

Subject: To win in November, we must pursue NEIGHBORHOOD ORGANIZING

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Putting Government Back in the Hands of the People One Neighborhood at a Time

Greetings!

To win in November, we must now focus on Getting-Out-The-Votes with *Neighborhood Organizing* in your local precincts. In this newsletter, we provide an overview of *Neighborhood Organizing*, describe the impact it has on elections, and explain how just one motivated individual can get this effort started in their local *Neighborhood* precinct.

We have updated the presentation slide sets on our homepage. They can be downloaded for your individual or organization's use. The [first presentation slide set](#) provides an overview of the impact of *Neighborhood Organizing* and how to get started, with a focus on the importance of door-to-door canvassing and volunteer phone calling. The [second presentation slide set](#) provides all the detailed how-to mechanics for successful *Neighborhood Organizing* based on best-practices research. Many individuals and state patriot organization leaders have already downloaded these presentations and successfully used them to train organizations in their respective states.

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"It does not require a majority to prevail, but rather an irate tireless minority keen to set brush fires in people's minds." - **Sam Adams**

"Nobody Makes a Bigger Mistake Than He Who Did Nothing Because He Could Only Do a Little." - **Edmund Burke**

"Every government degenerates when trusted to the rulers of the people alone. The people themselves are its

Please share this newsletter and our [best-practices Neighborhood Organizing website](#) broadly in your region and nationally. We must mobilize everyone who is interested in taking back our country from career politicians who are bankrupting our country. Now is the time to pursue *Neighborhood Organizing*!

In liberty,

[The Voices Of America](#),

[Peter Wolf](#) and [Warren Edstrom](#)

P.S. Be sure to click on any of the blue hyperlinks to access additional detailed, relevant information.

We Must Pursue *Neighborhood Organizing* to Win in November

In American politics, the most powerful weapon is passionate and informed volunteers who pursue *Neighborhood Organizing*. An expensive campaign can always be beaten by a well-organized effort to Get-Out-The-Vote (GOTV) by free citizens with little money. Remember, that to win in your *Neighborhood* precinct only requires that your efforts surpass those of rival precinct organizations. Passionate and informed volunteers can easily surpass other organization volunteers, and most definitely, professionals who are only doing it for the money. Specifically, passionate volunteers can each generate 50-150 new votes, while paid professional precinct workers, on average, will deliver no more than 10-50 new votes.

Using a football analogy, while "Tea Party" rallies are analogous to pep rallies prior to a game where attendees are excited and motivated by speakers, it is the actual football game that decides who ultimately wins. In politics, this "game" is called *Neighborhood (Precinct) Organizing* and it is the only way to win elections! Fortunately, the "Tea Party" movement is well-equipped to play this "game" of *Neighborhood Organizing*. It plays right into the "Tea Party" movement's strengths of having many passionate and well-informed volunteers, while mitigating its greatest weakness of not having much money. While Napoleon states, "The morale is to the physical in war as three is to one", Heinlein states in his book, [Take Back Your Government](#), that "In politics, the ratio expressed by Napoleon is nearer ten to one."

A well-organized *Neighborhood Organizing* effort can be even more impactful on state and local elections than on Presidential elections. Most people seem to regard the office of the President as the only one of importance and the Presidential election every four years as the "main" election. Nothing could be further from the truth. The most important *office* in a democracy is the local city councilman or selectman; the most important *election* is the local caucus or primary and so on up to the "major" offices and the "major" elections. "Minor" candidates have a way of becoming Presidents. Chances are better than two-to-one that any future President will make his start in one of the minor, local offices. Consequently, if you want to affect the destiny of your country, take over your *Neighborhood* precinct with your friends

only safe depositories."

-Thomas Jefferson

"If you will not fight for the right when you can easily win without bloodshed; if you will not fight when your victory will be sure and not too costly; you may come to the moment when you will have to fight with all the odds against you and only a precarious chance of survival. There may even be a worse case. You may have to fight when there is no hope of victory, because it is better to perish than to live as slaves." - Winston Churchill's challenge to England's citizens

"Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children's children what it was once like in the United States where men were free." - Ronald Reagan

and help elect local, state, and national officials.

Election Impact of *Neighborhood Organizing*

Contrary to what most people believe, it does not take many votes in *Neighborhood* precincts to affect elections. How to get these votes with minimal effort is what *Neighborhood Organizing* is all about. Our website, TheVoicesOfAmerica.org, teaches the *Neighborhood Organizing* best practices for conducting focused door-to-door canvassing and volunteer phone calling in your *Neighborhood* precincts.

Democrats gained control of the Presidency, the House, and the Senate in 2008, with only 20% of the voters being liberal, using the *Neighborhood (Precinct) Organizing* methodology which they called [Organizing for America](#). Democrats captured the pivotal states of Ohio and Minnesota in 2008 with just 10 additional Democratic voters per precinct. Jimmy Carter, in 1976, won Ohio with an average of 1 vote advantage per precinct.

Congressional districts can be won with ~231 votes per precinct, i.e. ~150,001 total votes, since typically only 300,000 registered voters out of ~600,000 per congressional district vote. Even in a landslide victory of 60% to 40%, the winning margin is only 60,000 votes (the winner has 180,000 votes to the loser's 120,000 votes). Consequently, to reverse this landslide only requires switching ~46 votes per precinct, i.e. half of the 60,000 votes in the congressional district.

Individuals Can Start *Neighborhood Organizing*

Just one person is required to start *Neighborhood Organizing* in their local *Neighborhood* precinct. This person doesn't even need to be the type who makes friends easily or is "popular". All they need is the will and energy to get started. They can use our website, i.e. TheVoicesOfAmerica.org, to learn the best practices for *Neighborhood Organizing* and recruit other citizens in their community to put the plan into action. While each political party may have a *Precinct Captain* for your local precinct, you can become the self-appointed *Neighborhood Organizing Captain* for the "We the People" movement focused on taking back our country from career politicians who are bankrupting our country.

To get started, invite everyone you know in your local precinct who might be equally concerned about the current state of our country. Be sure to tell them that *Neighborhood Organizing* focuses on finding and mobilizing all like-minded voters in the neighborhood precinct and does not require arguing and debating those voters with an opposing political opinion. Start with your personal contact lists, relatives, friends, neighbors, work colleagues, members of clubs, and church lists (see the [Faith-In-Action](#) tab for perspective). Be sure to reach out to like-minded "Tea Party" and "9/12 Project" members who live in your precinct. You can also select people you might know (even slightly) from the county's *Voter Record* list, who you think might be interested in joining your *Neighborhood Organizing* initiative. Use the Block-walking or Robo-calls scripts on the TheVoicesOfAmerica.org website (see ["Talking Points"](#) and ["Robo-Call"](#) tabs on our website, respectively) as a guide to engage and invite these selected acquaintances. Another approach might be to just "Robo-call" all potential like-minded registered

voters in the whole precinct and ask them to join your *Neighborhood Organizing* initiative.

Since most people like to think of themselves as "good citizens", convince people that *Neighborhood Organizing* is not politics, but instead, the [highest expression of good citizenship](#). Even though only a few invitees may show up for your initial meeting, don't be discouraged. Once you start *Neighborhood Organizing*, you will end up recruiting even more volunteers. Remember that plans for the American Revolution started at a very small meeting! Before you know it, your group of "*We the People*" volunteers will have become the most powerful "political" force within the precinct. Try to identify a *Neighborhood Organizing Coordination Team* consisting of about 5-10 people (see "[Leaders](#)" tab on our website for composition and roles of this team). Eventually, the ideal number of volunteers per precinct is about 10-20 volunteers.

Hold weekly meetings at a fixed time and at a central location. Use these meetings to instruct and inform volunteers on *Neighborhood Organizing* and to gain information from them. Importantly, decide which volunteers will be responsible for the various streets in your precinct. The easiest way to train new volunteers how to do precinct block-walking or to make calls is to have them join an experienced person for just one session. You will find that a number of your newly-recruited volunteers will have done *Neighborhood Organizing* in prior elections for one of the political parties. Use these experienced volunteers to help teach the more detailed mechanics of *Neighborhood Organizing* using our [Presentation Slide Set II](#) available for download from our home page.

Experience shows that new volunteers will quickly learn the best practices and will be enthused to pursue them on their own. You can also have experienced volunteers conduct role plays at meetings, showing the right way and the wrong way to do block-walking or to make calls. Generally, field workers will also teach each other through shop talk at meetings. You will find that a non-partisan, Constitution-based, educational door-to-door voter engagement approach to Get-Out-The-Vote is far less threatening and intimidating for volunteers.

FLIER Now Available for *Neighborhood Organizing* Block-Walking

To help with block-walking or volunteer phone calling conversations, we created [a flier, which you can download or print out](#), that captures key financial perspectives pertaining to our federal government's budget and how government spending affects individual constituents and the private sector.

The flier shows that, unlike with our own home budgets, the federal government continues to spend more than it takes in despite declining income due to taxes. It thus creates ever more debt which our children and grandchildren will have to repay. The flier also shows that, while private-sector employment since 2007 is down by -6.8%, government employment is up by +12.2%. For comparable jobs, government employees receive +85% greater total compensation than private-sector employees. Government spending has increased +242% since 1970, while median household income has only increased by +29%.

Non-Partisan *Neighborhood Organizing* Voter Engagement is Best

To grow the diverse "Tea Party" movement and to Get-Out-The-Votes for elections, we need a non-partisan message that resonates with most voters and is sustainable, such as [*"career politicians are bankrupting our country"*](#). Candidate and issue-focused messages divide voters, while a message on the constitutionally-based principles of limited government, free markets, and individual liberties has broad appeal.

Polling data shows that 70-80% of voters you contact as part of the *Neighborhood Organizing* block-walking or volunteer phone calling will be like-minded and will be receptive to voting for candidates aligned with our principles. Some will even want to join your patriot organization and the *Neighborhood Organizing* efforts. All you need to do to start the conversation with potential voters is ask if they, too, are concerned about [*"career politicians bankrupting our country"*](#). Experience to date is proving this to be true! Even uninformed voters, once they are made aware of what is at stake, quickly align with the patriot organization principles as a basis for selecting political candidates!

[Winston Group](#) polls show that the "Tea Party" movement is already quite diverse but is united with its core commitment to fiscal conservatism. Of the 17% of registered voters who indicated that they are part of the "Tea Party" movement, 57% are Republicans, 28% are Independent, and 13% are Democrats. More voters are now outside the two-party system than ever before and the trend is rapidly growing. For example, Independents represent 60% of voters in Ohio, 51% in Massachusetts, and 25% in Florida.

The recent [NBC News/ Wall Street Journal Survey](#) in June, 2010 shows that a political party, partisan-focused Get-Out-The-Vote effort will be far more limiting than the broadly appealing message that [*"career politicians are bankrupting our country"*](#). Republicans in this poll are held in lower esteem than Democrats, with a 30% "Very or Somewhat Positive" rating relative to a 35% rating for Democrats. Similarly, Republicans received a 44% "Very or Somewhat Negative" rating relative to a 42% rating for Democrats. Net, it is best to stay away from partisan, political labels and instead, focus on informing voters to vote for candidates who most closely adhere to principles of limited government, free markets, and individual liberties.

Lastly, times have clearly changed. In the past, statistical analysis have shown that in Get-Out-The-Vote efforts, campaigns that were strictly non-partisan were neither more nor less effective than campaigns that organized around an issue or a candidate. Now the sleeping "*Silent Majority*" giant has awakened. This "*Silent Majority*" will mobilize to send [*"career politicians who are bankrupting our country"*](#) a non-partisan message this November!

***Neighborhood Organizing* Best Practices**

As we give presentations around the country, we receive much affirmation from those in the audience who have previously done *Neighborhood Organizing*, but every once in a while, we also learn new best practices. One such best-practices improvement suggestion was obtained during our presentation in Naples to southwest Florida leaders.

Specifically, it was suggested that during *Neighborhood Organizing* door-to-door block-walking, volunteers should take along a child. More doors will be opened. If you don't have young children of your own, "adopt" a child for the block-walking from one of your neighbors. It will be an excellent civics lesson for the young child.

We continue to receive affirmation from throughout the country that [Robo-Calling](#) works well to recruit new members for patriot organizations and to identify like-minded voters in precincts. But remember, [Robo-Calling](#) *does not* have a high statistical correlation with Getting-Out-The-Vote on Election Day. On our website, you will find that we have established a preferred relationship with a professional [Robo-Call](#) provider. He is a true patriot, belongs to numerous central Ohio patriot organizations, and only charges four cents per connected call. Importantly, he does not require a minimum charge. Net, for just ~\$44 you can call all ~1100 registered voters in a precinct. Many patriot organizations around the country have used this service and have provided us with positive feedback.

Recent Testimonials

"I am in Oregon and am a member of a coalition of grassroots group leaders who are joining together to promote GOTV and saving the nation one neighborhood at a time. We plan to focus on the Senate race. I and another gal will present this concept to 350 patriots and group leaders next weekend. Not a lot of time to plan, I know. I wish we had money to bring one of you out to do the presentation. I liked your powerpoints and would like to talk with you if you have time." - Heather, Oregon

"First, congrats on a great website. I have been looking for this type of information for weeks now since we activated our GOTV effort. ... Your information is spot on. Exactly what I need.... Thank-you for your website, I will pass on your website to others here in Arizona." - Roger, Arizona

"First thank you again for your wonderful web site that got me hooked on precinct work. Now that you got me hooked I've become so active I've been appointed 3rd vice chair of the ... County Republican Party put in charge of training for precinct work. WOW! Nothing like moving into action fast. ... I've already recommended your web site to the party as a resource and will include your guides with the precinct packets." - Susan, Ohio

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