



Santa Clara County  
DEMOCRATIC PARTY

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# About Call To Action

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## OUR MISSION

The ***Call to Action*** is an effort to enhance local party organizations to convey the Democratic Party's message with a persuasive, professional, and vigorous voice. We seek to inspire people to spread the Democratic message, to volunteer to register voters and get out the vote, and to stay involved. Our goal is nothing less than **taking back the White House and both houses of Congress**, and achieving Democratic super-majorities in both houses of the California legislature.

## The ***Call to Action*** Organizational Approach

Organization is the key to the ***Call to Action***. We utilize four committees --working together – to accomplish our mission:

***Message:*** The Message Committee helps develop a clear, accurate, and persuasive Democratic message to convey to the public. Message volunteers research the issues and write about them.

***Media:*** The Media Committee is about conveying our message professionally and widely. The Media Committee's focus is on writing letters to the editor and calling into talk radio programs

***Speakers Bureau:*** The Speakers Bureau is about bringing our message to the public – live. The Speakers Bureau trains Democratic activists to speak in public, finds venues for our message (from labor halls to schools to talk radio), and gets speakers to deliver our message.

***Volunteer:*** The Volunteer Committee works to coordinate the grassroots efforts of Democrats that are proven to succeed in winning elections. Volunteers help in any way possible. In particular, the Volunteer Committee is charged with gearing up a precinct based voter registration and GOTV movement that will endure beyond election season.



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# The *Call to Action* Worksheet

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- MESSAGE COMMITTEE

<u>Task</u>	<u>Who? When?</u>	<u>Suggestions and Comments</u>
Issue Assessment -- What key issues will the Call to Action focus on?		
Issue Research		
Drafting Research Memos		
Drafting Talking Points		
Press Release Preparation		
Literature Preparation / Marketing		



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• **MEDIA COMMITTEE**

<u>Task</u>	<u>Who? When?</u>	<u>Suggestions and Comments</u>
Training		
Identifying Communications Outlets (Newspaper, Television, Radio, Magazines, Internet (email, blogs, e-zines)		
Contacting/Building Relationships with Communications Outlets		
Prepare Distribution Procedures		
Develop and Prepare Events for Message Delivery (series of editorials, rally, protest, radio call-in blitz, etc.)		
Refining Talking Points (for Speeches, Talk Radio, Television, etc.)		
Develop or Refine Formal Literature for Local Organizations (County & AD Committees)		



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• **SPEAKERS BUREAU**

<u>Task</u>	<u>Who? When?</u>	<u>Suggestions and Comments</u>
<b>Develop/Prepare Basic Speech Training Materials</b>		
<b>Organize and Hold Training Session</b>		
<b>Identify and Classify Potential Speaker Volunteers</b>		
<b>Develop Speaker's Manual (includes talking points, training materials, emergency contact information, information regarding specific speaking engagements, and possibly text for potential prepared speeches)</b>		
<b>Assign and Schedule Volunteers for Talk Radio/Television Efforts</b>		
<b>Prepare Procedure for Pairing Speaker w/ event</b>		



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• VOLUNTEER

<u>Task</u>	<u>Who? When?</u>	<u>Suggestions and Comments</u>
<p><b>Build Volunteer Database (computer database or updated volunteer lists gathering information from local Democratic groups and organizations). Should maintain volunteer contact information and a lists of volunteer interests.</b></p>		
<p><b>Develop List of Local Potential Voter Reg. Events</b></p>		
<p><b>Monitor Press for Potential Additional Voter Reg/Publicity Event Possibilities</b></p>		



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<p><b>Work with Volunteers to Identify Volunteer Leaders to Coordinate Each Possible VR/Publicity Event</b></p>		
<p><b>Volunteer Management and Communication – Email Updates, Event Updates, Telephone Trees</b></p>		
<p><b>Building A Consistent VR and GOTV Precint Leader Initiative:</b> <i>Publicize need Identify Precinct Coordinators for Each Municipality Obtain Disks of Registered Voters in District Provide Precinct Maps Draft or Revise Instructions for Precinct Leaders</i></p>		
<p><b>Absentee registration drive and VR drive to begin on precinct level</b></p>		



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## Volunteer Committee: Rallying the Troops

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Organizing Party activities at the grass-roots level, the Volunteer Committee recruits and trains volunteers and then matches them with Party activities and manages the Precinct Captain Program. The Volunteer Committee will 1) provide for centralized recruitment and coordination of volunteers and party activities, and 2) coordinate volunteers in each precinct to register voters, promote Party-endorsed candidates, and Get out the Vote (GOTV).

### **Volunteer Recruitment and Coordination**

Volunteer recruitment encompasses identifying new, or returning, activists and potential activists and introducing them to the activities and elements of the Party. Volunteer coordination comprises actions taken to match volunteers with activities that correspond with their expressed interests.

### **Who performs volunteer recruitment and coordination?**

Volunteer recruitment is the responsibility of all party officers, central committee members, Democratic elected officials, and members of affiliated clubs and organizations. **Every Party activity** provides an opportunity to identify and recruit new volunteers/activists. The SCCDCC Volunteer Committee is developing two marketing plans to recruit volunteers.

1. The first plan is designed to introduce newcomers to the activities of the Party and encourage them to begin attending party functions.
2. The second plan is designed to encourage those who attend Party functions into becoming volunteers – to step out of the crowd and into the inner workings.

### **How are volunteers and events coordinated?**

A Rolodex or similar index card system makes a fine volunteer management database. In Santa Clara County, we use a database, which permits the tracking of volunteer interests by an expandable list of categories, including to which Party or affiliated organization they belong. These descriptors provide the opportunity to match volunteers with events. For instance, a volunteer who is an educator, or with an interest in education issues, could be matched with a school-board campaign, or volunteer to help at a debate on education methods. The SCCDCC Volunteer Database provides a calendar function and tracks which volunteers have signed up and how many volunteers are still needed for the event. When this function goes live on the web, maps and agendas will be available for events, and reminder emails will be sent to volunteers prior to events.

### **Precinct Captain Program**

Personal contact with voters is the most effective way to get out the vote. Our aim is to have precinct workers in every precinct in the county, with an emphasis on those precincts with the highest number of Democrats. Within each community in Santa Clara County, there will be a community leader who will be responsible for recruiting and supervising the precinct workers within that community. A city like San Jose will be divided into the ten City Council districts for precinct work. We envision that every activist Democrat will take their home precinct to walk and each will recruit one to three friends in that precinct help make the walking manageable.

The actual precinct walking involves going door to door to Democrat and Decline to State households in the precinct, introducing yourself as a neighbor and their local contact for Democratic election information, offering the voters material on the Democratic party and forthcoming elections, registering new voters and those who have changed addresses, and encouraging them to apply for permanent absentee ballots. Each precinct walker will be provided with a script, which can be changed to an individual's style. Each will have a folder with information about the Democratic candidates, voter registration forms, absentee ballot applications, and volunteer forms. The community leads will provide training of precinct walkers.

These grass-roots activities will result in positive recruitment, sustained enthusiasm and retention of volunteers past the election, and will create a feeling of community within each precinct.

**Santa Clara County Democratic Party | [www.sccd.org](http://www.sccd.org)**

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# Speakers Bureau: Delivering the Message

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## Why a Community Should Have a Speakers Bureau

A Speakers Bureau is made up of citizenry willing to represent themselves as Democrats to the larger community.

The benefits to the Party of having a Speakers Bureau include:

- Giving Democrats political experience and exposing their talents to the county party;
- Making both audiences and volunteer speakers feel that they possess political power and that they are a valuable asset to the democratic process;
- Maintaining a connection to the Democratic base,
- Responding to local requests for speakers,
- Demonstrating that there is citizen support for the party, and
- Training and public exposure that may produce future party officials and candidates.

## What is a Speakers Bureau

A Speakers Bureau is a training ground for motivated speakers and is a source of citizen speakers available on demand. Effective training and performance review will alleviate this concern.

## The Main Components of the Speakers Bureau

The Speakers Bureau has two main components:

- Recruiting, training, and maintaining volunteer speakers
- Cultivating Speaking Engagements

Speaking engagements vary by size, importance, subjects to be covered, and format. Speakers must be trained so that audiences believe them to be sincere, concerned, and knowledgeable, rather than experts. Audiences remember whether speakers are friendly and credible, and not generally the specifics of what speakers say.

## Types of Speakers:

There are four general types of speakers available to the Speakers Bureau:

- Highly credible speakers, such as politicians, professors, and cultural stars;
- Skilled public speakers who have expert knowledge;
- Competent speakers with a good general grasp of the issues;
- Enthusiastic novices (the largest number of volunteers - this group will need basic training in public speaking and information about the issues).

## How to Find Speaking Engagements

Cultivating speaking opportunities is an ongoing challenge. Speaking opportunities are created by disseminating information about the Speakers Bureau to targeted groups. We are currently contacting service organizations, social action committees of religious organizations, and unions. These organizations allow political discussion as a natural part of their business and are a natural fit for the Democratic Party.

Additional speaking opportunities are created by assigning speakers to media outlets (e.g. call-in shows, letters to the editor), and through telephone networking.

## Recent Experience Forming a Speakers Bureau in Santa Clara County

Since starting the Speakers Bureau four months ago, speaker recruitment has gone well. Requests for speakers went out at county meetings and through e-mail. Fifty people have signed-up and many have received training at one of the three training sessions.



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# Message Committee: Providing the Ammunition

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## **Why a Message Committee?**

To win America's hearts and minds, Democrats must speak in words that reveal our values of fairness, optimism, proven know-how, and love of country. The Message Committee's purpose is to develop clear, accurate, persuasive, and unified Democratic messages. Communicating in pithy, easy-to-digest, bite-sized words and phrases, Democrats can energize and persuade voters to volunteer their time, talent, dollars, and votes for the Democratic ticket.

## **What does a Message Committee create?**

The committee's products are talking points, tabling literature, and generic speeches for the speaker's bureau committee. Talking points are used for writing letters to the editor and for calls into talk radio programs. The Santa Clara County Message Committee is creating talking points and speeches on a wide number of subjects, including Economy, Civil Rights, National Security, Environment, Energy, Education, Health Care, and Social Security. See our Website, [sccdp.org](http://sccdp.org), to download our talking point documents.

## **How to create the talking points?**

When creating talking points, credibility and integrity are paramount. Talking points rely upon only credible, well-known and reliable sources of information and are highly vetted documents. Here are some samples of good sources of information.

**Newspapers:** Los Angeles Times, Washington Post, New York Times, the San Francisco Chronicle, Christian Science Monitor, The Guardian, and Times of London as well as Associate Press and Reuters.

**Magazines:** Time, Newsweek, CNN's Money, Fortune Magazine.

**Government Documents:** GAO Reports; Bureau of Labor Statistics.

**Think Tanks:** Center for Budget and Policy Priorities, Center for Responsive Politics, Center for American Progress, Economic Policy Institute.

**Coalition Partners:** AFL-CIO, ACLU, Planned Parenthood, National Resources Defense Council, sierra Club, League of Conservation Voters, NARAL Pro-Choice America, People for the American Way, Americans United for the Separation of Church and State

## **Who are the Message Committee members?**

Members of the message committee must be committed to doing research-based writing. The Santa Clara County Democratic Party's Message Committee members have strong backgrounds in political and legislative research, journalism, engineering, law, accounting, science, and legislative program auditing.

## **How does the committee conduct its work?**

First, committee members choose topics that interest them, then they research the topic using well-known, credible, reliable sources. The aim is to boil down the information into 3-4 talking points, which would end up being a one-page document—front and back. Members find pointed pieces of information about the negative impact of Bush policies and the positive ways in which life was better under a Democratic Administration and/or how Democrats are fighting to improve the lives of Americans now. Each piece of data is backed up by full documentation—including the website—from which the information was garnered.

The member sends the talking points to the Co-Chair in charge of vetting the information. She conducts additional research to round out the talking points document then massages the data to create a sound bite talking points that will resonate with the Democratic market.

The document then goes to the Call to Action Coordinator and County Chair for review and approval. Lastly, the document is uploaded on our website and emailed to interested parties for their immediate use.



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## Media Committee: Orchestrating Coverage

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The Media Program defends and promotes Democratic Party values, goals and candidates by inspiring volunteers to write letters to the editor, participate in radio talk shows, respond to polls conducted by the media, be involved in community radio and television activities and generally counter Republican efforts to control communication and the media.

The program is divided into several areas.

### **Letters to the Editor & Media Monitoring:**

AD and club members, Central Committee members and other activists are encouraged to write to local and national newspapers and magazines. Letters are widely read and influential. The Republicans have a coordinated program for letter writing on a website. We have produced simple guidelines for letters (to the point, short, pithy, written with passion) and included e-mail and regular addresses for local and national newspapers in an easy to use media guide.

Clubs and AD's are asked to appoint a liaison to the Media Committee, which will forward ideas for letters, a weekly or bi-weekly message and monitor whether letters are written by members. The liaison is expected to keep in touch with and build relationships with local newspapers as well as with willing club members.

The Central Committee webpage will provide media contact information and weekly messages prepared by the Message Committee along with talking points. The Media Committee will provide similar information to activists by e-mail.

### **Radio:**

Conservatives dominate talk radio and we are "talking" back. Our activists including clubs members are asked to monitor their favorite talk radio shows. Guidelines on how to best get on the show are provided. (for instance, most callers are men so women have a better chance of being heard!) Times and phone numbers have been provided. People are encouraged to listen to talk radio while driving and to call in.

### **Community Access TV:**

The Central Committee and one club both produce monthly television shows. One deals mostly with issues and the other features the Party Chair interviewing Democratic elected officials or other Democratic notables. They both air on many of the local access stations and provide favorable information about Democrats and party activities.

### **Press Conferences & Press Releases**

The Media Committee works closely with the message and speakers bureau to draft effective press releases and facilitate press coverage through press conferences and publicizing newsworthy events & issues.



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## What did Bush do to America's Prosperity?

The historical record proves that the Democratic Party is the party of fiscal discipline and prosperity. During President Bill Clinton's leadership, the Democratic Administration created a projected ten-year \$2.0 trillion budget surplus. However, the Bush Administration has squandered this surplus returning the U.S. to the days of deficit spending...days not seen since the last time we had a Republican—a Bush—in the White House.

President Clinton's leadership increased the number of net new jobs by 22 million. With George W. Bush in the White House, the U.S. has lost nearly 3 million jobs. In fact, more jobs have been lost under Bush than we've experienced since the Great Depression. Indeed, George W. Bush has returned the country to economic hard times with families either worried whether their jobs are secure or—for the 9 million unemployed, whether America is still the land of milk and honey that rewards those of us who work hard and play by the rules.

In his book *Lies And The Lying Liars Who Tell Them*, political satirist Al Franken reveals that if Bush and his father had run the country from its inception, they would not have created a single new job.

### ◆ Bush Squandered the Democratically created surplus.

- January 2001: President Clinton left office with a projected 10-year budget surplus of \$2.0 trillion including \$500 billion to ensure that Social Security and Medicare remain solvent. ["What The New CBO Projections Mean" [Center for Budget and Policy Priorities](#) 1/31/01]
- October 2003: George W. Bush squandered surplus returning the U.S. to deficit spending not seen since the last time we had a Republican in the White House. The Treasury closed the books on fiscal year 2003 reporting a deficit of \$374 billion. ["Swelling Deficits: Increased Spending Is Not The Principal Culprit" [Center for Budget and Policy Priorities](#) 10/27/03]
- The Congressional Budget Office and the White House budget office have projected a deficit of more than \$450 billion this year (2004). ["Bush's Budget for 2005 Seeks to Rein In Domestic Costs" [New York Times](#), 1/3/04]

### ◆ Bush lost more jobs lost than any other administration since the Great Depression.

- Since 2001, the Bush Administration has lost nearly 3 million jobs.  
"Since the recession began 33 months ago in March 2001, 2.4 million jobs have disappeared, a 1.8% contraction. The picture is bleaker for private-sector jobs, which have dropped by 2.9 million since March 2001, a 2.6% contraction." [Job Watch: Tracking Jobs and Wages" [Economic Policy Institute](#) January 2004]
  - The Bush Administration's 2003 tax cut fell over 1.6 million jobs short of its prediction for the year. Only 221,000 jobs were created. That means the Bush Administration's jobs prediction number was off by 88%. [Job Watch: Tracking Jobs and Wages" [Economic Policy Institute](#) January 2004]
  - Expected job growth off by 99% in December 2003 alone. Job creation news was worse by year end. Wall Street expected 150,000 new jobs in December, but employers added only 1,000 employees to payrolls. [U.S. job creation far below expectations [CBS News](#) 1/9/2004; U.S. Companies Added Few Workers in December" [New York Times](#) 1/9/04]
- "More jobs have been lost under Bush since Herbert Hoover and the Great Depression." Joseph Stiglitz, Nobel prize-winning economist and Chairman, President Clinton's Council of Economic Advisers. ["Blowing the whistle on Dubyanomics" [The Guardian](#) 10/12/03]



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- Bush said his additional tax cuts would create 510,000 new jobs in the second half of 2003. [The President's Jobs and Growth Plan: Focused on Consumers and Investors [White House Website](#)]
- "[T]he economy had failed to generate more than 100,000 jobs for 11 straight months. This is a streak that has never happened before, outside of recessions, at any time over the past 50 years." "David Rosenberg, chief economist at Merrill Lynch. [U.S. Companies Added Few Workers in December" [New York Times](#) 1/9/04]
- 8.4 million Americans are unemployed. In addition, an additional 1.5 million workers wanted and were available for work, but the U.S Department of Labor did not include them in the statistics. ["Employment Situation Summary" [Bureau of Labor Statistics](#) 1/9/04]

◆ Bush will end term in office having created no net new jobs.  
President Clinton's leadership created 22 million new jobs.

- President Clinton's leadership created 22 million new private sector jobs.  
Clinton went on to preside over the longest economic expansion in American history, adding 22 million jobs and slicing the unemployment rate to preside over the longest economic expansion in American history, adding 22 million jobs and slicing the unemployment rate nearly in half." ["Closing the books on Clinton era" [The Business Review](#) 1/29/01]
- Bush's 'leadership' has created the largest net job loss since Hoover—the president during the big crash of the stock market and the onset of the Great Depression.  
"The (unemployment) report is likely to add to the political heat on President Bush, who is faced with the dismal prospect of running for re-election in 2004 as the first president since Herbert Hoover to have a net number of jobs lost during his four-year term." ["Payrolls slashed again" [CNN Money](#) September 5, 2003]
- In October 2003, Bush Treasury Secretary John Snow "predict[ed] that his boss will be the first occupant of the White House since Herbert Hoover to end a term with fewer jobs available than when he started."  
"John Snow, the Treasury secretary, told The Times of London ... that he expected the U.S. economy to add two million jobs before the next election— that is, almost 200,000 per month. His forecast was higher than those of most independent analysts; nothing in the data suggests that jobs are being created at that rate... [H]is prediction was a huge climb-down from administration predictions earlier this year, when the White House insisted that it expected the economy to add more than five million jobs by next November."  
—Paul Krugman  
["Too Low a Bar" [New York Times](#) October 24, 2003]
- Longest "jobless recovery" since World War II.  
"Non-farm payrolls are now 2.8 million jobs lower than they were in March 2001, when the National Bureau of Economic Research said a recession began. Though that recession ended in November 2001, the labor market has still not recovered, making this the longest "jobless recovery" since World War II."  
["Payrolls slashed again" [CNN Money](#) 9/5/03]

The American economy hasn't been this bad since the last time  
we had a Republican—a Bush--in the White House.

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The Democratic Party:  
The Party of Fiscal Discipline and Prosperity.

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