



PIMA COUNTY DEMOCRATIC PARTY

"All political power is inherent in the people, and governments derive their just powers from the consent of the governed, and are established to protect and maintain individual rights."

Arizona Constitution, Article II, Section 2.

PC GUIDE



WHAT DOES A PC DO?



PC GUIDE

As a Precinct Committee person you are the neighborhood representative of the Democratic Party. You are the heart, soul, eyes and ears of the party at the grassroots level, and the voice of Democrats who feel silenced.

A PCs job is to motivate, educate and inform fellow Democrats. Elections are won and lost at the Precinct level.

Your neighborhood is part of a precinct. A precinct is the smallest administrative political unit in the state. It is the grassroots level of the Democratic Party structure.

Each precinct has several PCs. The number of PCs allotted to a precinct is determined by the number of registered Democrats in that precinct, with approx. one PC for every 125 registered Democrats.

Understanding your precinct

Study a map of your Legislative District (LD). This will show you the boundaries of your precinct. Maps are available on your LD page at **pimadems.org** under our "Find" tab at top of page.

*"The most important job I ever had was
Precinct Captain"*

~ Harry S. Truman

President Obama canvassing as a Candidate for Senate – Marc PoKempner, 1995



WALK LISTS AND CANVASSING

PC GUIDE

Walk Lists

- Get a "walk List" of Democrats that live near you. This list should include 20–30 high efficacy Democrats that regularly vote Democratic.
- The people on this list will likely be very friendly to your cause. They are the foundation as you expand your reach to all Democrats in your precinct and eventually all persuadable Independent voters.
- You can get a walk list from your LD Chair or data team.

Canvassing

- Canvassing is the direct contact with individuals in your precinct.
- Canvassing can include knocking on doors or phone calls/texts/emails.
- **Door-to-door canvassing is by far the most effective way to reach and produce Democratic votes.**
- Phone calls are also very effective.
- Canvassing provides you and your LD leadership insight into demographics, issues of importance and attitudes towards candidates within your precinct.



CANVASSING CONT...

PC GUIDE

Preparing for Door-to-Door Canvassing

- Find a mentor. If you have never canvassed before, partner with an experienced canvasser until you are comfortable on your own. Your LD may have someone that can be a mentor or you can contact other PCs in your precinct or LD to ask for their assistance.
- A list of PCs is available from PCDP or the Elections Department. Having a guide the first time makes it easier and they will have tips that make your first canvass a success.
- Develop a script. Every time you canvass you should have one or more objectives in mind. The script should reflect the objectives. Are you inviting the person to an event? Are you updating their contact information? Are you looking to register new voters? Are they on the Pima County Early Voting List?
- Bring your walking list or use *MiniVAN. You can bring a paper walking list or use the MiniVAN app on your phone to chart your course.
- Wear something that identifies you as a Democrat. This can be a shirt, hat or nametag. If the person on the other side of the door sees you wearing a shirt with your LD logo, they are more likely to open the door. (When you start reaching out to independents, it is better to present yourself as a volunteer for a candidate rather than as a Democrat.)
- Bring something to hand out (Lit Drops). This could be an invitation to attend an LD event, a letter/flyer introducing you in your new PC role or a business card. Make sure you have some way of leaving them your contact information. This is the first step in building a trusting relationship. Your LD can help you get business cards.

*Notes on MiniVan

While a paper walk list is useful, it is often easier to canvass using MiniVAN. MiniVAN is an app available free for Apple and Android devices. Once downloaded, create an ActiveID and simply enter the "list number" from your paper walk list when prompted.

MiniVAN includes a map of the walk list, and sample scripts, the contact data on the paper list as well as a suggested script. Results of your canvassing efforts can easily and immediately be entered into MiniVAN and synced to the VAN database for later reference.

MORE ON CANVASSING



PC GUIDE

Canvassing Tip

Knock three times, then step back from the door. If they don't answer, try again. If after the second attempt there is *no* answer, leave your literature and record "Not Home" in MiniVAN or a paper list. Move on to the next house.

Don't do it!

DO NOT put flyers or handouts in the mailbox. It is against the law. Put handouts somewhere around the door. You can use a sticker, painter's tape, or clothespin to attach them to the door or gate.

Introduction Script

In your first canvass with high-efficacy Democrats, the objective is to introduce yourself. The script can be as simple as this:

"Hi, my name is Ann, I live in the neighborhood and I am a new Democratic Precinct Committeeperson in your district. We are having our Legislative District meeting next week and your State Representative will be speaking. We'd like you to attend. Here is the information. Also, here is my contact information in case you have any questions."

In all likelihood, the conversation will become more animated, interactive and social. You have made a new likeminded friend in your neighborhood. They feel empowered and no longer alone because someone cares. You feel empowered because you're making a difference. Remember to actively listen and offer resources.

A successful contact with your constituent paves the way for this voter to contact you with questions about upcoming elections, how to vote, where to vote, etc.



CANVASSING CONT...



PC GUIDE

Let's Start Canvassing

Face-to-face contact is the most effective way to meet people, exchange information, and make a positive impression for the Democratic Party and candidates. Your walking list contains information about registered voters in your precinct, including party affiliation and whether they have voted in the last three elections, including local elections.

What else to look for:

Flags, Bumper stickers or window decals: Do they indicate particular values or interests?

Religious items: What might these say about the nature of their religious beliefs?

Family: What type of family do they have? If they have small children, childcare, education, and the future of our economy may be important to them. If they are an older couple, Medicare and Social Security issues may be important.

Job: What does the person do for a living? Are they a teacher? Are they a tradesman or labor union member? What might this indicate about their issues and concerns?

Not home? Leave hard copy resources with your contact information in around door. You can use a sticker or clothespin to attach them to door or gate.



CANVASSING CONT...



PC GUIDE

Service is the key word

The voters in your precinct will come to rely on you and the Democratic Party for answers to their questions.

- Let them know there are fellow Democrats in their neighborhood. It is empowering to know there are like-minded folks in your community.
- Invite them to in-person events such as an LD meeting, candidate coffees, rallies, and house parties—everyone wants to feel like they are "in the know".
- Ask what issues are important to them, and listen. Enter those note into MiniVan.
- Make sure that all members of the household age are eligible to vote. Offer to register household members.
- Confirm and/or update their contact information. Make certain updated information is reflected on their Voter Registration Card.
- Keep them in the loop for volunteer opportunities.
- Educate them on the issues and candidates. You can use LD Chair or Executive Committee approved literature, brochures, emails, newsletters, social media etc.
- Let them know you are available to answer their questions going forward.
- Make sure they know the LD and County Party website, social media sites and newsletter. You can sign them up for the newsletter on PCPD's website **pimadems.org**.



Photo Credit: AZ Dems

BUILDING TRUST



PC GUIDE

What questions might a constituent ask?

- **How can I get information on a candidate?**
azsos.gov/elections
- **Do people have to register by political party?**
Yes, Democratic, Republican, Green, Libertarian, or PND ("party not designated") There is no Independent Party in Arizona, only PND.
- **I am registered as PND—can I vote in the Primary?**
As a non-affiliated voter, you must pick only one party ballot to vote in an open primary election. The Presidential Preference Election is a closed election. You must be registered as a member of a political party participating in the PPE in order to vote in that election.
- **How do I register to vote and where?**
I can register you, or you can register online
servicearizona.com/VoterRegistration
- **Can I vote absentee? When? Where? How?**
Yes, there are certain requirements in order to vote absentee—visit
recorder.pima.gov/RegisteringToVote
- **Can I vote early? By mail?**
Yes, voting by mail has been in place for decades; you can visit recorder.pima.gov/RegisteringToVote to request a ballot by mail.
- **Where is my Polling Place/Voting Center?**
A list of early Voting Centers is available at recorder.pima.gov. Election information is available at: tucsonaz.gov/clerks/elections
- **How can I help?**
Thank you! You can help by volunteering with our LD, or becoming a PC yourself!

One of the biggest challenges in political organizing is poor public perception and a lack of trust for the political process and people holding office. Especially in today's hyper-partisan environment and "Election Denying" groups.

Our job as PCs is to educate our neighbors about the principles of the Party. Let them get to know you, and know that what you say is honest and straight forward.

Share with them why you got involved and what issues motivate you to do this work.

Trust is essential—every knock on every door—begins with trust.

OTHER WAYS TO REACH YOUR COMMUNITY



PC GUIDE

Letter Writing

Do not underestimate the power of "snail mail". Many PCs compose an introductory letter and send it before they plan to canvass.

What you include in your letter is up to you. Maybe you describe how long you have been living in the neighborhood and how you got involved.

Perhaps you are more personal and share your family life or career. Just make sure to include your contact information and the precinct and LD information.

Telephone Call

You can choose to call as well. Your walking list will contain the phone numbers of many of your constituents. **Calling, right behind visiting door to door—is the best way to connect to people.**

Texting

Younger constituents might prefer a text instead of a call. Texting can be a great way to share event details or reminders of election dates etc.

Note about calling

Try to avoid calling your constituents too often.

We all get too much "spam" calls—and every year people become more savvy on how to block these calls. Often a phone number on your contact list is incorrect or not current. Please make note of it so it can be corrected in the database.



KEEPING EVERYONE ENGAGED



PC GUIDE

Once you have established contact with your constituents and neighbors, it is time to keep them engaged with the Party.

- **Host a house party**
- **Create a precinct Facebook group or chat group**
- **Publish a precinct newsletter**
- **Host a Happy Hour**
- **Create a Coffee Group**

Note

Before distributing precinct level flyers, newsletters, or social media pages to your constituents—it is a very good idea to have your LD or county leadership take a look, to ensure accuracy and compliance.

Early Voting List

Sign up for the Pima County Active Early Voting List (AEVL) at the Pima County Recorder's Office either online: **recorder.pima.gov/AEVL** or by calling the Recorder's office.

You can also sign up by mail, by printing the PDF from the website: **recorder.pima.gov/AEVL** and following mail back instructions.



ORGANIZING YOUR PRECINCT



PC GUIDE

Organizing Your Precinct

The more boots on the ground, the more likely we can get Democrats elected. This requires recruiting your enthusiastic neighbors to join the fight. They can become PCs or volunteers. All levels of interest, skill, background, and commitment are needed. This is a Big Tent!

Note

Some LDs may have territory or region structures, with a leader of several precincts.

We always hope that all the PC slots available in a precinct are filled. If there are a large number of PCs in a precinct, it is a good idea to assign a Precinct Captain. The Precinct Captain's role is to communicate and coordinate campaigns created by the LD or state.

PCs the precinct should meet regularly to develop plans for their precinct, share ideas, and implement LD and candidate campaigns in their precinct.

Voter Registration

Another part of a PCs job is to make sure all voter-eligible residents in your neighborhood are registered to vote.

Voter registration is a non partisan activity,, meaning you will register anyone who is interested in registering, no matter their party affiliation.

Voter registration can be completed at [ServiceArizona.com](https://www.ServiceArizona.com) or by using voter registration forms. You can get Voter Registration forms at PCDP HQ.



DEMOCRATIC PARTY STRUCTURE

PC GUIDE

Democratic Party Structure pimadems.org/legislative-district-overview

Democratic National Committee

The Democratic National Committee and its Chair are elected by the DNC Committee members who have been elected from all states and territories. Arizona has five elected National Committee Members.

Arizona Democratic Committee

The Arizona Democratic Party is composed of state committee members who are elected by PCs from each LD/County. The State Chair and Executive Board are elected by the State Committee members.

County Democratic Committee

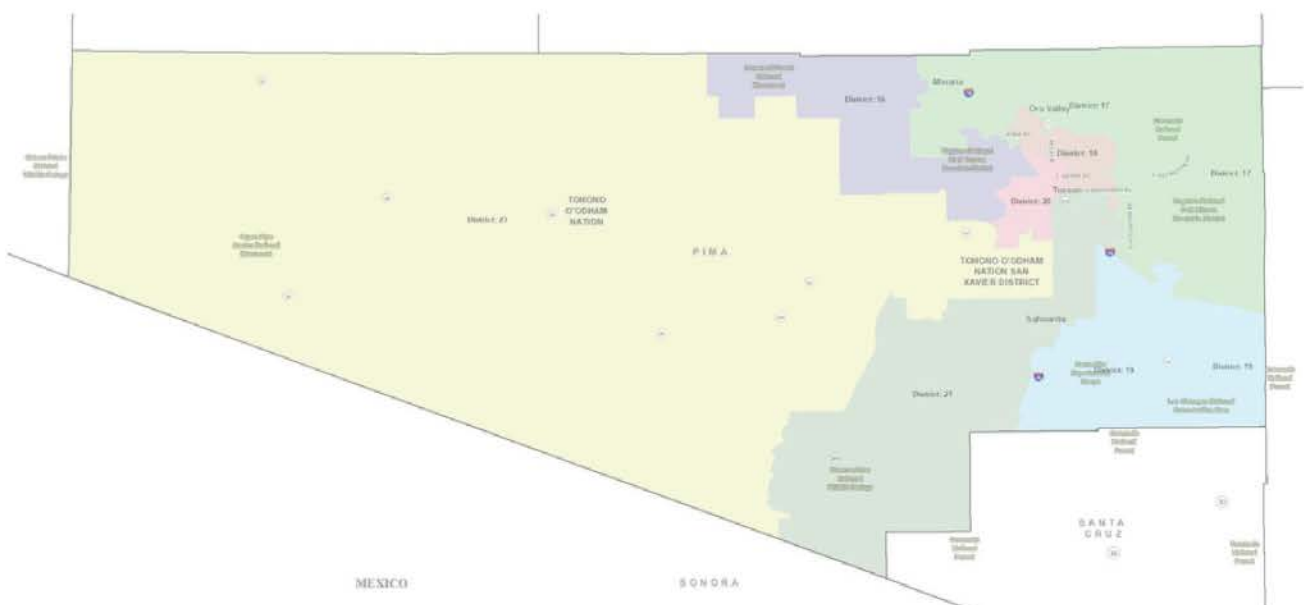
Each County Democratic Executive Board and each County Chair are elected by the elected PCs in each county every 2 years in January following the General Election.

Legislative District Committee

In counties with LD Committees, the LD Committee is composed of all the PCs in that Legislative District. The LD Chair and Executive Board are elected by an LD's elected PC's every two years.

Precinct Committee Person

Precinct Committee persons—any person registered as a Democrat is eligible to become a PC by election or appointment (by the LD Chair) if there are openings in their precinct. A PC's term of office is two years.



WRAPPING IT ALL UP

PC GUIDE

Wrapping it all up

This guide is designed to help you get started. Go at your own pace and do things you feel comfortable doing. As you do more and more you will start to develop your own ideas and strategies to activate your precinct. Remember your LD and the Pima County Democratic Party are here to help!

"Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for. We are the change that we seek."

—Barack Obama

PC Planning and Goals

To be an effective PC you need to set goals for yourself and your precinct—here are some examples:

- Have at least one face to face contact with all registered Democrats in your neighborhood "turf".
- Hold one house party or meet-n-greet each quarter
- Contact 40% of persuadable Independent voters in your turf.
- Register twenty new voters in your turf.
- Increase number of voters on the Early Voting List to 95%.
- Increase Democratic voter turnout in your precinct by 10% each election cycle.
- Elect Democrats to your LD Senate and Representative positions.

Important

Record the outcome of each contact or door knock visit in MiniVAN and sync data at end of day. If it is not in MiniVAN—it did not happen!



KEY TERMINOLOGY AND REFERENCES



PC GUIDE

Key Terminology

- **ADP** – Arizona Democratic Party
- **ADLCC** – Arizona Democratic Legislative Campaign Committee – a Democratic Caucus that provides training and resources for state and legislative candidates.
- **AEVL** – Active Early Voting List
- **Arizona List** – A Political Action Committee (PAC) that supports pro-choice Democratic female candidates.
- **Caucus** – A group with a common political interest (veterans, disability, labor unions). They are a formal part of the party structure.
- **CD** – Congressional District
- **Clean Elections** – A system that provides campaign money to state candidates who meet certain conditions and collect a certain number of low dollar donations.
- **Down Ballot** – A contest for a political office that appears in a relatively low position on the electoral ballot, which typically lists contested offices in descending order from national to local. Also used as a way to describe voting one's entire ballot.
- **Federal Only Voter** – A voter who lives in Arizona who cannot prove US Citizenship as required by Arizona law.
- **GOTV** – Get Out The Vote
- **LD** – Legislative District. An LD is comprised of multiple precincts. Each LD elects one state senator and two state representatives.
- **IEC** – Independent Expenditure Committee – a group formed to directly advocate for or against a candidate or issue; independent of a candidate.
- **Petition** – One of the methods by which to qualify candidates or issues for the ballot – by collecting a required number of signatures.
- **PCDP** – Pima County Democratic Party
- **PEVL** – Pima County Early Voting List (Replaced by AEVL in May 2021.)
- **Proposition** – A ballot item seeking change to a state law or constitution. Initiatives create new laws and referendums change existing laws.
- **Resolution** – A declaration passed by vote of the ADP State Committee, County Executive Committee, LD, or Caucus regarding an issue.
- **Single Shot** – Election strategy in competitive LDs to run only one Democrat for state house; in order to concentrate Democratic votes on one candidate.

KEY REFERENCES AND ARIZONA STATE STATUTES



PC GUIDE

- **16-821. County committee; vacancy in office of precinct committeeman**
azleg.gov/ars/16/00821.htm
- **16-822. Precinct committeemen; eligibility; vacancy; duties; term**
azleg.gov/ars/16/00822.htm
- **16-823. Legislative district committee; organization; boundary change; reorganization**
azleg.gov/ars/16/00823.htm
- **16-824. Meeting, organization and officers of county committee**
azleg.gov/ars/16/00824.htm
- **16-825. State committee**
azleg.gov/ars/16/00825.htm
- **Proxies: 16-828. Proxies**
azleg.gov/ars/16/00828.htm
- **16-410 - Cancellation of certain elections**
azleg.gov/ars/16/00410.htm

References

AZ Blue 2020
Arizona Constitution
Arizona Democratic Party
Arizona Legislature
Legislative District 16, 17, 18, 19, 20, 21, 23

NOTES



PC GUIDE

Paid for by the Pima County Democratic Party. Printed in House
July 2023

