



# STARTER KIT

**Your Community CAN  
Make a Difference**

Paid for by Support Independent Maps. A copy of our report filed with the State Board of Elections is (or will be) available on the [Board's official website](#) or for purchase from the Illinois State Board of Elections, Springfield, Illinois.

## **Organize a Volunteer Team to Knock on Doors, Make Phone Calls, Recruit New Volunteers, Organize House Parties, and Plan a Kickoff Meeting**

1. Identify a group of 5-7 key people willing and able to sustain the “leadership” effort for the campaign in your community
  - Likely candidates:
    - League of Women Voters officers
    - Chamber of Commerce staff
    - Former local politicians
    - Local business leaders
    - Local political activists/enthusiasts
    - Political scientists from local higher education institutions
    - Lawyers
    - Volunteers in the last campaign
2. Recruit and invite local supporters, activists and organizations to your kickoff meeting
3. Kickoff meetings should accomplish the following:
  - Define the roles of the key people.
    - Suggested roles:
      1. Chair or Co-Chairs – manages the volunteer team, sends weekly/bi-weekly updates to the team, and serves as the liaison between the campaign and the volunteer team
      2. Liaison – this person is the point person for organizations/associations and/or key events and provides updates to the team
      3. Data Captain – provides technical support to the team (i.e. email, digital, etc.), does data entry of walk/call packets
      4. Social Media Captain – tweets/facebooks pictures of team members representing Independent Maps in the community
      5. Public Speaker(s) – serves as the team’s public speaker to educate others about Independent Maps at events
      6. Volunteer Coordinator – recruits and manages volunteers, follows up with volunteers after they complete a shift, and provides materials for volunteers to complete their shift (i.e. phone banking, canvassing, etc.)

- a. Canvassing Captain – recruits and manages canvassing volunteers, provides all necessary material for canvassers
  - b. Phone Banking Captain – recruits and manages phone banking volunteers, provides all necessary materials for phone bankers
- Define your community (i.e. geographic area)
- Define your team meeting schedule and set expectations
  - Who, What, Where, When, Why
    1. Who will attend?
    2. What will be discussed?
    3. Where will the meetings take place?
    4. What time will they happen?
    5. How often will there be a team meeting?
  - Expectations
    1. Meetings should be in-person
    2. Designate an individual to write an agenda prior to each meeting and send around to all team members
- Define a Digital Communication Strategy
  - Create a Google group – this provides quick communication within the team (everyone needs a Gmail account to be part of the Google group)
    1. To create a Google group go to [groups.google.com](https://groups.google.com) and select “Create Group” (the red button on the top left)
    2. Follow the instructions to create the group
    3. Once the group has been created select “invite people to join the group” to invite all team members with Gmail accounts
  - List of emails - create a spreadsheet of emails that can easily be shared with the team
  - Conference calls – go to [www.freeconferencecall.com](http://www.freeconferencecall.com) to create a conference call dial-in. Conference calls are useful when you need to update team members quickly, discuss upcoming events, etc.
- Start a volunteer and organization/association database with relevant contact information
- Review volunteer toolkit so you are able to answer any and all questions thrown your way during the kickoff meeting
- Regular volunteers are absolutely essential to the success of your team. Identify supporters at the kickoff meeting who want to get

involved and identify their desired level of commitment. Make sure to identify volunteers as the following:

- Door Knockers – volunteers knock on doors in their neighborhood, either alone or with a partner, from a targeted walk packet to speak with voters about Independent Maps
  1. Important Note: knocking on doors is the most effective form of voter contact
- Phone Bankers – volunteers call their neighbors, either alone or as part of a group, from a targeted phone list provided by the campaign to speak with voters about Independent Maps
- Host a House Party – hosts a house party in which they invite friends, family, neighbors, coworkers, etc. to provide more information about Independent Maps
- Attend a Community Event – go to a community event and represent Independent Maps, collect sign ups for other supporters or individuals interested in learning more
- Write a Letter to the Editor
- Social Media Ambassador
- Host a Fundraiser

### **Define a Strategy for your Community**

1. Involve local members of organizations and associations with a presence in your community
  - League of Women Voters, Chamber of Commerce, Common Cause, AARP, Farm Bureau, etc.
2. Don't forget to reach out to activists, supporters, and IM volunteers
  - Local political activists/enthusiasts
  - Supporters/volunteers from the previous campaign(s)
  - Well-known/well-respected community members
3. Create a calendar of events for crowd canvassing. Crowd canvassing at events is great for collecting sign-ups from supporters, potential volunteers, and individuals who want more information about Independent Maps. These events include:
  - Farmer's Markets
  - Fairs, Picnics, Parades, Outdoor Concerts, Park District Events
  - Sporting Events – Tailgates, Ballgames, Races, Marathons, Tournaments
  - Community Clean-up Days
  - Home Shows, Gun Shows, Antique Shows, Flea Markets
  - Conventions

- Garden Walks
  - Health Fairs
  - University/College Events
  - Political Debates
4. Identify locations (permanent or temporary) for phone banking and canvassing kickoffs
- Potential locations include:
    - i. Chamber of Commerce Office
    - ii. Library
    - iii. Local Businesses (Starbucks, Chipotle, Glencoe Roasting Company, etc.)
    - iv. Law Offices
    - v. Individual's Homes
  - Permanent Locations – provide a place for volunteers to phone bank or pick up a walk packet whenever they have spare time
    - i. Typically has set hours for when supporters know they can go volunteer
    - ii. Make sure everything is clearly labeled (i.e. canvassing corner, phone banking table, sign-in table, drop-off table, etc.)
  - Temporary Locations – provide a temporary place for volunteers to phone bank and/or pick up a walk packet during a designated date/time
    - i. Potential Reasons:
      1. One-off canvassing kickoffs
      2. Weekly phone bank
      3. Weekend of Action location
    - ii. Make sure everything is clearly labeled (i.e. canvassing corner, phone banking table, sign-in table, drop-off table, etc.)
5. Identify how to reach out to supporters and potential volunteers
- Call time – the campaign can provide a list of supporters, volunteers from the previous campaign(s), and potential volunteers for you to recruit
  - Speak to organizations/associations, clubs, public service groups, churches, health clubs
  - Public postings on bulletin boards/web
  - Businesses willing to have IM literature available
  - Library forums/kiosks
  - Schedule visits with University/College groups, classes, dorms, and sororities & fraternities

- Speak/visit retirement communities and clubs
  - Educational events/forums customized for your community
  - Booths at commercial enterprises such as restaurants/grocery stores
  - Mingle at bars/ice cream shops
6. Define goals, reporting system, and communication of the team

## Timeline

July 21<sup>st</sup> – Cook County Circuit Court Decision

August 10<sup>th</sup> – First day to file for vote-by-mail (VBM)

September 3<sup>rd</sup> – September 4<sup>th</sup> - Weekend of Action

September 17<sup>th</sup> – September 18<sup>th</sup> – Weekend of Action

September 29<sup>th</sup> – First day mail-in ballots mailed; early voting begins

October 1<sup>st</sup> – October 2<sup>nd</sup> – GOTV Dry Run 1

October 11<sup>th</sup> – Last day of voter registration

October 22<sup>nd</sup> – October 23<sup>rd</sup> – GOTV Dry Run 2

October 29<sup>th</sup> – October 30<sup>th</sup> – GOTV Dry Run 3

November 5<sup>th</sup> – November 8<sup>th</sup> – Get Out The Vote (GOTV)

November 8<sup>th</sup> – Election Day

## Key Documents (can be found under the “Volunteer Toolkit” tab at [www.mapamendment.org](http://www.mapamendment.org))

1. **Starter Toolkit** – get tips on organizing a team to knock on doors, make phone calls, host house parties, and much more!
2. **Phone Banking Best Practices** – fun tips and tricks on how to maximize your time while phone banking.
3. **Canvassing Best Practices** – tips and tricks to make the most of your time on the doors!
4. **How to Host a House Party** – this document provides guidelines on how to throw an informative house party and increase attendees likelihood to volunteer with the campaign.

5. **Group Presentation Slides** – this PowerPoint presentation explains the Independent Map Amendment for you to use to educate small or large groups.
6. **Letters to Volunteers** – a sample letter to new team members explaining the importance of volunteering and welcoming them to the team.
7. **FAQ** – some frequently asked questions and answers for volunteers.
8. **Our Message** – a fact sheet supporters can provide voters with questions about Independent Maps.
9. **Editorial Support** – excerpts from newspaper editorials throughout Illinois.
10. **How to Write a Letter to the Editor** – some tips to improve the odds your letter will be published once it has been submitted.
11. **Social Media Guidelines** – advice to help Independent Maps spread the word through social media.
12. **The Amendment** – full and complete language of the 2016 Independent Map Amendment.

### **Associations/Groups to Contact**

1. Service Clubs (Exchange Clubs, Rotary Clubs, Kiwanis, Ambucs, Optimists, Elks, Lions, Jaycees, etc.)
2. Athletic Team Support Groups (Rebounder's Club for Fighting Illini, etc.)
3. Farm Bureau (Prime Timers, Lady Landowners, etc.)
4. Senior Citizen Residences (assisted living, retirement home, independent living, etc.)
5. University/College/Community College Student Groups (College Democrats, College Republicans, etc.)
6. Gun Clubs
7. Health Clubs
8. Churches, Synagogues, Mosques
9. School Teachers
10. AARP

### **Working with your Local Newspaper**

1. Submit letters to the editor (LTE)
  - a. Different individuals from your volunteer team should submit regular LTEs with a different angle each time. If you're unsure of what to say contact Independent Map's Press Secretary, Tom Elliott, at [Tom@mapamendment.org](mailto:Tom@mapamendment.org).

- b. When possible, have individuals who are respected within the community submit an LTE.
2. Contact your local newspaper to request campaign events are listed in the event section.

### **Sample Educational Event Agenda**

1. Introductions
2. Amendment Presentation
  - a. What is Independent Maps? And who supports it?
  - b. What is Independent Maps mission?
  - c. Has Independent Maps had any recent victories?
  - d. History of Redistricting
  - e. Problem with the current redistricting process
  - f. How will the Independent Map Amendment change the redistricting process in Illinois?
  - g. How would the Independent Map Amendment work?
  - h. How do you select the Redistricting Commission?
  - i. What's different this time?
  - j. Next Steps
  - k. Questions
3. Sign-up Volunteers (it's important to emphasize we are a grassroots campaign that relies heavily on volunteers and the only way we are going to win this campaign is with their help)
4. Thank you!

### **Hints and Tips**

1. Always carry Independent Maps literature to every organization, class, gym, or business you go to.
2. Ask new volunteers for a specific commitment (i.e. make phone calls every week, knock on doors every other Saturday, write an LTE, etc.)
3. When you recruit a new volunteer send them the standard introductory letter, introduce them to the team at your next team meeting, exchange contact information (name, phone number, email, address), and answer any additional questions they may have about Independent Maps.
4. Watch the newspaper for local events/meetings you can approach.
  - a. Recruit new volunteers at these events.
  - b. Ask to be a speaker to educate attendees about Independent Maps.

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5. Speak at retirement homes/assisted living facilities to inform residents about Independent Maps or recruit new volunteers.
6. If you're uncomfortable providing your personal email then create an email address where supporters, potential volunteers, and team members can contact you.
  - a. Tip: if you don't have a Gmail account for the Google group this is a great opportunity to setup a Gmail account so you can access your team's Google group.
7. Do outreach at the local colleges/universities/community colleges to recruit student volunteers and educate them about the amendment.
  - a. Reach out to political organizations, fraternities, sororities, and political science teachers.
8. Use sponsors for educational events that have the most credibility in the community (ex: the League of Women Voters often draws good crowds).