
Appendix 7

Voter Contact: Newsletter

What should your newsletter contain?

- ✓ information about local news;
- ✓ information on your party's local campaign-what local issues are you working on or have you identified though local questionnaires;
- ✓ what action is the party taking in response to those local issues;
- ✓ invitations to join party campaign activities;
- ✓ Volunteer recruitment form

There are a few simple rules to bear in mind when designing them.

Content & Design

1. Select a title for the newsletter that the party can use time and time again. The party name should be on the masthead in addition to the title.
2. Make sure that the campaign's contact address and telephone number is clearly included in the newsletter, including the times when the party office is opened. The Campaign Communications Coordinator should be identified as the newsletter's editor.
3. The main emphasis should go on local stories, campaign activities and news. If possible, national issues should be expressed in terms of local issues.
4. The sources for stories can be the results of your door to door canvassing, information from the party headquarters, local campaign activities , volunteer stories and stories in local or national newspapers, or general local knowledge.
5. The names of candidates from the party's list should be included in the stories. Also use the party name often in the body of each story.
6. The stories should be written in a short, punchy, journalistic style, i.e. short sentences, dealing always with who, what, where, when and how.
7. The newsletter should include between five to eight stories.
8. Use photographs, cartoons and/or graphics and frequent headlines to break up the text. (Many desktop publishing programs come with graphic icons provided.)

9. Include a reply sheet at the bottom of the back page. We call this a 'grumble sheet' where people can write to the party about any issue they are concerned with. It is important that the newsletter encourage voters to "talk back" to the party. Include space for the name, address and phone numbers of the respondent for the campaign to contact them.
10. Other options for this reply sheet. Include boxes to tick, seeking further information, or to ask to join the party or become a campaign volunteer. The newsletter can be used as a petition if the voter can tick a box supporting an issue your party is campaigning on. Remember to leave plenty of space for them to write whatever they want.
11. Use bold or italics or different size of fonts for emphasis. Avoid using capitals. Don't use any smaller than 12-point type. Have a prominent masthead which identifies the party.

TYPICAL ELECTION DAY OUTLINE

Assume:

1. GOTV Calls started one week prior to Election Day;
2. GOTV Materials are out;
3. Workers are assigned tasks;
4. Written Election Day Plan

Monday

Final Visibility Day

Morning:

- Market Places
- Trams, bus stops, busy intersections, student areas & cafes (areas of high party support)
- Neighbourhood Visibility (areas of high party support)

Afternoon:

- Final Election Day Review
- Worker and Staff call through
- Trams, bus stops, busy intersections, student areas & cafes (areas of high party support)
- GOTV Phone Calls
- Final Training of Election Day Volunteers

Tuesday

Quiet Day

- Party Observers Training
- Organising Voter Transportation
- Preparing Food for Election Day Volunteers and Party Observers
- Finishing and checking up materials for parallel vote count
- GOTV Phone Calls

Wednesday

Election day

05:00

- Worker Wake Up Calls
- Headquarters Open Up

06:30

- Party Observers and Checkers to Polling Stations
- Check in Call
- Start Voter Transportation

07:00

- Polling Stations Open
- Party Observers, Checkers and Volunteers Vote

09:30

- Begin GOTV Calls

- 10:00 ➤ First Pick Up by Dart Teams of voting totals from party
 observers and voter identification lists from checkers
- 11:30 ➤ Food to Workers
- 12:00 ➤ Party observers and checkers and volunteers vote
 ➤ Continue GOTV Calls
- 13:00 -14:00 ➤ Second Pick Up by Dart Teams of voting totals from party
 observers and voter identification lists from checkers
- 16:00 ➤ Final Pick Up by Dart Teams of voting totals from party
 observers and voter identification lists from checkers
 ➤ Additional Phones Operating for Final GOTV Push
 ➤ Food to Workers
- 19:00 ➤ Polling Stations Close
 ➤ Keep People in Line
 ➤ Party Observers Stay for Count
 ➤ Call in Results to Campaign HQ
 ➤ Checkers Return to Campaign HQ after last person votes.
 ➤ End Voter Transportation
- 20:00 ☺ Party for all Campaign Volunteers and Workers

General Election SIX week planner

| Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|--|--|---|--|---|--|--|
| 17 March ST PATRICK'S DAY Calling all week, late calling and blitzing all | 18 March | 19 March | 20 March PROBABLE DATE FOR ELECTION BEING CALLED Post members mailing. Members/volunteers continue GOTV contacts to W. (GOTV GE W CALL 1). | 21 March Deliver W mailing. Monster mailing to L arrives. Candidate continues calls to switch and squeeze voters throughout. Big push on posters. | 22 March DELIVER HO SWITCHER AND SQUEEZE MAILING. Candidate blitz low t/o W area. Members/volunteers continue GOTV contacts to L (GOTV GE L CALL 1). Evening: all-member adoption meeting. | 23 March Candidate blitz low t/o W area. |
| 24 March Calling all week, late calling and blitzing all | 25 March | 26 March Deliver young voter mailing | 27 March MAUNDY THURSDAY | 28 March GOOD FRIDAY Deliver switcher and squeeze mailing. | 29 March | 30 March EASTER SUNDAY SUMMER TIME BEGINS |
| 31 March EASTER MONDAY Calling all week, late calling and blitzing all | 1 April | 2 April | 3 April | 4 April Deliver switcher mailing. | 5 April Candidate blitz low t/o W area. | 6 April |
| 7 April Calling all week, late calling and blitzing all | 8 April PROCLAMATION AND ISSUE OF WRITS Deliver young voter mailing. | 9 April RECEIPT OF WRIT | 10 April | 11 April Notice of election published. Deliver switcher and squeeze mailing. | 12 April Candidate blitz low t/o W area. | 13 April Candidate blitz low t/o W area. |
| 14 April Late for postal/proxy votes (noon) calling all week, late calling and blitzing all | 15 April | 16 April Last date for nomination papers, consent forms, appointment of election agent, withdrawals, objections. Deliver W mailing. | 17 April DELIVER HO YOUNG VOTER VIDEO Candidate blitz low t/o W area. Members/volunteers continue GOTV contact to W (GOTV GE W CALL 2). | 18 April Deliver switcher and squeeze mailing. | 19 April Candidate blitz low t/o W area. | 20 April Candidate blitz low t/o W area. |
| 21 April Labour PVs. Calling all week, late calling and blitzing all | 22 April | 23 April ST GEORGE'S DAY Closing date for late RP586 votes (noon). Eve of poll leaflet/letter to all. Candidate blitz low t/o W area. | 24 April Visit Labour PVs to ensure t/o. | 25 April DELIVER HO SWITCHER AND SQUEEZE MAILING. Members/volunteers continue GOTV contacts to L (GOTV GE L CALL 2). | 26 April LAST FIVE DAYS! Deliver mailing to L and W. Candidate blitz low t/o W area. Ring members/volunteers for remaining polling day duties. Big push on posters. | 27 April Leaflet/mail W. Candidate blitz low t/o W area. Members/volunteers continue GOTV contacts to W through to polling day (GOTV GE W CALL 3). |
| 28 April Leaflet/mail W. To switch voters arrives. Calling all week, late calling and blitzing all | 29 April Leaflet/mail W. DELIVER HO YOUNG VOTER POSTCARD. | 30 April Leaflet/mail W. Deliver squeeze mailing. Eve of poll leaflet/letter to all promise target. | 1 May POLLING DAY Early morning delivery. Get out promises. Start 7.00 am. Finish 10.01 pm. | Plan for at least ten GOTV contacts with squeeze voters throughout the period. Plan for eight contacts with switcher voters and six contacts with weak Labour voters. Plan for at least four contacts to L. Candidate should concentrate on switcher and squeeze voters and on blitzing. Remember that the GOTV contacts include letters as well as phone/doorstep contact. | | |



Telefonska anketa – Izmam glas – Izbori 99'

1. Halo, dobar dan, molio bih _____
Ukoliko je osoba kod kuće prijedite na točku broj 2

Ukoliko osoba nije doma upitajte osobu na telefonu da li je glasač u izbornoj jedinici broj _____, te ako je odgovor DA, prijedite na točku 2.

Ukoliko je odgovor NE ostavite sljedeću poruku:

.... Molim vas, recite g./gđi _____ da je zvao/la _____
simpatizer _____ stranke/koalicije. Recite da ćemo pokušati nazvati sutra
ponovo. (Završiti razgovor)

2. Ovdje _____ stranka/koalicija. Želimo vašu podršku na dan izbora.
Možemo li računati na vaš glas u srijedu 22.12.1999?

- a) ukoliko je odgovor DA, nastavite s: Puno hvala ! (prijedite na točku 3)
- b) Ukoliko je odgovor NE, nastavite s: Hvala vam na razgovoru i laku noć.
(završite razgovor)
- c) ukoliko je odgovor NE ZNAM ili MOŽDA, nastavite s: želite li da vam pošaljemo dodatne informacije o _____ stranci/koaliciji? Ukoliko je odgovor DA, nastavite sa: dozvolite mi da još jednom provjerim vašu adresu i broj telefona i zatim recite osobi na drugoj strani da će materijali biti poslani/dostavljeni na njihovu adresu u roku od 24-48 sati. (završite razgovor)

Ukoliko je odgovor NE, prijedite na točku 3

3. Trebate li prijevoz do biračkog mjesta na dan izbora? Osigurati ćemo prijevoz za one naše glasače kojima bude trebao.

- a) ukoliko je odgovor DA, nastavite s: dozvolite mi da još jednom provjerim vašu adresu i broj telefona i onda obavijestite osobu na drugoj strani telefona da će osoba iz stranke/koalicije, zadužena za prijevoz stupiti s njime/njom u vezu u roku od 24-48 sati. (prijeći na točku 4)
- b) ukoliko je odgovor NE, prijedite na točku 5

4. Hvala vam na podršci. Stranci/koaliciji bi dobrodošao dobrovoljni rad u periodu od danas pa do dana izbora. Da li biste bili voljni da:

- a) volontirati neko vrijeme?
Ukoliko je odgovor DA, još jednom provjerite adresu i broj telefona ukoliko već niste. Obavijestite osobu da će _____ iz stranke/koalicije, zadužen za volontere stupiti s njime/njom u kontakt u roku od 24-48 sati
- b) Ukoliko je odgovor NE, prijedite na točku 5

5. Zatim nastavite sa: Hvala vam na razgovoru s nama. Želimo vam ugodnu večer i ne zaboravite glasati za _____ stranku/koaliciju u srijedu 22.12.1999.
(završite razgovor)

Nacionalni demokratski institut
Preradovićeva 22/IV, Zagreb tel: 01 48 54 689, fax:48 54 686

Izmami glas – obrazac za odgovore

Ime volontera _____ Datum : _____

1. Ime i prezime birača _____ tel: _____

adresa _____ Mjesto/grad : _____

2. Možemo li računati na vaš glas na dan izbora, 22.12 1999. godine

a) DA _____

b) NE _____

c) NE ZNAM _____

3. Prijevoz na dan izbora

a) DA _____ b) NE _____

4. Volonteri

a) DA _____

b) NE _____

Potvrđeno _____
(koordinator za prijevoz)

Potvrđeno _____
(koordinator volontera)