

**Subject:** GET-OUT-THE-VOTE (GOTV) with NEIGHBORHOOD ORGANIZING!

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## We Must GOTV Now!

Greetings!

The time has come to mobilize everyone to pursue *Neighborhood Organizing* in order to take back our country from big-government, career politicians! In this newsletter, we discuss important dates, how to recruit & motivate volunteers, *Neighborhood Organizing* successes in minority communities, and what those in favor of big-government are doing to mobilize their "troops" for the *Community Organizing* ground-game.

We hope you can join us in Washington DC on September 9th and 10th at the [Unite In Action Liberty XPO and Symposium](#) lead-up to the [9/12 Taxpayer March on Washington - 2010](#). We will be giving *Neighborhood Organizing* presentations on both of these days. It will be one of the largest and most complete conservative training events in history hosted by *American Majority, Leadership Institute, Freedom Action, Declaration Alliance, Tea Parties, The 912 Project* & over forty other grassroots groups. The conference will be at the [Omni Shoreham Hotel and Conference Center](#), 2500 Calvert Street NW (at Connecticut Ave.), Washington, District of Columbia 20008, Phone: (202) 234-0700. **All training events are free!**

Please share this newsletter and our [best-practices Neighborhood Organizing website](#) broadly in your region and nationally.



### Quick Links

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*"You and I have a rendezvous with destiny. We will preserve for our children this, the last best hope of man on earth, or we will sentence them to take the first step into a thousand years of darkness. If we fail, at least let our children and our children's children*

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.

## Now is the Time for *Neighborhood Organizing!*

We must finalize our *Neighborhood Organizing* Get-Out-The-Vote plans now to win in November!

Mail-in / Absentee Voting will start soon, such as on September 28 in Ohio. Many states, as of this date, also allow Early Voting at key locations throughout their counties. For Early Voting, voters can show up at these locations, identify themselves, and vote just like on Election Day. In my Ohio county, the Board of Elections has a special room set aside for this purpose which has twenty voting stations for privacy. Once Early Voting starts and until Voter Registration stops, voters can actually register and vote, all in one visit. In Ohio, this period is from September 28th until October 4th and is referred to as the "Golden Week". Election Day, of course, is November 2nd.

Clearly then, we must start contacting targeted like-minded voters in our neighborhoods with the ultimate goal of assuring that they vote this fall. This is accomplished through *Neighborhood Organizing*, which consists of engaging your neighbors in a focused manner with door-to-door canvassing, volunteer phone calls, and neighborhood meetings. Voter Records, available from local county Boards of Elections, are used to target registered voters who are most likely to be like-minded and willing to vote for our preferred candidates. These actions are the only ones any one of us can pursue to increase our political clout and win elections.

You want to encourage targeted, like-minded voters to vote as early as possible to minimize the number of voters you have to contact on Election Day. During your initial door-to-door canvassing, be sure to provide mail-in/ absentee ballot applications. For both Early Voting and on Election Day, you may also want to offer transportation and/or baby-sitting, if necessary. Lastly, don't forget to provide Voter Registration forms, as needed. Frequently, those who have just moved into the neighborhood and voter-eligible adult children living with parents will not have registered to vote. [Our website has detailed instructions on Voter Registration.](#)

Several news reports have indicated that the Republican National Committee is entering the fall election season with dire financial problems which will severely encumber their Get-Out-The-Vote effort. They only have \$4 million available for House & Senate campaigns, versus \$57 million in 2006. The result is that they will need "Tea Party" help to win in November.

## How to Recruit & Energize

*say of us we justified our brief moment here. We did all that could be done. - Ronald Reagan*

*"Silence in the face of evil is evil itself; God will not hold us guiltless. Not to speak is to speak. Not to act is to act." - Dietrich Bonhoeffer, German Pastor and Theologian during Nazi Germany*

*"Good intentions will always be pleaded for every assumption of authority. It is hardly too strong to say that the Constitution was made to guard the people against the dangers of good intentions. There are men in all ages who mean to govern well, but they mean to govern. They promise to be good masters, but they mean to be masters." - Daniel Webster*

**Pope John Paul II** writings on economic initiative: *"It is the right which is important not only for the individual but also for the common good. Experience shows us that the denial of this right, or its limitation in the name of an alleged "equality" of everyone in society, diminishes, or in practice absolutely destroys, the spirit of initiative, that is to*

## *Neighborhood Organizing Volunteers*

*say the creative subjectivity of the citizen."*

Many patriot organization leaders have expressed frustration over members not volunteering for actual work, such as *Neighborhood Organizing*. The time has come to separate the cheerleaders from the players, since in politics, the "game" is *Neighborhood Organizing* and we need players to win!

We have modified [our presentation](#) and actively worked with organization leaders to coordinate efforts in an attempt to identify an approach that would get more members to volunteer for *Neighborhood Organizing*. In one recent meeting, ~50% out of 97 attendees volunteered. In another meeting, essentially all 70 attendees volunteered to help with *Neighborhood Organizing*. Net, we seem to have identified a successful approach to mobilize members to action!

Our [new presentation](#), which can be downloaded from our homepage, states that any individual in a neighborhood precinct can initiate a *Neighborhood Organizing* effort. They can recruit others in their neighborhood to help with the effort and then use our website for training. We challenge the audience to reflect on what others have sacrificed before us to assure the freedoms we have enjoyed and provide perspective that *Neighborhood Organizing* efforts are minuscule in comparison. In some meetings, we also have a respected member of the sponsoring organization speak after our *Neighborhood Organizing* presentation to further accentuate the point that the time for action is now in order to assure that the same freedoms we enjoyed are available for our children and grandchildren.

To further assure success in signing up volunteers for *Neighborhood Organizing*, be sure to have two volunteers per exit door with clip boards for sign-ups and to collect contact information for volunteers. Importantly, be sure to **ask people to volunteer**. Many will not volunteer until asked. This is called "closing the sale". Follow the sign-up with an actual hands-on training event within the week and provide training material printed out from our website.

To reach an even broader audience, make sure you invite the press to the training event. Explain the civics lesson being discussed and how it is intended to get people actively involved in their civic duty. I can personally attest to the fact that this works, since after a local event, I had my picture in the local community newspaper. Subsequently, I was approached by neighbors who indicated an interest in getting involved. Consistent with similar stories we hear from all over the country, they were frustrated and did not know what could be done to make a difference. Once they saw the newspaper article, they inquired and got involved.

## **Grow Membership & Volunteers with Robo-Calls**

Testimonials from across the country are confirming that Robo-Calls are an excellent low-cost approach to gain members, remind members of meetings/ events, and to gain *Neighborhood Organizing* volunteers. For example, Heather in Oregon wrote us: " *I heard about your site from my sister-in-law ... in Utah. She said that they have gained many*

*members from the robo-calling. "*

Ralph Kraus in Sandusky, Ohio, consistently uses Robo-Calling to grow his membership and, as a result, frequently has twenty or more new members at his meetings. He targets Independents and Republicans, using the Voter Records. His script is similar to the following: "*Hello, my name is \_\_\_\_\_. I am a concerned citizen from your neighborhood who is troubled by how politicians of both parties are bankrupting our country and are jeopardizing our children's and grandchildren's future. .. If you are concerned about what is going on in Washington, I would welcome your involvement with our community group focused on electing candidates who believe in Constitutional Principles of limited government, free markets, and individual freedoms. .. Together we can make a difference! .. Please call me at \_\_\_\_\_ or e-mail me at \_\_\_\_\_.*"

Tom Zawistowski, Executive Director of the Portage County Tea Party and Owner of [TRZ Communications](#), makes Robo-Call capabilities available to patriot organizations at a cost of 4¢ per minute without a required minimum. These costs are at the very low end of the cost spectrum as a service to the patriot organizations. For as little as \$40-\$45, your organization can call all registered voters in a neighborhood precinct. He recently purchased software which **allows him to look up phone numbers for targeted voters nationwide**. His contact information is as follows: 1-800-846-4630, Ext 104 or [TomZ@TRZCom.com](mailto:TomZ@TRZCom.com).

## **70-80% of Targeted Voters are LIKE-MINDED**

We continue to be amazed at the consistent feedback from across the country suggesting that a targeted engagement of registered voters using *Neighborhood Organizing* results in about 70-80% of the people being interested in the Tea Party movement. Consistently, contacted voters were aware of the Tea Party movement, but were not aware that an organization existed in their community and that they could actively do something that would make a difference.

This is being further confirmed by our experience in Ohio with the Health Care Amendment Petition drive to prevent citizens from having to buy government-mandated health care insurance. To date, volunteer organizations across Ohio have collected over 200,000 petition signatures in just three months. Analysis shows that going door-to-door using *Neighborhood Organizing* voter targeting results in a 70-80% success rate in getting petition signatures. This neighborhood canvassing approach is proving to be more productive than gathering petition signatures at events such as county fairs. Again, 70-80% of targeted Republican and Independent voters are like-minded, as polling data has suggested and as discussed in previous newsletters.

It is important to highlight this 70-80% success rate with potential *Neighborhood Organizing* volunteers. **Most have the misconception that *Neighborhood Organizing* is analogous to making cold-calls, i.e. where you have to convince an unreceptive customer to buy a product or service. Not only is *Neighborhood Organizing* quite the**



opposite, since all you are doing is looking for like-minded voters, but the success rate will be in the 70-80% range.

## ***Neighborhood Organizing Success in Los Angeles Minority Communities***

The Pasadena Patriots in the Los Angeles area are leading the way in successfully leveraging *Neighborhood Organizing* efforts to engage like-minded voters in minority communities. We first met leaders from the [Pasadena Patriots](#) in February, 2010 at the first [National Tea Party Convention](#) in Nashville. Since then, we have talked on the phone and corresponded via e-mail to share our PowerPoint presentations and best practices perspective. The leadership was kind enough to provide feedback on how well the presentation was received by other leaders and organization members. Additionally, they indicated how they were being successful with *Neighborhood Organizing* in predominantly African-American communities.

As a testimonial to their success, *Human Events* had a recent article on August 21, 2010, titled ["Dose of Tea" Brings New Life to Los Angeles GOP](#) in which it states, " *We're full partners with the Tea Partiers here and it has done nothing short of making the Republican Party a major player in Los Angeles County after decades, ... But now we have the people who walk the precincts, work phone-banks, and do the grass-roots political chores that are critical to winning,*" said Barnett. " *And, in large part, that is due to the fact we work closely with the two Tea Party organizations in our county.*" She noted that these two organizations, the [Pasadena Patriots](#) and the South Bay Patriots, " .... *claim more than 400 active members and more than 12,000 participants on e-mail, who hold on-line meetings once a week.*" ...Most significantly, according to Barnett, " *is that with more volunteers and workers than in recent years, our county party is now registering new Republican voters on an average of 1,000 per week. And what is fascinating is that the new Republican voters are from Hispanic families and all are born after 1990.*"

## ***Democrats, Organizing for America, and Unions Mobilize for Community (Precinct) Organizing***

Those *in favor of big government* are also starting their **Community Organizing** efforts. Remember, elections are won by those who Get-Out-More-Votes than the other side! Net, let's make sure our *Neighborhood Organizing* beats their *Community Organizing*!

In a Washington Post August 4th, 2010 article, titled [Democrats launch campaign to help defend majority in House](#) it states, " *The Democratic Congressional Campaign Committee is rolling out a plan that would employ new voter-contact and data-analysis programs to help " frontline " members and candidates in the*

most hotly contested districts. The committee's plan, outlined by party strategists, also includes a series of house meetings Aug. 21 and a "Nationwide Day of Action" on Aug. 28, when **Democratic volunteers will knock on some 200,000 doors.** ...The plan, which party strategists called the committee's most ambitious organizing campaign in many years, ...." The DCCC is committed to **reaching more people in districts across the country than ever before to talk to their neighbors at doors and by phone** about this election and to highlight the choice voters have at the polls. Our Fall Kickoff will ensure we have a large and energized base of trained volunteers to communicate Democrats' message and get out the vote, which is critical to our success in November."

[Organizing for America](#) sent out the following message on August 23rd, 2010 to their membership: "In 2008, volunteers like you broke every record in politics -- **you knocked on more doors, made more calls, and had more conversations with voters than any campaign in history.** ... Those conversations are what brought 15 million people to the polls for the first time, propelled Barack Obama to the presidency, and won majorities in the House and Senate.... we've got to get back on the doors, talking to voters about how important it is to vote this fall.... **We know -- from our own experience and research -- that nothing has more of an effect on voter behavior than real conversations.** That's why OFA volunteers getting people to commit to vote -- on doorsteps and on the phone -- could well be the deciding factor in close races across the country."

In a *Wall Street Journal* article on August 25, 2010, titled [Big Unions to Pool Money for Fall Elections](#), it states: "To counter any possible apathy, Mr. Trumka said the unions planned to put more campaign workers in the field than in 2006 and 2008, **knocking on doors of union households and handing out leaflets at work sites. The federation also will coordinate phone banks and mailings, tracking progress through weekly polls.** In the last midterm elections, union households represented 23% of the electorate, according to exit poll data. "

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