powers and Duties of Local Committees

Local committees have the following powers and duties within their respective jurisdictions, to:

I. Conduct the business of the Democratic Party within their respective jurisdictions;

II. Elect their officers;

III. Elect Convention Delegates;

IV. Adopt bylaws governing their activities consistent with the Constitution of the NH Democratic Party and the county organization, including provisions for removal of officers for neglect of duty or for publicly supporting a candidate of another political party or other candidate opposed to a duly nominated candidate of the Democratic party;

V. Support the activities of the State, Regional, and County committees;

VI. Recruit Democratic candidates for office;

VII. Fill vacancies on the Democratic ballot according to New Hampshire law;

VIII. Appoint inspectors of election according to New Hampshire law; and

IX. Remain neutral in the Party's primary contests and in all elections, including nonpartisan municipal elections, where two or more registered Democrats are competing for the same office. This does not preclude recruitment of qualified candidates to fill positions on primary ballots, nor does it prohibit members of the Committee from individually endorsing candidates in such elections.

### C. Membership

Local Committees consist of all registered Democrats within their respective jurisdictions.

### D. Officers

1. Officers. The officers of local committees will consist of a Chair, a Co-Chair or Vice Chair, Secretary and Treasurer, and will be elected at the meeting held to elect delegates to the State Convention. The bylaws adopted by each local committee will establish the powers and duties of the local officers.

2. Resignation, Removal, and Replacement of Local Officers. When a local officer resigns, is unable to perform the duties of the office to which elected, or neglects, fails, or refuses to perform the duties of that office, or publicly supports a candidate of another political party or another candidate opposed to a duly nominated candidate of the Democratic Party, the local committee will remove that officer according to its bylaws. In the event a local committee neglects or refuses to do so, the County Chair may declare the office vacant. The County Executive Committee may appoint an acting officer who will serve

until the local committee elects a replacement. Vacancies will be filled within sixty (60) days from the time of the vacancy by majority vote of members of the Local Committee present and voting at a meeting properly advertised for that purpose. Notice of the results of that election will be forwarded to the State Party within two weeks of the date of the election.

**E. Meetings**

Each local committee will meet at least twice a year and at such other times as may be necessary to fulfill its duties. Each local committee will provide through bylaws for reasonable notice of meetings, for conduct of meetings, for quorum requirements, and for other matters of order. Local committees will meet by April 1 before the State Convention for the purposes of electing convention delegates and electing officers according to the procedure prescribed by the State Executive Committee, and will forward the results of those elections to the State Party by April 8.

**F. Resolution of Disputes**

Any member of a local organization who believes an action of a local organization contravenes the Constitution of the Democratic Party of New Hampshire or the bylaws of the local organization may appeal that action to the State Chair within five (5) days of that action. The State Chair, after consultation with the Legal Counsel, will issue, within thirty days of receipt of that complaint, an opinion that will be binding upon the particular local organization unless an appeal is made, within five days of receipt of the decision of the State Chair, to the next meeting of the State Executive Committee.

**BYLAWS OF THE _____ DEMOCRATIC COMMITTEE**

**SECTION 1     NAME**
The name of this organization shall be the _____ Democratic Committee.

**SECTION 2     PURPOSE**
Its purpose shall be to promote the ideals and principles of the Democratic Party in the
State of New Hampshire, and the Nation through the election of duly nominated candidates;
and by aiding our government to function effectively as a true democracy and government
representative of the people.

Or

The purpose of the _____ Committee is to improve the quality of life, happiness and
well-being of all persons, but most especially residents of _____, through the election of
Democrats to public office

**SECTION 3     FUNCTIONS**
1) To administer the affairs of the Democratic Party within_____.

2) To exercise leadership within the _____ and cooperate with the various town and city
   committees in the support of Democratic candidates for local and _____ offices, and
   with the Democratic State Committee in the support of Democratic candidates for
   national and state offices.

3) To provide rules and regulations as may be required for the functioning of the _____
   Democrats.

4) To expand and strengthen the Democratic Party by maintaining open and public
   proceedings.

5) Through the town/city Chair, fill any vacancies in nominations for State Representative
   and State Convention Delegate as provided by RSA 655:37.  In the case of a multi-town
   legislative district, the Chairs of any respective towns/cities shall work with the
   _____ Chair in filling vacancies.

6) Appoint inspectors of election as provided by RSA 658:2.

7) Maintain and update an accurate master voter list with names, addresses, phone
   numbers, party affiliations of all voters registered in the town.  A copy of this list shall be
   provided to the _____ Committee.

**SECTION 4     MEMBERSHIP**
Membership of the _____ Democratic Committee shall consist of all registered
Democrats in _____.

**SECTION 5     OFFICERS/EXECUTIVE COMMITTEE**
A.  The members of the executive committee shall consist of the Chair, Vice-Chair,

Secretary, Treasurer, who are elected between January 15 and April 1 of even numbered years. The length of the term is two years

B.  It shall be the duty of the Executive Committee to advise the Chair on matters of policy, to assist in planning the affairs of the _____ Democrats; duties as may be delegated by the Chair, requirements specified in other sections of these By-Laws as well as the following:

   1.  The activities of the Executive Committee as reflected in its minutes shall be reported to the _____ Democrats at the quarterly meetings of the entire membership.

   2.  No expenditures, including those in excess of available funds, shall be contracted unless authorized by the Executive Committee.  Any political campaign contributions shall be granted by vote of the Executive Committee.

C.  Vacancies among the officers shall be filled by a majority vote of the members of the present at a meeting advertised at least 30-days.

**SECTION 6       DUTIES OF THE OFFICERS**
A.  CHAIR. It shall be the duty of the Chair to call meetings of the _____ Democrats and the Executive Committee and preside over those meetings; to vote in the case of a tie; to supervise the ongoing operations of the _____ Democrats; to supervise all officers in the exercise of their respective duties; to be responsible for the maintenance of records that will reflect the ongoing operations of the _____ Democrats and to ensure that such records are passed on to the appropriate elected successors to coordinate workers during local, state or national elections; and to ensure that any reports required by State or Federal Law receive full compliance.  The Chair shall be responsible for securing and encouraging nominees for State Senate, _____ Commissioner, Sheriff, _____ Attorney and the other offices.  The Chair shall fill the ballot in accordance with RSA 655:37, and may appoint any committee or individual to assist in meeting these responsibilities.

B.  VICE-CHAIR. It shall be the duty of the Vice-Chair to perform the duties of the Chair in their absence; and to perform such duties as may be delegated by the Chair.  The Vice-Chair shall be responsible for overseeing any committee efforts to recruit candidates for State Representative and the Democratic State Convention.

C.  SECRETARY. It shall be the duty of the secretary to maintain accurate minutes of the meetings of the _____ Democrats and Executive Committee; to post notice of meetings; to keep such other records as may be required; and to act in the absence of the Chair and Vice-Chair.

D.  TREASURER. It shall be the duty of the Treasurer to be responsible for the custody of all funds of the _____ Democrats; to keep a full and accurate record of all receipts and disbursements; to deposit all moneys in the name of the _____ Democrats in a recognized bank; to disburse said funds as may be ordered by the Executive Committee; to give a full financial report to the Chair, the _____ Democrats, the Executive Committee, or the Finance Committee upon request; to sign all checks, drafts and orders for payment of money; and to act in the absence of the Chair, Vice-Chair and Secretary.

**SECTION 7      RESPONSIBILITIES**
A.  The committee shall:

**SECTION 8      ORDER OF BUSINESS**
A.  The order of business at general meetings shall be: adoption of the minutes, adoption of the Treasurer's report, adoption of the standing committee reports, adoption of the Executive Committee report, old business, new business, announcements and adjournment.

B.  The order of business at Executive Committee meetings shall be: roll call, adoption of the minutes, adoption of the Treasurer's report, reports from individual members, old business, new business, announcements and adjournment.

**SECTION 12      AMENDMENT OF THE BY-LAWS**
A.  The Bylaws may be amended by presenting the proposed amendment(s) at a regularly called meeting of the _____ Committee with action to be taken on the proposed amendment(s) at the next regularly called meeting.  The proposed amendment(s) shall be presented in writing to the members of the _____ Committee.

B.  A 2/3 vote of those eligible to vote and attending is required for adoption of the amendment(s).

C.  Every two years the Chair shall appoint a committee to review the Bylaws and recommend amendment(s) if necessary.

**SECTION 13      OTHER PROVISIONS**
A.  Any provisions not covered in the By-Laws shall be covered by Robert's Rules of Parliamentary Procedures.

B.  A copy of these By-Laws shall be provided to all members of the _____ Committee.

**RESOURCES FOR LOCAL CHAIRS & PARTY ACTIVISTS**

NH Democratic Party
105 N. State St
Concord, NH  03301
www.nhdp.org  (website has many resources, including media list)
office@nhdp.org
225-6899

Democratic National Committee
430 S. Capitol St. SE
Washington, DC 20003
www.democrats.org
202-863-8000

NH Secretary of State
State House
107 North Main St.
Concord, NH  03301
http://www.sos.nh.gov/ (website has many resources, including political calendar and past state rep. election results)
Elections@sos.state.nh.us
271-3242

New Hampshire Election Laws including RSA Chapters 39 and 40
*Available through the New Hampshire Department of State, (603) 271-3242*
*http://www.state.nh.us/sos*

New Hampshire Election Procedure Manual
*Available through the New Hampshire Department of State, (603) 271-3242*
*http://www.state.nh.us/sos*

Federal Elections Commission
*Quick Answers to Party Questions*
*http://www.fec.gov/ans/answers_party.shtml*
*Publications (campaign guides)*
*http://www.fec.gov/info/publications.shtml#guides*

Center for Responsive Politics
*A non-partisan, non-profit research group based in DC that tracks money in politics and its affect on elections and public policy.*
*http://www.opensecrets.org*

Congress.org
*http://www.congress.org*
A service of Capitol Advantage, a private, non-partisan company that specializes in facilitating civic participation. Congress.org allows users to:
● Identify and contact elected leaders in Congress, the White House, and state

legislatures
- Post letters online in <u>Letters to Leaders</u> and read what other Americans are saying to elected officials
- Create and post <u>Soapbox</u> action alerts to enlist others on your issue.
- Have letters printed and hand-delivered to Congress (there is a fee for this <u>Extra Impact</u> service)
- Find and contact <u>local and national media</u> by ZIP code or by state with Media Guide
- Have your representative's votes sent to you weekly via e-mail with <u>MegaVote</u>
- Search alerts and take action in the <u>Issues and Action</u> area (<u>contact</u> Capitol Advantage to get *your* organization's alerts on Congress.org, Yahoo!, MSN, AOL and more sites).

<u>Union Printers</u>

Keystone Press (Contact: Don Greenwood)
9 Old Falls Rd.
Manchester, NH 03103
603-622-5222

The Bresler Group (Contact: Jon Bresler)
30 Longview Drive
Bow, NH
603- 724-5715

Connolly Printing (Contact: Fran Ward)
17 Gill St.
Woburn, MA 01801
617-598-6967
781-932-8885

B&B Printing
PO Box 1346
Dover, NH  03821
tel.  603-749-2839
fax 603-749-1349
michelle@bbprintco.com

# Appendix 4

## NHDP STAFF BIOS

*Amy Kennedy, Executive Director*
> Implement and manage the execution of the New Hampshire Democratic Party's
> strategic vision and electoral efforts.
> Bucket List: Lead the team onto the field at a Florida Gators football game
> Cell: (603) 854-1793
> Email: akennedy@nhdp.org
> @AmyLKennedy

*Wyatt Ronan, Communications Director*
> Communicate our message to press & field inquiries
> Amplify our message on social media platforms
> Respond to happenings on the state and federal level
> Bucket List: Publish a book
> Cell: 646-248-2522
> Email: wronan@nhdp.org
> @jwyattronan

*Thaddeus Logan, Finance Director*
> Oversee NHDP federal & non-federal fundraising program and operations
> Manage NHDP's Annual McIntyre-Shaheen Dinner & Kennedy-Clinton Dinner
> Assist Senate & House Caucus, County & Local committees with fundraising
> Bucket List: Future Jeopardy Contestant
> Cell: (914) 420-8221
> Email: tlogan@nhdp.org
> @thadlogan4

*Erin Turmelle, Political Director*
> Point of contact for NH Elected Officials and Town and County Chairs
> Provide training and resources to help build community
> Support Municipal and Town Elections
> Bucket List: Travel to every continent
> Cell: (603) 418-5998
> Email: eturmelle@nhdp.org
> @erinturmelle

*Nick Taylor, House and Senate Democrats Caucus Director*
> Fundraise for the House and Senate Democratic caucuses
> Recruit and train candidates to run for office
> Assist with legislative messaging
> Manage special elections
> Bucket List: Attend a Super Bowl
> Cell: (781) 698-8545
> Email: ntaylor@nhdp.org
> @njtaylor14

*Erin Cotton, Operations Director*

Manage the NHDP office, calendars and strategic partners
Organize town and county caucuses
Assist Grassroots Chair, Hon. Sue Ford, with weekly Grassroots Newsletter,
presentations and schedule
Bucket List: Visit all 50 states
Cell: (603) 452-8456
Email: ecotton@nhdp.org
@erintcotton

*Hon. Sue Ford, Grassroots Chair*
Invite NH constituents to attend House/Senate sessions
Identify potential 2018 candidates for local and state offices
Encourage local participation and provide the NHDP Grassroots Newsletter
Bucket List: Serve the people of New Hampshire (status: accomplished)
Home: (603) 823-5609
Email: sford@nhdp.org

*Amelia Keane, NHYD Executive Director & Lucas Meyer, NHYD President*
Recruit, train, advise young Democratic candidates running for office
Train the next generation of leadership
Advance progressive values at the local and state level
Bucket List: Sail around the world
Amelia Cell: (603) 320-9890
Amelia Email: akeane@nhdp.org
@NHYoungDems