

# ***COMMUNITY ORGANIZING MANUAL***



## Guide to Community Organizing:

Organizing Your Peers

Helpful Tips

Supporter Sign-Up Sheets

Young Voters for Kerry-Edwards is our national outreach program to register, organize, and turn out young voters on Election Day. With unprecedented young voter turnout expected this November, we need YOU to help us educate and energize young people for John Kerry and John Edwards.

This manual outlines how to get started, and where to take it from there. The action plan is long but don't feel like you need to complete all of the tasks. You know your community best. Pick and choose which ideas will be most appropriate and effective in your area. And if you have an idea that isn't on the list, go for it!

# Organizing Your Peers

## **You know your community best –**

Be creative. We want you to reach out to your friends and neighbors in ways that will help them connect to John Kerry and John Edwards. Use these ideas as a starting point and build on them. And be sure to tell us about your successes! E-mail [youngvoters@johnkerry.com](mailto:youngvoters@johnkerry.com)

### **Reach out to your social networks.**

➤ Talk to your friends and community members about why you support the Kerry-Edwards ticket.

### **Person to person contact is our most persuasive tool. Try talking to friends from:**

- Community groups (everything from the Elks Club to the local NOW chapter)
- College alumni associations
- Religious groups
- Book clubs
- Professional organizations
- Intramural sports leagues
- Service organizations

### **You know your friends best –**

➤ What issues appeal to them? Do some basic research at [www.youngvoters.johnkerry.com](http://www.youngvoters.johnkerry.com) and help educate your peers about key issues.

### **Neighbor to neighbor contact is crucial in our communication with voters.**

Talk to your neighbors and community members about why you, as a young person, support John Kerry and John Edwards. Be sure to collect contact information for new supporters and bring voter registration cards along.

## **Where are you most likely to find young voters on the weekends?**

Grab some friends, don some Kerry Gear, and visit local clubs, restaurants, and other hot spots.

- Think of popular spots or known hang-outs for progressives, young professionals, and students.
- You and your visibility squad can help start a buzz by talking to your peers about why you support John Kerry and John Edwards.
- Bring some Kerry-Edwards stickers for new supporters, and don't forget sign-up sheets and voter registration cards.

## **Host a house meeting, networking breakfast, or after- work gathering.**

These events are a way to reach out to members of your social network, as well as work colleagues and neighbors in a relaxed setting.

- Think about the schedules of your friends and colleagues and try to create an event that is both fun and convenient.

### **At the event:**

- Discuss why you support Kerry-Edwards
- Sign-up new supporters
- Create an action plan for volunteering in your community and getting out the vote in November

## **Put those free night and weekends from your cell phone plan to good use.**

- Call friends and family members during the evenings and on weekends, when long-distance calls are free of charge under most cellular service plans.
- Remind them to register to vote, and to visit [www.johnkerry.com](http://www.johnkerry.com) for email updates.
- And ask them to help out by calling their friends, too.

# *Organizing Your Peers*

**Spend a day volunteering for the Kerry-Edwards campaign.** Volunteers from across the nation are working countless hours in support of John Kerry and John Edwards. Your help is greatly appreciated and vital to this election.

**Join their forces and visit the local campaign office for a couple of hours** after work or on weekends to call undecided voters or go door-to-door in the community.

**Road Trip to Victory.** Many groups throughout the country have already started planning on visiting swing state campuses in the weeks leading up to November 2nd.

- Whether you want to travel for one weekend, or take an extended trip, we need your help.
- Sign-up today and help us recruit others for our Road Trip to Victory program, <http://volunteer.johnkerry.com/traveler/recruit/>.

## **Get visible and get active!**

- Attend community events, concerts, fairs, sports events, movie festivals – any event in your community.
- Sign-up new supporters
- Register new voters
- Talk to friends and neighbors about why you support Kerry-Edwards

## **Think about other community events, too.**

- Can you speak at a meeting, set up a table, pass out flyers, or circulate sign-up sheets? Can leaders of local organizations who also support Kerry-Edwards distribute information or sign up new supporters?

## **Help support the Democratic Party by hosting a fundraiser.**

- Through the Democratic National Committee's ePatriots program, you can help us raise the money necessary for victory in November.
- You can sign up at <http://volunteer.johnkerry.com/contribute>.
- Every dollar helps, so think outside the box. Host a house party, organize a yard sale, or pass the hat at book club meetings.

**Speak out!** Communications are most effective when delivered peer-to-peer or neighbor-to-neighbor. We need you to help us reach undecided voters in your community

- Join Media Corps, our online rapid response network, <http://www.johnkerry.com/mediacorps>.
- Or if you are strapped for time, try writing one letter to the editor, or calling one talk radio program.

## **Start a website or blog.**

- Several host sites will let you start your own website or blog free of charge.
- Or blog on other websites, email Kerry Yahoo! groups, or post on community bulletin boards.
- Be creative and take advantage of all available technology.

# HELPFUL TIPS

- **Always collect contact information.** Whether they are new supporters, volunteers, or people looking for more information, the more names, addresses, phone numbers, and email addresses we have, the more we can reach out to voters (please take a moment and make it legible).
- **Have voter registration forms with you at all events.** Be sure to make people aware of the registration deadline (if your state has one) and tell how they can locate their polling site. Also, ask if people need absentee ballots, and help them connect to the local Board of Elections. See our Guide to Voter Registration on the student webpage for more information.
- **Adapt, revise, add.** This plan is just a suggested outline of ways to organize your campus and get out the vote. Adapt it to fit your needs; revise your plan as you see what works and what does not work on your campus; and add new events or ideas.
- **Follow up!** Thank new supporters and volunteers with a quick email, phone call, or note after you sign them up at an event.
- **Help us help you.** Be sure to pass on new names to your state campaign team or to Young Voters for Kerry. Email new names to us at [youngvoters@johnkerry.com](mailto:youngvoters@johnkerry.com).

## THANK YOU!

*Your dedication and support will help lead John Kerry and John Edwards to victory on Election Day. Keep up the good work, and remember, young voters make it happen!*

Your Name: \_\_\_\_\_  
Your Email: \_\_\_\_\_  
Your Phone: \_\_\_\_\_  
Date of Event: \_\_\_\_\_ City/St: \_\_\_\_\_ / \_\_\_\_\_

# Kerry Edwards

Name	Street Address, City, State, Zip	Phone	Email