



Walk & Talk

A Guide for
Keeping in Touch with Your Voters All Year Round

- organize internally (operational procedures)
- establish a permanent organizational structure
- plan and organize an event (including public meetings)
- be held accountable
- recruit members
- build a constituency
- facilitate participation
- debate

National Democratic Institute for International Affairs
Croatia Political Party Program

Walk & Talk

A guide for
keeping in touch with your voters all year round

by Karen Gainer, Sarah Jenkins & Mica Mladineo¹

Theme of the Program:

Elections are not won or lost in the four weeks leading up to an election, but in the work that a party does between elections. Political parties must learn how to campaign between elections on local issues that matter to people. Branch offices need to identify issues and take actions on them. Simply put, a successful branch office must reach out to citizens and include them in the work of their political party all year round. Parties must work to become active members of their local community. In this way, political parties will become relevant to ordinary citizens. Branch offices, which understand local issues, will win the support and confidence of voters who together will build a more open and accountable democratic system.

This is a training manual based on a compilation of work done by party activists who participated in the 1997-1998 NDI Croatia training program. The program consisted of four cycles of work. Each cycle consisted of three parts: a seminar component, a practical experience component and written materials. These materials can be found in the Appendix.

Cycle One: New approach to voter contact/The use of citizen questionnaires

The parties learnt how to develop questionnaires and took them door to door. Party activists gained experience in asking voters their opinions on local issues. In addition the party identified their supporters and new members.

Cycle Two: Reporting back to your voters/The use of local newsletters

Using the information gathered from the questionnaires, the parties created newsletters to report back to voters on the results from the questionnaires. Newsletters were delivered to people in the community; to voters as well as party members.

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Cycle Three: Image Building/Using the media in community actions

The parties developed a community action plan based on issues identified in their questionnaires. The parties held public events in their communities designed to reach out to citizens. These events included both press releases and press conferences.

Cycle Four: Training your Team

The regional activists were brought together in a training session to review the lessons of the year and create a training manual for their activities to train new volunteers.

This manual is the result of the fourth cycle of training and is based on the experiences party activists had in their communities as they implemented a new political strategy - "talking to people on their door steps" between elections about local issues. This manual was designed by those activists to be used to train new volunteers to reach out to ordinary citizens and invite them to participate in the work of their respective political parties.

**List of participants
who completed three out of the four cycles and were awarded with
certificates of accomplishments from NDI:**

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1. **Ivan Lepoglavec**, Organizational Secretary of HNS
2. **Alan Košić**, Secretary of North-West Regional Alliance of HNS, Varazdin
3. **Ana Vranješ**, Member of Executive Board of HNS and County Council of HNS of Splitsko-Dalmatinska County, Split
4. **Branko Nimac**, Member of Executive Board of HNS and County Council of HNS for Šibensko-Kninska County, Šibenik
5. **Dijana Putar**, Secretary of Youth Interest Board of HNS for Varazdinska County, Ivanec
6. **Draško Bizaca**, Member of Executive of HNS, Split
7. **Ivan Hudoletnjak**, Organizational Secretary of Branch Office of HNS Pertinence
8. **Ivan Pajdek**, President of Branch Office of HNS Omiš
9. **Josip Dobrović**, Member of Executive Board of HNS, Šibenik
10. **Josip Vlahović**, President of County Council of HNS for Zadarska County and Member of Central Board of HNS
11. **Joško Dvornik**, Member of Executive Board of HNS Split
12. **Krešimir Kadi**, Media Secretary, HNS Novi Marof
13. **Leonardo Lorbek**, President of Youth Interest Board for Varazdinska County
14. **Marijan Lorbek**, President of Branch Office of HNS Cestica
15. **Mijo Puljiz**, Member of Executive Board of HNS Split
16. **Miro Družijanić**, Member of Central Board of HNS, Makarska
17. **Miroslav Granić**, Vice-president of HNS, Split
18. **Olga Zaradić**, Member of Executive Board of HNS, Split
19. **Stanko Bezek**, Member of County council of HNS for Varazdinska County, Varazdin
20. **Stipe Lacmanović**, Member of Executive Board of HNS, Šibenik
21. **Tonko Kordić**, Secretary of Branch Office of HNS Split
22. **Vjekoslav Šuljić**, Secretary of Regional Alliance of HNS for Dalmatia, Zadar
23. **Zdravko Kuzelj**, Organizational Secretary of Branch Office of HNS Novi Marof

Croatian Social Liberal Party (HSLs)

24. **Antonija Mrša**, Member of Young Croatian Liberals (MHL), Šibenik
25. **Ivan Alabanda**, Member of Executive Board of HSLs Kaštela
26. **Ivica Bota**, Member of Executive Board of HSLs Split
27. **Ivica Jakšić**, Member of Executive Board of HSLs Solin

28. Ivo Listeš, Member of Executive Board of HSLs Kaštela
29. Katja Ozretić, Member of Executive Board of HSLs Split
30. Tonko Simonelli, Member of HSLs Split
31. Zdeslav Matačić, Treasurer of County Council of HSLs for Šibensko-Kninski County, Šibenik
32. Željko Scotti, Secretary of Branch Office of HSLs Šibenik

Croatian Peasants' Party (HSS)

33. Marija Ledinski Anić, Member of HSS Presidency and Secretary of County Organization of HSS for Zagrebačka County, Brdovec
34. Željko Ledinski, Vice-president of HSS, Bjelovar
35. Borislav Kozić, Treasurer of County Organization of HSS for Bjelovarsko-Bilogorska County and Secretary of City Organization of HSS Bjelovar
36. Damir Hrastović, Member of Executive Board of City Organization of HSS Zadar
37. Đurđa Dehin, Member of City Organization of HSS Velika Gorica
38. Ivan Zlatko Kovač, President of Municipal Organization of HSS Sveta Nedjelja
39. Ivanka Karakaš, Treasurer of City Organization of HSS Krapina
40. Ivica Kašnik, Secretary of Municipal Organization of HSS Štefanje
41. Ivica Maderić, Treasurer of City Organization of HSS Garešnica
42. Josip Rac, President of City Organization of HSS Bjelovar
43. Milan Biškup, Vice-president of Municipal Organization of HSS Rovišće and President of Branch Office of HSS Podgorci
44. Milan Grahovac, President of Municipal Organization of HSS Đulovac
45. Siniša Dreta, Secretary of Municipal Organization of HSS Ivanska
46. Stjepan-Boris Kopanji, Member of HSS Veliki Zdenci
47. Suzana Maleković, Vice-president of Municipal Organization of HSS Brdovec
48. Vladimir Novotny, Member of City Board of HSS Garešnica
49. Vlasta Crnečki, Secretary of Municipal Organization of HSS Stupnik
50. Vlatka Mašansker-Filipić, Member of Presidency of City Organization of HSS Zagreb and Secretary of Municipal Organization HSS Črnomerec, Zagreb
51. Zdenka Grilec, Secretary of City Organization of HSS Krapina

Croatian Party of Retired People (HSU)*

52. Rudolf Mazuran, President of HSU
53. Maja Antunović, Secretary of HSU
54. Frano Barić, Vice-president of HSU
55. Franc Ferenčak, Member of City Co-ordination of HSU Zagreb
56. Vladimir Jordan, Secretary of City Organization of HSU Zagreb
57. Dragutin Lacković, President of City Quarter Organization of HSU Novi Zagreb

* HSU joined the NDI Political Party Program in June 1999 when the party leadership went through four-week intensive training from June 16 to July 14, 1999.

58. Dušan Malek, President of City Quarter Organization of HSU Črnomerec, Zagreb
59. Dragutin Menard, Member of City Co-ordination of HSU Zagreb
60. Vinko Prkačin, President of Supervising Board of HSU
61. Stjepan Šetek, Vice-president of City Board of HSU Zagreb
62. Josip Zdunić, President of City Quarter Organization of HSU Donji Grad, Zagreb

Istrian Democratic Assembly (IDS)

63. Boris Ulezić, Secretary of Branch Office of IDS Kaštanjer, Pula
64. David Cerovac, President of Branch Office of IDS Umag
65. Ines Greblo, Secretary of Branch Office Community of IDS Buzeštine
66. Lucijana Sterle, President of Branch Office of IDS Mošćenička Draga
67. Nadija Šaina, Member of Branch Office of IDS Pazin
68. Nevija Poropat, President of Branch Office of IDS Višnjan
69. Oriano Otočan, Secretary of IDS, Pula
70. Orijana Lukić, Secretary of Branch Office of IDS Pula
71. Radenko Sloković, Member of Branch Office of IDS Pazin
72. Tulio Demetlika, President of Branch Office Community of IDS Labinštine
73. Valter Poropat, Member of Presidency of Branch Office Community of IDS Labinštine
74. Zelimir Rakić, President of Branch Office of IDS Vidikovac, Pula

Social Democratic Party (SDP)

75. Natalija Bukovec, Member of Executive Board of SDP Youth Forum, Karlovac
76. Zlatko Gareljić, President of City Board of SDP Makarska, Mayor of Makarska
77. Ana Babić, Member of Local Organization of SDP Centar, Zagreb
78. Andrej Rubeša, SDP Youth Forum, Zagreb
79. Andrija Curač, Member of Presidency of City Organization of SDP Korčula
80. Anka Mandušić, Secretary of City Organization of SDP Omiš
81. Damir Visković, Member of City Board of SDP Makarska
82. Dan Špicer, SDP Youth Forum Zagreb
83. Darka Šutić, Vice-president of City Board of SDP Ploče
84. Đurđa Lončarić, Secretary of City Board of SDP Sesvete
85. Igor Bogunović, Secretary of City Board of SDP Ploče
86. Irina Stajčić, SDP Youth Forum Split
87. Ivan Matejak, SDP Youth Forum Zagreb
88. Ivo Antolović, President of Local Organization of SDP Novi Zagreb-Istok, Zagreb
89. Jasna Rodić, SDP Youth Forum Zagreb
90. Josip Burek, Member of Executive Board of SDP Susedgrad, Zagreb
91. Josip Imprić, President of Local Organization of SDP Novi Zagreb, Zagreb
92. Lidija Tomić, Secretary of City Organization of SDP Zagreb
93. Luka Franić, Member of City Board of SDP Ploče

94. **Luka Šimurina**, Member of Local organization of SDP Trnje, Zagreb
95. **Marinela Bušelić**, Vice-president of County Board of SDP for Splitsko-Dalmatinske County, Tučepi
96. **Marko Blazević**, Secretary of Local Organization of SDP Medveščak, Zagreb
97. **Marko Koc**, Member of City Board of SDP Trogir
98. **Marko Zlović**, SDP Youth Forum Zagreb
99. **Memica Borić Marić**, Member of Local Organization of SDP Novi Zagreb, Zagreb
100. **Milan Taubek Golubić**, Secretary of Local Organization of SDP Peščenica, Zagreb
101. **Natalija Nađa Jurčević**, Secretary of Local Organization of SDP Črnomerec, Zagreb
102. **Nataša Đak**, SDP Youth Forum SDP Zagreb
103. **Predrag Marunić**, Member of Presidency of Local organization of SDP Dubrava, Zagreb
104. **Saša Molan**, President of Local Organization of SDP Trešnjevka, Zagreb
105. **Stipe Šimunac**, Secretary of County Organization of SDP for Dubrovačko-Neretvanske County, Dubrovnik
106. **Viktor Tarandek**, Member of Local Organization of SDP Novi Zagreb, Zagreb
107. **Zdravko Vuletić**, Vice-president of City Organization of SDP Omiš
108. **Zvonimir Babić**, Secretary of Local Organization of SDP Maksimir, Zagreb
109. **SDP Youth Forum Osijek**

Independent Democratic Serbian Party (SDSS)

110. **Slobodan Popović**, Secretary General of SDSS, Vukovar
111. **Đorđe Macut**, Secretary of City Board of SDSS Vukovar
112. **Jovan Jelić**, Member of SDSS Dalj
113. **Milan Stilin**, Member of City Board of SDSS Vukovar
114. **Milena Njegovan**, Member of Executive Board of SDSS Tovarnik
115. **Nedeljko Majkić**, Secretary of Municipal Board of SDSS Negoslavci
116. **Pero Dokmanac**, Secretary of Regional Board of SDSS Dalj
117. **Radenko Bošković**, Secretary of Regional Board of SDSS, Tenja
118. **Siniša Rakazović**, Secretary of Regional Board of SDSS Vukovar

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Appendix

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3. New approach to voter contact - Citizens Questionnaire
4. Sample questionnaires
5. Door knocking instructions
6. Voter log
7. Reporting back to your voters - Newsletter
8. Sample newsletters
9. Building the Image - Media

(one of each example)

**A guide for
party organizers to train volunteers to
"walk & talk" to voters**

Congratulations! Over the past year, within your branch office something new happened. You and your team had the courage to go and speak directly to people-to voters on their doorsteps and in their homes.

And what happened? Were people angry? Did people jeer at you? Slam doors in their face? NO! Most people greeted you and your volunteers with warmth.

Yes, they were surprised that a political party was at their door asking their opinion; but they were also pleased - pleased that your party cared enough to ask them what they thought. Many voters gave their names and telephone numbers and in some cases accepted your offer to participate in the party - they wanted to find out about your party, some volunteered to help you and others asked to join.

This is a new way to do politics and based on your experiences you agree it is a good way to do politics, not to mention after the initial fear, how much fun it was to meet your neighbors.

Now the challenge is how to train more people to do what you did for your party. How to reach out to your voters, how to make your branch office an active part of your community and demonstrate that your party cares about people and real issues.

You have worked hard for your party making questionnaires and taking them to your voters. Now as party organizers, you are responsible for training others in the work you did.

This manual will help you train volunteers to make your party effective in the field, responsive to voters and successful at election time.