

**COLORADO
DEMOCRATS**

**COUNTY
OFFICERS'
MANUAL
2023-2024**

Revised September 25, 2022

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CHAPTER 1. COUNTY PARTY OVERVIEW

The job of the County Democratic Party is to perform the tasks required by state law and party rules to build a community and maximize Democratic wins and turnout in the county.

OFFICIAL PARTY BUSINESS

CAUCUS:

- Plan and carry out precinct caucuses for the county pursuant to state law and party rules.
- Recruit and elect Precinct Organizers for all county precincts.
- Recruit election judges.

ASSEMBLY:

- Plan and carry out county assemblies.
 - Elect Delegates to go to multi-county assemblies.
 - Elect Delegates to go to State Assembly.
- Plan and carry out single county house and senate district assemblies, if any.

RE-ORGANIZATION:

- Plan and carry out the re-organization / election of county party officers.
- Plan and carry out the re-organization / election of single county house and senate district assemblies.

VACANCIES:

- Conduct vacancy committees where there is a vacancy in party office, vacancy in candidacy or vacancy in certain elected offices.

COUNTY PARTY FINANCIALS:

- Budget
- Raise

- Campaign Finance Compliance

COUNTY EXECUTIVE COMMITTEE:

- County parties plan and run their own county executive committee meetings.

COUNTY CENTRAL COMMITTEE:

- County parties plan and run their own county central committee meetings.

COUNTY PARTY RULES COMMITTEE:

- A county party may choose to build their own rules or can use the state party rules. County rules cannot conflict with state or national party rules.

COUNTY PARTY PLATFORM:

- A county party may choose to build its own platform or can use the state platform.
- A County Party Platform cannot conflict with the State Party Platform

THE WORK OF WINNING

COUNTY WIN PLAN:

- Counties are encouraged to write and run their own [County Win Plan](#) with the goal of maximizing Democratic victories and voter turn-out in the county.

GOAL: 100% CANDIDATE RECRUITMENT:

- The goal of a county party is to recruit candidates for 100% of its seats and work in partnership with the state party to recruit where needed in multi-county seats. Where there are swing state senate or state house seats the county party should work with the DSCF or HMP in recruiting seats.

CANDIDATE TRAINING:

- The state party has created candidate kits for every level of office and partnered with the [National Democratic Training Committee](#) to provide free training for every Democratic candidate in Colorado. The county may use or refer those resources or create their own.

- [Sample Candidate Campaign Plan.](#)

SUPPORTING YOUR CANDIDATES:

- The county party provides free support to help local candidates win. This can be by adopting campaigns, encouraging volunteers to help campaigns, facilitating canvass launches, facilitating phone banks, and efforts to get out the vote.

VOTER REGISTRATION:

- A county party may apply for its own VRD (voter registration drive) with the Secretary of State or use the state party's VRD, once trained. You only need a formal VRD if you are accepting signed voter registration forms back and are responsible for turning them in. If you simply share govotecolorado.gov or use a QR code where voters complete their own registration, no VRD is needed.

GOAL: 100% PRECINCT ORGANIZER RECRUITMENT:

- A county party should attempt to recruit and fill every precinct organizer position in their party and where there are vacant positions after caucus, use the rules to appoint / ratify people into these positions.

VOLUNTEER RECRUITMENT & ENGAGEMENT:

- Data Entry
- Canvassing
- Phone Banks
- Post Cards
- Lit Drops
- Text Banks

PARTY OFFICE:

- County Party Office - HQ (Depends on County)

COMMUNICATIONS:

- Website
- Newsletter
- Facebook

- Instagram
- Press

RELATIONSHIP BUILDING & MANAGEMENT:

- Welcome New People to Party
- Value Existing & Prior People in the Party
- Minimize Factions
- Help Prevent & Minimize Conflict

MESSAGING:

- National ([Request DNC Top Talkers](#))
- State ([Reasons to Believe](#))
- Local (You Create or Tweak from Above)

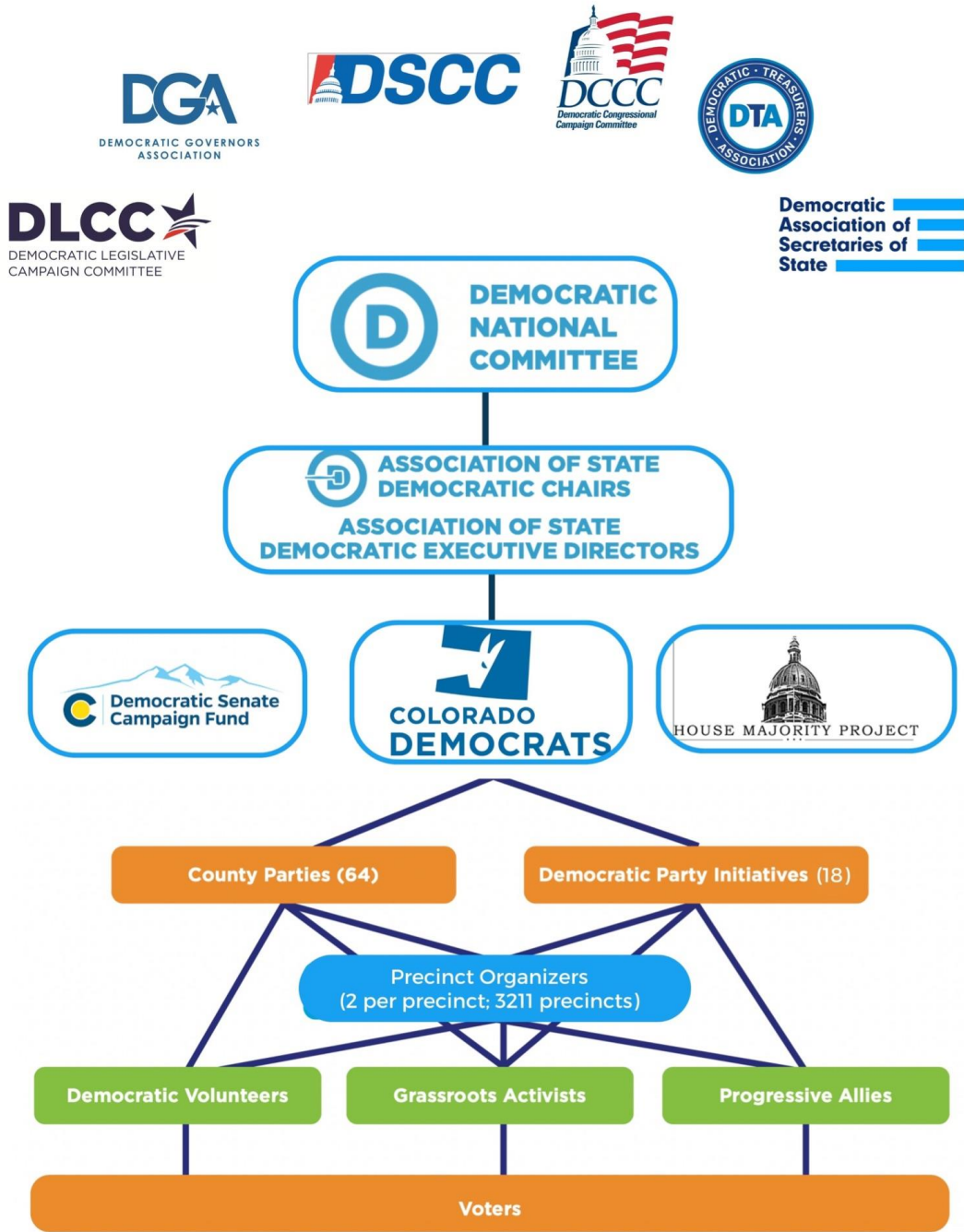
OUTREACH & COMMUNITY EVENTS:

- Show up to community events
- Consider public service projects
- What communities are underrepresented in the party?

GET OUT THE VOTE:

- Maximizing Democratic and Democratic-Leaning Unaffiliated Voter Turnout
- Canvassing, Phone Banking, Slate Cards, Text Banks and Post Cards.

CHAPTER 2. PARTY ORGANIZATION CHART



CHAPTER 3: COUNTY PARTY POSITION JOB DESCRIPTIONS

The job of the county Democratic party is to perform the tasks required by state law and party rules and to maximize Democratic wins and turnout in the county.

COUNTY OFFICER JOB DESCRIPTIONS

COUNTY CHAIR – The County Chair is officially responsible for (1) running caucuses and assemblies; (2) running re-organization elections; (3) recruiting and filling PCP (precinct leader) positions; (4) raising money to fund the county budget; (5) creating and overseeing the county budget; (6) signing any contracts; (7) planning county party dinners, fundraisers or candidate forums; (8) recruiting great candidates to run for every level of office, in conjunction with the state party and other community leaders; (9) Presiding over county central and executive committee meetings; (10) Training other officers in district; (11) follow state & county rules and state statutes. The Chair should additionally make sure the party is welcoming and inclusive and try any new ideas that can engage volunteers and voters to make the best impact possible.

COUNTY VICE CHAIR(S) – The Vice-Chair (1) does the work needed to support the Chair; (2) runs meetings when the Chair is unavailable, and (3) acts in the Chair's absence. Vice-Chairs should additionally make sure the party is welcoming and inclusive and try any news ideas that can engage volunteers and voters to make the best impact possible. Many Vice-Chairs assist in outreach or can specialize in a given area (communications, digital, data, outreach).

COUNTY TREASURER – The Treasurer is the person who (1) is responsible for balancing the bank accounts; (2) timely files required campaign finance reports with [TRACER](#); (3) helps create the county budget; and (4) assists in fundraising efforts.

The County Party Treasurer is responsible for cooperating in the transition to subsequent County Party Treasurers by providing all financial records, bank account information, logins / passwords, and signing of any bank documents necessary to allow the new treasurer to resume the duties of the role without missing any deadlines or information.

COUNTY SECRETARY – The Secretary (1) takes the minutes and timely prepares them for approval; (2) serves as the records-custodian for the party (caucus results, re-org results, PCP tracking, data entry). The Secretary sometimes takes the role of preparing e-newsletters, Tracking data integrity of lists in VAN and Sending meeting calls.



Every county is different and each county leadership team should work together to maximize everyone's strengths and compensate for any weaknesses. There are minimum requirements that must be done under state law and rules but have fun, create, experiment, include, engage & win! All party officers must remain neutral in Democratic primaries.

OUR #1 GOAL IS TO

ENGAGE AND EMPOWER VOLUNTEERS AND VOTERS TO ELECT GREAT
CANDIDATES TO IMPROVE THE LIVES OF ALL.

CHAPTER 4: COUNTY CENTRAL COMMITTEES & EXECUTIVE COMMITTEES

COUNTY CENTRAL COMMITTEE*

- COMPOSITION (C.R.S. 1-3-103 (1)(B)(I))
 - All of the Precinct Organizers*
 - All of the District Captains*
 - County Party Officers*
 - Elected County Public Officials*
 - The President, and Vice President*
 - Senators and Representatives*
 - State Senators and Representatives*
 - Elected State Public Officials*
 - District Attorney*

*Who are members of the Democratic Party and reside within the County.

- RESPONSIBILITIES & DUTIES

The County Central committee does or delegates to House Districts:

- Election of County Officers
- Governing Body of the County Party
- Run Reorgs
- Ratify Precinct Organizers who are appointed
- Approve Caucus, County Assembly and County Delegate Selection Plans
- Recommend Precinct Organizer activities within the County

COUNTY EXECUTIVE COMMITTEE*

- COMPOSITION

Can be modified by the County Central Committee

- County Chair
- County Vice-Chair
- County 2nd Vice-Chair
- County Secretary
- County Treasurer
- Members appointed by the County Chair

- RESPONSIBILITIES & DUTIES
 - Assist the Chair in the control and management of the political campaigns of the party in the county.
 - Responsible for the organization of the Party in their district
 - registering voters
 - advisor to the chair
 - Approval of the Budget

*NOTE: May vary depending on county rules and additional appointments.

CHAPTER 5: COMPLIANCE, FINANCES AND FUNDRAISING

COMPLIANCE

MAXIMUM CONTRIBUTION LIMITS A COUNTY PARTY CAN RECEIVE

Annual limit for county parties: \$4,025^{*1} per donor, per year.

County parties can accept up to \$4,025 per calendar year from:

- Individuals
- 527 organizations
- some LLCs
- Candidate Committees

County parties cannot accept contributions from:

- Corporations
- labor unions
- independent expenditure committees
- issue committees.

NOTE: An individual's donation to CDP non fed, HMP and DSCF and all CDP-authorized Initiatives count towards the \$4,025 limit to your county party.

If you receive a donation from an individual in excess of \$500, contact CDPs Executive Director prior to cashing the check and reporting the contribution. This is to ensure the donor doesn't exceed their legal limits.

COUNTY MAXIMUM LEGAL CANDIDATE DONATIONS

NOTE: The county party amounts are DIFFERENT than individual donor limits

As of 2022, the maximum legal amount a county party can contribute to a candidate is:

TYPE OF RACE	MAXIMUM	NOTE
Federal Candidate	\$1,000 Combined	*A county party can give no more than \$1,000 in direct contributions aggregate to all federal candidates combined and if they exceed \$1,000 then have to be an FEC-filer. Note that this is direct contributions to

¹ Check Secretary of State for latest contribution limits.

		federal candidates. Slate cards are treated differently (see one-pager)
Governor	\$695,025	*This total amount is the limit from ALL LEVELS of the party combined, including the state party, HMP, DSCF. So check other party giving before you donate to ensure you will be within the combined total.
Secretary of State State Treasurer Attorney General	\$135,775	*This total amount is the limit from ALL LEVELS of the party combined, including the state party, HMP, DSCF. So check other party giving before you donate to ensure you will be within the combined total.
State Senate	\$24,425	* This total amount is the limit from ALL LEVELS of the party combined, including the state party, HMP, DSCF. So check other party giving before you donate to ensure you will be within the combined total.
State House CU Regent District State Board District	\$17,625	* This total amount is the limit from ALL LEVELS of the party combined, including the state party, HMP, DSCF. So check other party giving before you donate to ensure you will be within the combined total.
County Candidate	\$22,125	*This amount is total allowed to each county candidate (including commissioners and sheriffs and treasurers) but NOTE that this total amount is the limit from ALL LEVELS of the party combined, including the state party, HMP, DSCF.
State Party	Unlimited	*Legally there is no limit on the amount of transfers between county parties and state parties.

TRACER & REPORTING

- [TRACER](#) is the campaign finance reporting system used by the Colorado Secretary of State.
- [Filing due dates](#) can be found under the File Reports tab in TRACER.
- Every donation must be reported and requires a donor's name, address, occupation and employer. Copies should be retained for records.
- Every expenditure must be reported and requires a name, address and purpose of the expenditure. Receipts should be retained for your records for 1 year.
- You must file through TRACER. Late filing results in a \$50 per day fine.
- Large contributions(\$1000) during the 30 days before a primary or general election have 24-hour reporting requirements.

DISCLAIMERS

A disclaimer needs to be used on all public facing print and digital materials. (Website, slate cards, postcards, flyers etc)

Paid for by the Colorado Democratic Party, coloradodems.org, not authorized by any candidate or candidate's committee.

OR

Printed in house by volunteers

WATCH OUT!

These are ways that could get county parties in trouble:

- Failure to file.
- Late filing.
- Failure to file 24-hour major contributor reports for \$1000 and up during the 30 days prior primary and general elections.
- Accepting donations over the donor's limit- failure to refund overages.
- Spending \$1000 or more promoting Federal Candidates forces you to become a FEC filer. Avoid.

Resources:

[Training videos](#)

[Campaign Finance Manual from the Secretary of State's office](#)

GOTV SLATE CARDS

- You can include state, local, and federal candidates so long as your spending on the federal portion of the cost of slate cards is less than \$5,000.
- Use this Disclaimer, in 12-point font in a printed box.

Paid for by the X County Democratic Party, Jane Doe, Registered Agent,
xcountydems.org, not authorized by any candidate or candidate committee

- Do not use “express advocacy” terms on your slate card:

"vote for," "elect," "support", "cast your ballot for", "Smith for Congress", "vote against", "defeat", "reject".² You can use other verbiage or note that these candidates share certain issue positions and values.

- Distribute them with volunteers by hand delivery (canvassing) or by unpaid social media (as opposed to mail, paid internet.²
- You may factually identify all of the candidates running for office on your website but avoid “express advocacy” language.
- Purchase through union printing shops and if one is not available near your community by local.
- These will be considered Electioneering Communications for the non-federal candidates (if you spend more than \$1,000 on the slate card for the non-fed candidates’ portion) and so you must report on your next TRACER report the proportionate amount of how much you spent on each candidate and what candidate you referenced.

1 Why? Reason: Because if you do, it counts as an in-kind contribution to the non-federal candidates requiring you to file the giving of in-kind contribution with TRACER and the candidate to file receiving an in-kind contribution in TRACER and it counts against the legal maximum contribution from the party to the candidate. If you avoid express advocacy neither party needs to file an in-kind donation.

2 Why? Reason: If you disseminate them through mail or paid social media, then it counts as an in-kind contribution to the candidate requiring you to file the giving of in-kind contribution with TRACER and the candidate to file receiving an in-kind contribution in TRACER and it counts against the legal maximum contribution.

BUDGET

Budgeting is the key to implementing a successful strategic plan that includes the county's expenditures.

The treasurer must have an orderly system of keeping track of all receipts and expenditures so you can accurately and timely file TRACER reports.

What every budget must do

- Reflect the priorities of your county's goals and strategic plan
- Maximize media and public/voter contact and minimize overhead
- Be realistic – If you think you can only raise \$2,000, a \$5,000 budget is useless.
- Allow the party to pay its bills on time.

SETTING UP YOUR BUDGET

Projected Expenses

- List all anticipated expenditures for the county committee.
- Estimate costs for those expenditures.
- Define categories ie:
 - Voter/ Public Contact (texting, phonebanking, paid canvassers etc)
 - Meeting Budget (venues for caucuses, reorg and other meetings)
 - Paid Media (TV, cable, radio, newspaper)
 - Fundraising (events, direct mail, marketing)
 - Overhead (Rent, computers, utilities, phones, printing, postage, signs)

Projected Revenue

The budget is a fluid document. You should draft a budget early on, constantly recheck to ensure that you are on target, and make whatever adjustments are necessary to meet the needs of the campaign as it unfolds.

- Three steps to fundraising success:
 1. Consistency—there is no substitute for directly asking people to contribute; we call this “Call Time”. Create a script to help you stay focused and eliminate stumbling over your words.
 2. Follow up – create a system of chasing pledges and getting thank you notes out ASAP! (Studies show that people do not give because they're not asked. They don't give a 2nd time because they were not thanked!).
 3. Planning— an effective plan or blueprint will help save time and maximize

limited resources.

FUNDRAISING

- People rarely give money without being asked.
 - Ask many people, many times, in many ways, for as much money as possible.
- You must also give your donors a reason to give.
 - Raise money for a specific program or activity (e.g., “we need to raise \$7,500 by July 1 to pay for our vote-by-mail program”).
 - Believe in what you are raising money for.
- Help donors keep their commitments. Proper tracking and follow-up will make it easier for people to keep their commitments.
- Keep your word. If you say you will follow up with a letter, make sure you do. Thank donors often and loudly. You cannot thank them enough. The more personal you make the “thank you” the better.
- Start Early—You cannot possibly start raising money early enough. In the beginning, there is a temptation to spend most of the time on energizing activities— events, meet and greets, rallies. Avoid this trap by fundraising early, fundraising fast, and fundraising aggressively.

Tiered Fundraising Goals

In answering these questions and establishing concrete goals you might want to consider a “tiered” approach. This means establishing low, middle, and high-end goals. The low-end goal is the absolute minimum you need to raise. The middle goal is the amount you are most likely going to raise and should cover most of the planned activities. The high-end goal is the best-case scenario. This tiered approach should correspond with the county budget.

- What activities is the county planning? This is answered by reviewing (or writing, if necessary) a county strategic plan that details the various parts that will require budgeting.
- How much do the activities cost? This is answered by reviewing (or developing, if necessary) the entire budget and detailing costs of all the county activities described in the county plan. The budget serves as your most important fundraising goal. If you don’t raise it, you can’t spend it.
- When will the campaign activities take place? This is a budgeting and cash flow question that directly relates to the fundraising goals. It is not enough to identify the overall amount the county needs to raise; it is important to know when these activities are going to occur so that the fundraising schedule is developed

accordingly.

- When are your reporting deadlines? The various financial reporting deadlines provide an opportunity to assert the viability of your county plan. Counties that manage to raise impressive amounts of money can often encourage others to join/ support the county— people want to support good causes.

Fundraising Targeting

Having established fundraising goals, the next step is to determine exactly “where” you will find the money. This means targeting or building lists of potential donors.

Targeting: Donor Categories

The process of targeting potential donors begins with having an understanding of the various categories or sources from which contributors materialize. The following is a list of donor categories that counties should use to begin identifying potential donors.

- Personal—This group consists of family, friends, neighbors, business and volunteer associates, faith community relationships, etc.
- Traditional Donors—This group includes individuals or institutions that have given in the past to similar causes or campaigns.
- Power Givers—Includes labor unions, education associations, action committees, and businesses. In some cases, early endorsements are a campaign and fundraising priority.
- Ideological—This group includes individuals and organizations that agree with the County.
- Democratic Party’s Goals—Examples include the transportation, health, housing, or other issue areas.
- Stakeholders—This group includes those who stand to gain or lose based upon the outcome of a certain campaign. An example would be businesses with state contracts.
- Opposition—This category includes people or organizations that are strongly opposed to our stances on issues. Research will help uncover individuals and organizations in this category.

Targeting: Donor Lists

After the fundraising committee has identified the general categories that offer the greatest fundraising potential, it needs to build the lists of organizations and individuals that it is going to solicit. The following sources represent specific types of lists that the campaign should assemble for fundraising purposes.

- Former Donors to the County Party and local candidates (use Tracer to identify them)
- List Purchase or Swap with Dem Candidates/Elected Officials (*Campaign Finance Rules Apply here)
- Family Businesses frequented
- Friends
- Friends of family members
- PACs
- Personal “rolodex” local activists
- Holiday card list
- Previous contributors
- Classmates/alumni
- Local business owners
- Clients
- Local/state officials
- Co-workers
- Members of supportive groups
- Community leaders
- Club and association members

Targeting: Donor Amount and Solicitation Strategies

- assign a specific target amount
- be sure you have researched your target,
- the appropriate person is making the financial request
- the solicitation strategy is appropriate for the amount of the donation.

Giving Level Solicitation Strategy

For counties that have donors that give the maximum amount yearly the “high” category may be \$3000+.

Donors in the High category should get a solicitation from the Chair or one of the Democratic electeds from your district on behalf of the County Party.

- High—\$250+ In-person visits, 1-on-1 web Calls, solicitation phone calls; donor events, (in-person and virtual)
- Medium—\$100 - \$250 Solicitation calls by the Officers or the Chair of the Fundraising team, targeted direct mail and emails, events (in-person and virtual)
- Grassroots—Up to \$100 Solicitation calls by your Executive Committee members, targeted direct mail and emails, events (in-person and virtual)
- Have a recurring donor program & plan.

Funding Sources

- Recurring Monthly Donations
- Annual Fundraising Event—CDP has the Annual Obama Gala. Counties have annual galas and pic-nics.
- Fundraising Committee—Create a committee with your Treasurer as lead. Ask some of your local bigger donors to be on the committee. You and the Treasurer should set a fundraising goal for this group.
- Project Fundraising—This money can come from your grassroots givers and your bigger donors.
- Always Be Asking—If you have forms set up for recruiting volunteers, or for registering for a free event, redirect the form’s Thank You page to a donation page, and include a donation ask in the confirmation email. Include a donation button in the footer of your eNewsletters. Have donation envelopes and/or a method of accepting credit card donations available at events. Use QR codes for donations on all your printed and web materials.

CHAPTER 6: DEVELOPING A COUNTY WIN PLAN

Total Voters:

Total Registered Democrats
Total Registered Unaffiliateds
Total Registered Republicans

How does the county work with the Coordinated Campaign?

1. County Develops Its Own Win Plan
2. Direct Full Support Into Coordinated Efforts,
3. County Gap Analysis. You decide what more / else is needed to win.

Prior Voter Turnout in Last Midterm:

Prior Voter Turnout in Last Presidential:

Estimated Voter Turnout This Cycle based on past:

Goal for Voter Turnout *This* Cycle based on realistic increase:

Countywide Minimum Win # For Cycle:

$(\text{Total voters}) \times (\% \text{ estimated turnout}) \div 2 + 1$

*You may also want to help calculate the win # for each seat up in your county.

Goal Win # For Cycle:

What is the highest realistic goal for the county? How it connects with the state goals.

Calculate how many votes would be needed countywide to reach that goal.

What are all of the seats up in your county this cycle?

Statewide? Congressional? State Board of Ed? CU Regent? State Senate? State House? County Clerks, County Commissioners, County Treasurers, County Assessors, County Coroners? RTD Board? REA Boards? Other local boards?

What is the political party of the elected officials in these seats? Incumbent? Challenger? Open Seat?

Incumbent Dem

Incumbent Republican

Open Seat Currently GOP

Open Seat Currently Dem

Candidate Recruitment Goal: 100%

County Recruitment Lead in Partnership with State: County Seats, Municipal Seats, School Board Seats, Single County Legislative Seats.

State Recruitment Lead in Partnership with Counties: Statewide, Congressional, State Board of Education, CU Board of Regents, Multi-County Legislative Seats.

What is the political performance of each district, seat?

- Average Democratic Support Score (VAN)
- Undervote (Compare Top of Ticket in District to the Seat) for raw # and %.

What are the political goals for the cycle?

- Defend [] Seat(s)
- Flip [] Seat(s)
- Gain or Expand Majority of []
- Increase Turnout by []
- Improve Dem Performance by []

What the county can do to assist candidate wins?

- Growing the Electorate
 - Targeted Voter Registration
 - Re-Activate Inactive Democratic Voters
 - Re-Activate Inactive High Party Point Unaffiliated Voters
- Motivating and Building the Base
 - Recruit & Engage Local Volunteers.
 - Base-build & Name ID Dems & Dem-Leaners in County. Point help to campaigns.
 - Reduce & Minimize In-fighting.
- Voter Persuasion & Field
 - County-Specific Messaging 1 Pager
 - Candidate Persuasion Canvassing and Phone-banking. Offer to help build.
 - Channel Volunteers into Campaigns.
- Community Outreach Year-Round
 - Building Relationships with People, Organizations & Communities
 - Youth? Indivisible? Latino? Native? Farmers Markets? Af Am?
 - Community Service Projects
 - Showing up, attending, cross-promoting other good works in the community
- Get Out the Vote



- Slate Cards
- Phone Bank, Text Bank, Post Card Dems
- (Candidates Should Turnout Out their ID'd 1s and 2s of any party)

CHAPTER 7: CANDIDATE RECRUITMENT

CANDIDATE - RACE MAPPING. It helps to know what seats are up in which years to get a big picture on candidate recruitment needs in the county. Candidate recruitment takes time.

- What are all the seats up this year, next year, over the next four years?
- Where do you have incumbents that will likely run again?
- Where are there GOP electeds to replace?
- Is it an open seat, defending a Dem incumbent or challenging a GOP incumbent?

TIPS FOR RECRUITMENT: Not sure where to recruit candidates?

- **Elected Officials.** What current or former elected officials might consider running or have recommendations on who might make a good candidate / elected official?
- **Prior Candidates.** Don't overlook candidates who ran for office before even if they didn't win. How did they comport themselves? What kind of campaign did they run? Have they learned from the prior campaign? Did they earn positive name recognition in that process?
- **Community Leaders.** Who is showing up? Who is showing up to local government meetings, serving on local boards, active supporting local non-profits?
- **Growing the Bench.** Who are new faces, from underrepresented communities, that are interested, engaged and willing to work hard?
- **Party Leaders.** Check with current / former county party officers, district officers, precinct organizers.
- **Redirection.** In some cases you may have two candidates seeking the same position but no candidate for a different seat. It can help having early conversation about finding one of the candidates willing to run for the seat where a candidate is still needed.

WHAT MAKES A GOOD CANDIDATE?

- Willingness to **listen** and **work hard**.

- Cares about the community.
- Positive name recognition.
- Interest in learning.
- No or minimal baggage that could hurt the election.
- Someone willing to learn how to run a good campaign.
- Someone willing to learn everything they can about the elected position they are running for.

WHAT MAKES A BAD CANDIDATE?

- **Entitlement** of feeling they are “owed” the seat, “owed” donations or “owed” volunteers.
- Someone who thinks it is about them and not the public they serve.
- Lack of curiosity or research on what it takes to do a good job.
- Someone unable or unwilling to do the work needed to win and serve.

CANDIDATE TRAINING SUPPORT AVAILABLE

- CDP Recorded Candidate Boot Camps
- CDP Live Candidate Trainings
- [INSERT: CDP Candidate Kits - Each Level of Office]
- [INSERT: Sample Campaign Plan]
- Free online training partners with National Democratic Training Committee:
<http://bit.ly/TrainCODems>
-

CHAPTER 8: VOLUNTEER RECRUITMENT & MANAGEMENT

CONSIDER FINDING A VOLUNTEER, VOLUNTEER COORDINATOR

WHERE DO YOU FIND VOLUNTEERS?

- Find new volunteers at events

- Recruit online
- reaching out to friends
- reaching out to professional / work colleagues
- reaching out to family
- in VAN
- ask prior officers
- ask candidates
- precinct organizers
- caucus attendees
- prior campaign volunteers

ONBOARDING & RECORD KEEPING

- Thank every new volunteer within 24 hours of offering / signing up.
- Keep names, contact info & Interest areas for all volunteers in a format you can use
 - VAN My Campaign
 - Spreadsheet
 - Word Doc
 - Notebook
 - Database

VOLUNTEER ASSIGNMENTS

- Offer every volunteer 3 options at first point of follow up. Help them pick one.
- What are their interest areas? Strengths? Any weaknesses?
- What are your needs to run your county party or further your county win goals?
 - Are there tasks taking up a lot of your time someone can help with?
 - Are there skills to search for that are needed in the county?
 - Is there an idea someone has - even if not yours - that furthers a goal?
- How much time do they have?
- Setting up for success.
- Confirm Date, Time, Task.
- Train up front & Answer questions
- Debrief afterward (what worked, what didn't, why it matters)

CULTIVATING RECURRING VOLUNTEERS

- Consider hosting monthly volunteer nights
- Consider hosting welcome new dems meetups.
- Always use a sign up sheet.
- Follow-up within 24h.

- Thank and recognize volunteers for their work.
- Feed volunteers.
- Let them know what their help accomplished.
- Fun! People are more likely to return if they form positive relationships and have fun.

MOST COMMON VOLUNTEER NEEDS

- Canvassing Voters
- Phone Banking Volunteers or Voters
- Data Entry in VAN
- Staffing an Office / Answering Phones
- Attending Community Events & Staffing Booths
- Voter Registration

OTHER IMPORTANT INSIGHTS:

- No one “steals” volunteers. Volunteers are free agents and they get to choose who they want to help with what.
- Volunteers do need some management, at least initially.
- It helps to track who shows, no-shows, and reliably repeat shows for volunteer asks.

CHAPTER 9: COUNTY COMMUNITY OUTREACH

DEFINE THE DATA: County population, party makeup, age distribution, race, religion, gender, orientation, occupations, socio-economic, top employers, common recreational areas, land use and tensions, educational opportunities, health access, water use and challenges. Knowing the makeup of your county, look at your county party meetings and ask who is well-represented and who is under-represented? This is not to define “in groups” or “out groups” but rather to identify where time and focus should be spent to make the county party reflective of the county.

SHOWING UP: While we want to attract more people to join the party, we usually need to start by meeting people where they are at. Credibility is rarely established upon a first encounter so attending events that matter over time starts to make you and the party familiar and says, “I am here because we care.”

COMMUNITY ORGANIZATIONS: Who are the organizations that are already engaging with key communities and constituent groups. What can you learn from them? Are there ways to legally partner and if not just seek guidance of what approaches have been effective?

LOCAL LEADERS: Who are leaders, the activists, the organizers in the community? Who has already established credibility? Who do others listen to? What can you learn from them and how can you partner with them?

RELATIONSHIPS: Relationships take time and it is work taking the time to make new friendships, new contacts on behalf of the county. Who gets along (or doesn’t get along) with whom? Who is already seen as a credible point of contact? What are the things done or said at the party that build or fracture trust?

KEY PLACES: Are there any key places where you are likely to find people in the community you want to reach? Stores? Concert venues? Salons / Barbershops? Indian Reservation? Colleges?

KEY EVENTS: Are there key events that are likely to attract people in the community you want to reach? Women’s March? Climate Action? Immigration Protests? County Fair? Farmers Markets? MLK Parade? Pride Parades? Fiesta Day Parade? Cesar Chavez March?

UNIQUE ISSUES OR MESSAGING: Are there unique issues that are particularly salient for some communities? e.g. affordable housing, social security, confronting and ending racism, reproductive freedom?

ALLYSHIP: Ultimately each community gets to decide for itself what constitutes an ally. And not all people within a community will have the same opinion. Sometimes this means being on the front lines, sometimes behind the scenes support other community leaders.

LANGUAGE: Language matters and evolves over time. It is better to ask than to assume. The vocabulary around LGBTQ equality has changed over time, regions and generations. Which is more appropriate? (Hispanic, Latino, Latinx, Chicano? etc.) Black or African American? Mirroring how people define or describe themselves can be helpful or even critical.

ONLINE COMMUNITIES: Many online communities go on to become “real” communities and relationships. The youth “March for our Lives” was organized online but became real on the ground marches that shaped public opinion, garnered press support and helped change gun safety laws in America.

ONLINE RISKS: (Online communities have also been targeted for disinformation campaigns e.g. “Blexit”). Everything you say, do and post once you become a party official represents the party and no longer just you as an individual and it can and will be used against Democrats broadly. Your posts, likes, shares are being tracked, used and weaponized against us.

Good advice is to lift up the positive in others, share public service announcements that are helpful to people and hold Republicans accountable and take up your differences within the party offline. Key your “diary” of thoughts and feelings offline.

CHAPTER 10: MESSAGING, COMMUNICATIONS & DIGITAL

REASONS TO BELIEVE

We understand that many people are struggling to make ends meet and have been impacted by the high cost of living, economic instability, and a corrosive political environment. Most people are worried about their future.

We believe that whether our future gets better or worse depends on who we elect in office and whether those leaders respect and fight for us, our community, our work, our life choices, and our environment.

We believe in addressing and fixing kitchen table issues – the things that impact the daily lives of Coloradans.

We believe in managing our growth to maintain the Colorado way of life. That means upgrading and modernizing our transportation, internet and cell coverage, water conservation, and other infrastructure needs.

We believe that everyone should be treated equally under the law, and everyone should have the freedom to make their own choices and live the life they want.

We believe that the people of Colorado deserve responsible, thoughtful, competent leadership that works for regular people — not the interests of big corporations and high-powered lobbyists.

We believe in holding the greedy corporations accountable for driving up everyday costs, underpaying hard-working employees, and failing to pay their fair share of taxes.

We believe in rewarding businesses that create jobs here in Colorado and do right by their workers — not special interests and irresponsible corporations.

We believe that healthcare is a right, NOT a luxury, and every Coloradan should have access to affordable healthcare without fear of large unaffordable bills.



We believe that everyone is entitled to clean air and water, safe, livable communities, and protection of our public lands.

We believe that we should fully fund public schools, that teachers deserve a raise, and that kids should get the skills they need in school to succeed in life. Every Coloradan should have access to a good education.

We believe that by listening, respecting one another, and working together, we can build a better future for everyone.

WHAT HAPPENS IF REPUBLICANS TAKE CONTROL IN COLORADO?

The Republican Party in Colorado has changed and become every bit as extreme as the GOP in DC. Lauren Boebert, was once an outlier of the Colorado GOP, is their standard-bearer.

Public schools are taken over by corporate, religious and right-wing political censorship interests with requirements to arm every teacher and an end to full-day kindergarten. (HB22-1136, HB22-1203, SB22-071).

Abortion (miscarriage and in vitro fertilization) becomes a crime with no exception for rape, incest or life of the mother (HB22-1079), imprison abortion providers (HB22-1047) and a create public website is created naming women who have had abortions (HB22-1075).

Corporations and billionaires don't pay their fair share of taxes and taxes and costs go up for middle and low-income Coloradans. (HB22-1125, HB22-1021, HB 20-1420, HB21-1311, HB21-1312).

Public services go unfunded while grift and greed privatize public services for private profit of their campaign donors. (HB22-1125, HB22-1021).

Housing costs go up as renters and homeowners lose rights and the affordable housing fund is eliminated. (HB19-1245)

Insurance costs go up and coverage goes down as Colorado Republicans vote to remove coverage for maternity care, in vitro fertilization and mental health care at the same time as removing rate oversight by the insurance commissioner to protect against unjustified rate hikes. They would, however authorize use of off-label of drugs (i.e. horse de-wormer for COVID) (HB22-1015). Hospitals could charge an additional "sustainability fee" to patients bills in order to increase its profitability. (SB22-038).

Workers lose wages, rights and safe working conditions. Colorado Republicans have voted against civil rights, increases in minimum wages, paid sick leave, retirement protections, and the rights for workers to organize for better pay and working conditions. (HB22-1367, HB22-1354, SB20-205, SB22-230, HB22-1308, HB22-1230)

LGBTQ Coloradans lose rights to marry, adopt and raise children, participate equally in society and work free from discrimination. (HB20-1063, HB20-1144, HB20-1272, HB20-1033, HB20-1114, HB20-1273).

End Vote-By-Mail & Ballot Drop Off System in Colorado, reduce polling locations, and create new barriers to exercising the constitutional right to vote. (HB22-1204)

Restore Failed Drug Criminalization policies that ruined lives, weakened civil liberties, didn't work and cost the state millions of dollars. (HB20-1150).

More pollution and climate setbacks as Republicans roll back clean air regulations, environmental controls on oil and gas and weaken or eliminate policies for renewable energy (HB22-1020) and tilting the review process for industry at the expense of the public. (SB22-129, SB22-138)

More violent felons will have more guns as they would remove sheriff oversight to concealed carry permits, repeal criminal background checks, repeal magazine limits and red flag laws that allow intervention for temporary firearm retrieval when a person is a demonstrated risk to themselves or others. (HB21-1298, HB21-1082, HB19-1177)

Rural communities lose funding for broadband, rural hospitals, rural transportation and economic development along with student loan incentives to attract teachers and healthcare providers to rural communities. (HB22-1308)

Reversal of racial justice work to advance racial equity in education, health care, small business, criminal justice and police reforms. (SB20-217, SB21-194, HB22-1196)

Weaken public safety by limiting the ability of the Governor or Colorado Department of Public Health and Environment to declare or respond to public disasters (HB22-1238) and invalidating all, otherwise lawful, federal warrants, searches and seizures that do not get approved by the local sheriff, even if probably cause already established and approved by a judge.

Loss of freedoms for Coloradans to live the life they choose, marry the person they love, and to make their own life and health care decisions. Colorado Republicans have a narrow version of religion and seek to legislatively impose their religious views on others.

Republicans are no longer focused on the economy or helping regular people but instead have become obsessed with waging culture wars, abortion, Disney, banning books,

threatening school board members and election officials and legally bullying transgender kids.

PRESS TIPS

EARNED MEDIA:

Earned media is the best kind of media because it is FREE. You can get earned media from:

- Press Releases
- Local Papers
- Social Media Posts
- Op Eds
- Letters to the Editor
- Joining Radio Shows
- Accepting TV Interviews
- Inviting Press to Attend Certain Events
- Press Conferences / Press Availability

PAID MEDIA:

Paid media is good because you generally control the message but as the name suggests you have to pay for it. Paid media can be:

- Newspaper Ads
- Online or Digital Ads
- Radio Ads

OPPORTUNITIES:

- Community Events
- Campaign Launches
- Community Service Projects
- Announcements
- Issuing Statements in Response to:
 - Positive Democratic Accomplishments
 - Bad GOP Behavior, Policies or Bills
- Public Service Announcements
 - Caucuses, Assemblies
 - How to Register to Vote
 - GOTV - When / Where / How to Turn in Your Ballot

TIPS:

- Never pick up a call from a number you don't recognize.
- Always feel free to check with CDP Comms for guidance on a press response.
- Reporters look for in-fighting. Keep your disagreements with fellow Dems out of the press and take up any disagreements in person directly.
- Scandals and bad press do sometimes happen. If you are facing a locally messy situation, get guidance before responding.
- Listen to the question. If it is a losing frame, reframe, and answer in your frame.
- Refer to your own messaging guidance on what Dems stand for and what GOP stands for.
- Be careful about “on the record” and “off the record” to make sure you are not quoted on something you didn't mean to go public.
- Never lie to a reporter (or anyone).
- it is OK to let a reporter know that you need to get back to them.
- Good to clarify “what is your deadline?”
- Consider tagging “reporters” on social media posts you want them to cover.
- Build your own relationships with the local reporters and editorial boards.

BRANDING IN POLITICS

Why Branding and Messaging Are Important

Building a brand means building trust and loyalty with your community. Once that trust is built then you can call upon your followers to do things like volunteer, spread your message and talking points, donate and most importantly VOTE.

To build a strong brand you need strong and clear communications on the channels where your people are. As the old saying goes - “If a tree falls in the forest and no one is there to hear it, does it make a sound?” The same goes for your communications and content – if you are posting on Twitter but your audience is on Facebook then you better move over to Facebook.

While building a brand may seem like something only businesses need to do in our new digital world this is no longer true. The way you or your organization is viewed by others is your brand.

As part of the Colorado Democratic Party, your brand is a version of ours and ours is a version of the DNC. So we have a good starting place. A good way to make your brand stand out and unique to the Party is by focusing on and communicating about specific issues important and local to your community.

An example is at the State level we are focusing on Statewide infrastructure - but in your community finding teachers and education is the top issue. So you would want to focus on education while supporting the messaging of infrastructure.

CREATING A COMMUNICATIONS PLAN

In today's world, there are so many events and issues happening all at once that it can feel overwhelming. However, with a good communications plan, you should target 3-5 key issues and focus on them as what is called "Evergreen Content".

Evergreen content is content that is as consistent as a drumbeat. You want to be talking about this every week. Then when important events or topics arise you can fold them into your plan to stay relevant and timely.

A good Communications Plan should include:

- Take a look at your current assets. Are they still on brand do they need to be updated?
- Create a Content Calendar with known events and social holidays and schedule comms around it
 - a weekly post on FB
 - a simultaneous post on Instagram with less text geared towards a younger audience;
 - a simultaneous post on Twitter with less text geared more towards the press;
 - a blog post (article) that will be highlighted in your newsletter and on your website; and/or
 - a fundraising email

County Website

Every county should have a website that is owned by the State Party. You will still be responsible for updating content. If you do believe you have the resources to maintain the website on your own then we ask that you give a login to our Communications Director and our Technical Director for emergencies only.

Every well-designed website should have the following basic components:

- A way to make online donations. Apply for a free [ActBlue](#) Account and utilize that platform for online giving.
- An electronic volunteer sign-up form. [Google Forms](#) is a free forms creation platform
- An electronic email sign up form. Most email marketing platforms have a free signup form that can be copied and pasted into your website. Activists who sign up on your website, will be automatically added to your email list.
- A calendar of events with links to sign up.
- Contact information for officers. Sign up for [Google Voice](#) which can forward to your phones, that way your officers can be available without giving out their personal phone number to the world.
- Links to your social media.

SOCIAL MEDIA

WARNING: Assume everything you or others say on Facebook may be screen captured and shared with GOP, and the media.

Add the CDP Communications Director as an Administrator to all of your social media platforms, to ensure the transfer from one officers' team to the next is seamless.

Facebook

If your County Party does not already have a presence on Facebook, create a Page and/or Group.

Facebook Pages are more outward-facing, available to the public, and less interactive. For the most part, the only ones that can create new content on your FB Page are your administrators. This is a good tool for the “official voice” of the County Party.

Facebook Groups : do not have the same kind of administrative controls that a Page has. Groups are better for internal discussions and other forms of interaction between members. Groups may be open, closed, or secret.

- Best practices are for your group(s) to be at least *closed*, in that FB users can search and find the group but must ask for permission prior to joining. That way you can ID them in VAN before allowing them to join and avoid admitting bots and trolls. You can also set up qualifying questions a user must answer when requesting access to the Group.

- You may want to set up multiple Groups with different target audiences, for instance one for any registered Democrat in your county, and another for your Central Committee members.
- Create a statement of usage that is pinned to the top of the newsfeed. It might contain disclaimer language and simple code of conduct language.

Use Facebook to:

- Create events and invite supporters to them.
- Share updates from elected officials in your county.
- Start discussions within your *Group*.
- Provide basic contact and general information.
- Upload pictures or video highlighting your activists / volunteers
- Mass-message everyone who is a supporter or your *Page*.

Twitter

Twitter is a microblogging service. It allows you to type up to 280 characters

Twitter Technical Tips

- @replies: If someone replies directly to your tweet, you can see by clicking on the @(username) tab on the right-hand panel. If you want to reply to someone else's tweet, begin your tweet with @(username) your message.
- #: Channel name. You can use the # symbol, followed by a word (like "IranElection") to signify that you are discussing a particular topic. Someone searching for a discussion on this particular topic will see your tweet.
- "RT": Re-tweet. Used to signify that you are copying what someone else said and trying to spread the word.
- Direct Message: If you want to send someone a private message, you can do so by clicking on their profile, then "message" in the right-hand panel. You will receive an email whenever you receive a direct message.

Twitter General Tips

- Keep it short and catchy!
- Keep it conversational and genuine. Remember the branding principals above. How do you want people to view the County Party?
- Update frequently and consistently! The more you use it, the more people will notice your entries and respond. If team decides that tweeting 3x per week is the minimum, your calendar planning will help you with content

you can count on. (e.g. women's history month content)

Instagram

Instagram targets a younger audience. Use Instagram to reach youth by posting regularly. To make sure the content is reaching your audience, get help from High Schoolers or College students.

CHAPTER 11: CAUCUSES, ASSEMBLIES, AND CONVENTIONS

PURPOSE

Caucus

- To invite Democrats to participate in the inner-workings of the Democratic Party
- To elect Precinct Organizers to a 2-year term
- To begin the process of revising the party platform
- To begin the nomination process for the candidates who will be on the June non-Presidential primary ballot and who choose to obtain access through this process

Assembly & Convention

- Convention – to elect delegates to the National Convention (only in presidential election years)
- Assembly - ballot access for all CO candidates (partisan races only Commissioner to U.S. Senate)
- To continue the process to obtain access to the primary ballot for all races other than President

The precinct caucuses must be held in each even-numbered year on a date no earlier than the first Tuesday in March and no later than the first Saturday after the first Tuesday in March. (C.R.S. §1-3-102). *Some counties may hold their county assemblies on the same day as their caucus if they voted to do so and notice was given.

Multi-County Assemblies: CDP Rules require 10-days notice to delegates so as a practical matter, the first date possible 10 days after the last county assembly in the multi-county district is held and the latest is 1 day before the state assembly.

State Assembly: Nomination of statewide candidates to the Democratic Primary Ballot, Adoption of the Platform.

Deadline: Last date to hold state party assembly. 73 days before the primary election. (1-4-601(1) 1-4-1304(1.5)(b)(I))

Caucus attendees must complete the following tasks:

- Determine the eligibility of those present to vote in the caucus (only registered Democrats are permitted to vote in the Democratic caucus; others are permitted to attend but cannot vote or be elected as a delegate, alternate, or PO);
- Choose delegates for the next level of activity (the County Assembly & Convention and the legislative district meetings);
- Elect two Precinct Organizers (PO's) per precinct for a two-year term; and
- Discuss and vote to accept or reject proposed platform items.

ASSEMBLIES

County Assemblies

- The Date is set by the county central or executive committee depending on local rules but no later than 21 days after precinct caucuses. C.R.S. §1-4-602 (1)(a)(I). *Some counties may hold their county assemblies on the same day as their caucus if they voted to do so and notice was given.
- The call for the County Assembly must be sent at least 10 days prior to the meeting.
- County assemblies are held every even-numbered year

County Assembly Purpose:

- Designate candidates for any county elected office (Sheriff, Clerk and Recorder, County Commissioners, Coroner, Treasurer, Surveyor, Assessor) to appear on the primary election ballot.
- Elect delegates and alternates to attend multi-county legislative and judicial districts, Congressional District Assemblies and state assemblies.
- Nominate candidates for the state house of representatives and the state senate (applicable for House and Senate Districts that are wholly contained in a single county district).
- All candidates receiving 30% of the vote are automatically placed on the primary election ballot.
- Certification forms must be filed immediately after the assembly—no later than four days by law.

Multi-County District Assemblies

Judicial District Assemblies

- This assembly must be held every 4 years to designate candidates for the primary ballot for district attorney.
- Single county districts must meet to nominate their candidate at the County Assembly.

State Legislative District Assemblies

- State *House* Assemblies are held every two years for the purpose of nominating candidates for the State House of Representatives.
- State *Senate* Assemblies are held every 4 years for the purpose of nominating candidates for the Colorado State Senate. (please note: Senate assemblies happen every 2 years because every 2 years some senators are up for reelection or may be term limited). Delegates/alternates are selected at the County Assemblies.
- Single county districts must meet to nominate their candidate at the County Assembly.
- Multi-county Legislative Assemblies may meet at a time specified by the CDP if they cannot find another date agreeable to all counties involved.

Congressional District Assemblies

- The purpose of this assembly is to nominate candidates from the Congressional District for the U.S. House of Representatives, State Board of Education (if the 4-year term is up), and the C.U. Board of Regents (if the 6-year term is up) to the primary ballot.
- Congressional District Assemblies & Conventions must be held after County Assembly & Convention and before State Assembly & Convention.

State Assembly

- Counties have no inherent responsibility to facilitate this meeting once they have elected delegates to state.
- The purpose of this assembly is to nominate statewide candidates to the primary ballot.
- Candidates running for Governor, U.S. Senate, Secretary of State, Treasurer, Attorney General, and at-large for State Board of Education or CU Regent are nominated at State Assembly.
- Delegates vote on CDP Platform.

CONVENTIONS

- Conventions are *only* in presidential election years and are usually held in conjunction with Assemblies.
- The sole purpose of conventions is to elect delegates to the Democratic National Convention (DNCC).
- County Conventions elect delegates to go to Congressional District Convention and to State Convention
- Congressional Conventions elect delegates to go to the DNCC as a District Delegate
- State Convention elect delegates to go to the DNCC as an At-Large Delegate
- The National Convention is held to nominate the Democratic candidate for President and Vice President of the United States, and to approve a National Democratic Party platform.
- CDP, with approval from the Democratic National Committee, (DNC), will provide a detailed Delegate Selection Plan to the State Central Committee for approval prior to the election of delegates to the National Convention.

CHAPTER 12: PARTY REORGANIZATION

BIENNIAL PARTY REORGANIZATION

Reorganization is the meeting held to elect new officers and party committee members. (e.g., Outreach Committee, Platform Committee, State Central Committee, et al)

County Reorganization

- In every odd-numbered year, the County Central Committee must meet between the 1st and 15th day of February at the call of the chair.
- The Chair must give the members at least a ten-day notice of the meeting.
- At this meeting, the incumbent chair will lead until the new chair is elected.
- Upon this election, members will vote for vice-chair, secretary and treasurer.
- The central committee shall then elect a
 - vacancy committee authorized to fill vacancies to the county central committee
 - the offices held by members of the county central committee
 - select a separate vacancy committee to fill vacancies in the office of county commissioner.
 - bonus members to the State Central Committee, Congressional District Central Committee and Judicial District Central Committee
 - Bonus members shall be as equally divided as possible between male and female. Please note that for the State Central Committee, the first two members are always the Chair and Vice chair of the county. If your county only has two members on the committee, it is automatically the county chair and vice chair. If you have more than two members you will need to elect bonus members, as described above. There are no “half votes.” If your county has co-chairs, only one may sit on the State Central Committee.

District Reorganization

- District Central Committees (Congressional, Judicial, State Senate and State House) must also meet in odd years.
- If a district is solely within one county, that district meets when the county meets to reorganize.
- If the district is comprised of several counties, CDP is responsible for the reorganization meeting, unless the counties within the district can agree on another meeting time that is more convenient for them.
- All multi-county districts must reorganize between February 15th and April 1st.

- At Reorganizations the incumbent chair leads until the new chair is elected. Once a winner is announced, members will vote for vice-chair and secretary and create the necessary vacancy committees.
- Three people elected to the State Outreach Commission per each congressional district.
- Each state representative district central committee and each Congressional district central committee at its organizational meeting shall designate and certify to the State Chair one member to serve on the platform committee of the state assembly.

State Reorganization

CDP reorganization will take place at a State Central Committee meeting in odd-numbered years.

- The incumbent chair shall lead the meeting until the new election takes place, then the new chair takes over.
- After this the elections for first and second vice-chairs, the secretary and treasurer, and any other officers are held.

CHAPTER 13: RUNNING AN EFFECTIVE MEETING

WHAT KIND OF MEETING IS IT?

The type of meeting you are conducting will determine how you prepare for it and how you run the meeting? Most people don't know party rules or Robert's Rules of Order so if it is a formal meeting you should share the basic process for the meeting ahead of time. If it is an informal meeting let people know you are there to brainstorm or have fun. A formal meeting is required when conducting business of the party required under state statute or party rule (caucus, assembly, re-organization, vacancy, or if a vote will be taken.)

TIPS FOR INFORMAL MEETINGS

- If you don't have to have a formal meeting – don't.
- Brainstorming, relationship-building, and planning are usually more productive in an informal setting. Our job is to win elections, inspire volunteers and engage voters.
- You can invite everyone to an informal meeting for more voices without regard to whether or not they are a member of executive committee, central committee, assembly delegate etc.
- Food, snacks, drinks make a gathering for fun and more social.
- Help people get to know each other, including something about their life outside of politics. Find out *why* people are involved and what they care about.
- Give ample time for input, discussion, and Q&A.

TIPS FOR FORMAL MEETINGS

BEFORE THE MEETING

- Start with Identifying Your Goals And All of the Business To Be Conducted Before the Meeting Is Scheduled.
- Check your data about who is supposed to be invited or allowed to vote. Confidential voters will not appear in the voter file.

- Send a “save the date” as early as possible before the call (notice) is sent. Identify a way for attendees to notify you if any special accommodations are needed. (closed caption, sign, wheel chair access, caregiver attendance etc.)
- Send the call on or before the deadline. The basic components with a call are:
 - Date, Time, Venue (virtual, in person-address)
 - 10+ Days in Advance (vacancies require mailed notice)
 - Include the proposed Agenda
 - Attach materials that will be voted upon (budget, minutes, etc.)
 - Proxy Instructions & Deadlines
- Always Have An Agenda. The agenda should include time for registration or check-in, time meeting will start, items for vote or discussion in likely order. The Chair has the power to set the agenda.
- What Challenges Might Arise & How to Respond?
- Review Relevant Rules.
- Identify a Parliamentarian or Rules Guru.
- If you are adopting a written document (Rules, Delegate Selection Plan, Permanent Organization etc.) what process do you want to set out for amendments or edits?
- Prepare a Run of Show / Script - Share with Speakers
- Build attendance to ensure a quorum. (Email, call, text, mail)
- Have visual aids, handouts or slides to help people follow.
- Planning is everything – and so is adapting.

DURING THE MEETING

- Start a meeting on time and begin with norms, housekeeping.
- Make sure your Secretary or substitute is taking notes for the minutes.
- Verbally review the goals and agenda.
- For larger groups, have a time-keeper. Respect attendees time and stick to it. Have pivots take a conversation offline or put an issue on the agenda for a future meeting.
- Have a script that clearly identifies how much time you are going to allow for discussion / debate / Q&A.
- You hold the gavel and should use that to keep a meeting on track.
 - One person speaks at a time.
 - Avoid maligning others.

- Allotted time has run.
- Motions that are out of order.

GENERAL STRUCTURE OF A MOTION

- At this time the chair will entertain a Motion for [state it].
- Is there motion?
- Is there a second?
- Any discussion?
- All in favor? Any opposed?
- Announce the result.

COMMON MOTIONS IN FORMAL MEETINGS

- Approve the Minutes
- Approve the Budget
- Approve the Caucus, Assembly, County Delegate Selection Plan
- Ratify PO Appointments
- Approve Permanent Organization (Rules for the Meeting)
- Approve Credentials Report (Quorum, Challenges, Resolution of Challenges)
- Adjourn
- Nominations of Candidates for Assembly or Vacancy
- Nominations for Candidates for Party Office ReOrg or Vacancy
- Motion to Approve the Minutes.

VOTING AND BALLOTING

- Most procedural votes are voice votes (verbal ayes / nays).
- If close or contested, a division can be called by the chair or attendee (a show of hands or credentials can be counted).
- If an election of officers or candidates is involved a written ballot is required unless someone is elected by acclamation. Ballots must be signed or e-signed by the voter

BALLOTS

- Ballots can be paper ballots
- Electronic ballots (Survey Monkey, Google Form, etc.)

ALTERNATIVE FORMS OF VOTING

- Can sometimes be allowed BUT
- Check the rules.
- Depends on the type of meeting.
- The process may require sign off or approval.
- Is the process clear to both candidates and attendees?

PROCEDURAL PROBLEMS

- Lack of Quorum or Call for Quorum After People Start Leaving
- Lack of Adequate / Timely Notice (Though a Central Committee Can Waive Notice)
- Items from the Floor and Not On the Agenda (Generally lack sufficient notice to attendees and usually require a waiver to proceed)
- Candidate failure to identify a nominator / seconder
- A new motion when there is already a motion “on the floor”

DIPLOMATIC RE-DIRECTION

- Everyone wants to be heard and no one wants to be embarrassed.
- Most normal people do not understand party rules or Robert’s Rules.
- If someone is struggling with the proper procedure or wording, help them.
- If an issue is raised at the improper time, pivot to when is the right time to raise it.
- If that issue is really a need for a longer conversation, set that up outside the group.
- and retained for a minimum of 45 days in the event a candidate wishes to review the ballots under the rules.
 - Ballot counters should be neutral as to any of the candidates on the ballot.
 - Challenges should be considered and decided by the credentials committee.

DEALING WITH DISRUPTORS

- Every county has them. The people who like to test the chair with motions, are really mad at someone or about something, doubt everything proposed, and second-guess how every meeting is run.
- If the pattern is regular, reach out to the person ahead of the meeting to see if they have any questions or suggestions that can be addressed ahead of time.
- Lead with confidence and avoid a vacuum. If people perceive a vacuum, they will fill it - and not always in a good way,

- A different point of view does not make someone a disruptor. Acknowledging points made and accommodating where feasible can go a long way.
- Abuse of any kind should not be tolerated. We are on the same team. Your gavel is there if someone is abusive, inappropriate, sexist, racist, homophobic or personally denigrating other attendees.
- You can find a copy of our [code of conduct](#) here.

TIPS ON TAKING MINUTES

- The Secretary should attend each meeting and take minutes or line up a substitute if they cannot attend.
- Minutes are more brief than notes.
- It is helpful to start with the agenda and take notes under each item.
- Minutes should include who presented, who made the motion, who seconded the motion and the outcome of the motion.
- Minutes should identify whether a topic was briefed, discussed or debated and if a conclusion was reached or a next stop identified.
- Minutes should be kept and retained as the official record of party business.
- It is helpful if minutes are prepared immediately following the the meeting and sent for review or edits while the meeting is still fresh in people's minds.
- Minutes should be shared with others or kept in a Google drive where people other than the Secretary can access them in the event the Secretary is unavailable or leaves.

AFTER THE MEETING

- Any follow up on issues that arose.
- Any hiccups - lessons learned for next time?
- What went well - worth repeating?

RESOURCES:

[CDP Rules](#)

Your County Party Rules, if any beyond state rules

[Robert's Rules of Order Simplified](#)

CHAPTER 14: THE UNWRITTEN RULES

YOU ARE HERE TO ORGANIZE AND WIN ELECTIONS

Welcoming New People to the Party:

You set the tone and the culture for how new people are welcomed to the party and whether they are likely to come to an event or return. It is human nature to talk to people we know. Leadership means talking to the people we don't know and helping to put them at ease. Does the attendance of your party meetings represent your community or is additional outreach needed to bring new people? Does this mean more outreach to people of color? young voters? unaffiliated voters?

- Consider welcoming new people at every meeting as part of the program.
- Consider ambassadors to connect new people into the party and make introductions.
- Define terms, abbreviations, so people understand who haven't been around the party before.
- Be open to questions, new ideas.
- consider hosting meet and greets for new democrats and volunteers.

PREVENTING & RESOLVING CONFLICT:

The party does its best work when we are focused on winning elections and not bogged down in drama or conflict. But we are a party of people and have the same strengths and weaknesses as all people do. You will often be asked to help resolve conflict and at times could be the source of the conflict. No matter what the circumstances, leadership in the party can not afford to have enemies. Common sources of conflict include:

- Miscommunication or Under-communication.
- Feeling dismissed or excluded.
- Gossip, rumors, speaking ill of others.
- Hurt feelings, retribution, retaliation.
- Primaries with strong feelings about candidate preferences.

TIPS:

- Help people find common ground and common purpose.
- Listening and an apology can go a long way.
- Praise in public, critique (if any) in private.
- Support a culture of kindness and avoid "call out" culture.

- We are here to learn and support one another.

RETAINING WISDOM-KEEPERS, LONGTIME PARTY ACTIVISTS:

The way we grow the party is bringing in new people and retaining long standing relationships with people who have done the work of the party in the past.

- Ask them to help.
- Ask for advice. What's worked? Mistakes we can learn from?
- Recognize them for the work they have done.

BUILDING A TEAM: A team is not built overnight.

- Identify strengths and weaknesses for each team member.
- Delegate tasks according to those strengths.
- Lift each other up.
- Have fun. Have purpose.

NO ONE KNOWS EVERYTHING about any position when they first start. Seek out mentors. Do not be afraid to ask questions to prior county leaders, leaders from other counties, or the state party.

CHAPTER 15: RESOURCES TO SUPPORT COUNTY PARTIES

CDP ROSTER

CDP OFFICERS

Chair Morgan Carroll	303-726-1742	mcarroll@coloradodems.org
1 st Vice Chair Howard Chou	650-207-5909	hchou@coloradodems.org
2 nd Vice Chair Vacant		
Secretary Joshua Trupin	425-202-5292	trupin@outlook.com
Assistant Secretary Jarrod Munger	303-547-2991	jarrodco@gmail.com
Treasurer Rosanna Dondi Reyes	720-742-1920	drreyex@gmail.com
Vice Chairs Outreach Christine Alonzo	720-675-1484	alonzochristine3@gmail.com
Scott Merrifield	303-717-7471	m.scott.merrifield@gmail.com
Co-Vice Chairs Rural Outreach Jill Duvall	303-646-3202	jduvall908@aol.com
Pam Espinoza	719-680-4271	pamespinoza95@gmail.com
Vice Chair Outreach Lincoln Baca	720-985-0524	baca.lincoln@gmail.com
Vice Chair Communications Patricia Barela Rivera	303-919-9757	patricia@coloradodems.org pbrdenver@gmail.com



Rules Chair Skip Madsen	720-435-5821	skipmadsen@gmail.com
Credentials Chair Nancy Johnson	303-210-5810	ncjonson@earthlink.net
Resolutions & Platforms Chair Dennis Obduskey	303-929-0040	denniso@cdpplatform.org
Parliamentarian Gale Drexler	720-904-1802	gadrex13405@aol.com
CDP STAFF		
Executive Director Karin Asensio	615-525-0506	karin@coloradodems.org
Organizing Director Elena Martinez-Vivot	719-646-9349	elena@coloradodems.org
Office Manager Joselyn Jackson	720-835-9174	joselyn@coloradodems.org
Call Time Manager Amy Paschal	(W)719-377-2167 (P)719-201-8576	amy@coloradodems.org
Digital & Communications Director Megan Burns	970-633-0193	burns@coloradodems.org
VAN & Technology Director Joe Zemek	(w)303-623-4764 (P) 303-517-6724	joe@coloradodems.org
Precinct Organizer Program Kevin Kuns	970-275-7561	kevin@coloradodems.org

RESOURCES

Vendors are listed as a courtesy and are not intended to be an endorsement of their products or services. Some are free. Some are relatively inexpensive. Some are more expensive.

Do you have a vendor or service that you love? Let us know! Email info@coloradodems.org. Always try to use Union vendors whenever possible.

Democratic Party

- Colorado Democratic Party: www.coloradodems.org, 303-623-4762
- VAN / Votebuilder: www.votebuilder.com
- DNC: www.democrats.org

State Legislature

- Colorado General Assembly: www.leg.state.co.us
- Legislative Directory (Pink book): <http://www.leg.state.co.us/CLICS/CLICS2015A/csl.nsf/Directory?openFrameset>
- District Maps: <http://www.colorado.gov/cs/Satellite/CGA-ReDistrict/CBON/1251581559721>
- Who is my Legislator?: <http://openstates.org/co/>

Compliance / Reporting

- TRACER: <https://tracer.sos.colorado.gov>
- Colorado Secretary of State: <http://sos.colorado.gov>
- Colorado Democratic Party: We are here to help you with compliance and reporting questions

Conference calls, PHONE SERVICES, and webinars – PHONE and Video

- Free Conference Call: www.freeconferencecall.com
- Google Voice: <https://voice.google.com>
- GoToMeeting: www.gotomeeting.com
- Zoom: www.zoom.com
- CDP: Contact us if you need us to set up a conference call or webinar

Email Blasts

- VAN: www.coloradovan.com
- Mailchimp: www.mailchimp.com
- Constant Contact: www.constantcontact.com
- Salsa: www.salsalabs.com

FORMS & BALLOTS

- Google Forms: <https://forms.google.com>
- SurveyMonkey: www.surveymonkey.com

graphic design

- Canva: www.canva.com

Online fundraising

- ActBlue: www.actblue.com
- Anedot: www.anedot.com
- BlueState Digital: www.bluestatedigital.com
- Ruck.us: <https://ruck.us>

Robocalls

- Robodial: www.robodial.org
- VAN: www.coloradovan.com

Union Printers in Colorado

- Artist Proof Collective: <https://artistproofcollective.com>
- BC Printing (Denver): www.bcprintandweb.com
- C&D Printing (Denver): www.cdprinting.net
- Color Graphix (Denver): www.colorgraphixinc.com
- Egan Printing Company (Denver): www.eganprinting.com
- Gamino Printing Co.(Denver): www.gaminoprinting.com
- Riverside Printing (Pueblo): www.riversideprinting.com

Websites

- Wordpress <http://wordpress.com>
- BlueState Digital <https://www.bluestatedigital.com>
- SquareSpace: <https://www.squarespace.com>

CHAPTER 16: GLOSSARY OF COMMON PARTY TERMS

ASDC: Association of State Democratic Committees

Assembly: The assembly process in Colorado is a process where candidates can be nominated to the Democratic primary ballot if they receive 30% or more of the assembly votes from their district assembly.

Caucus: The precinct caucus process is governed by state law and party rule. This is where delegates are elected to county assemblies / conventions, where precinct organizers are elected, volunteers are sought for election judge and the party platform process begins.

CD: Congressional District

Central Committee: The central committee is the elected governing body for a given jurisdiction. Its composition is determined by the rules. This body considers and casts key votes to determine how party business will be conducted.

Convention: A convention is the delegate selection process geared specifically toward the US Presidential nomination process governed by the Democratic National Committee through a Delegate Selection Plan.

Credentials Committee: The Credentials Committee is a group of (usually appointed) members who are charged with sign-in for formal meetings, determining who is / is not authorized to vote under the rules, hearing and determining challenges, and overseeing vote or ballot counting in a formal meeting.

Delegate: A delegate is someone who is elected by attendees to represent the Democratic Community who will have a vote at a subsequent assembly or convention. These votes may include candidate choice, resolutions, platform etc.

DAGA: Democratic Attorney General Association

DASS: Democratic Association of State Secretaries

DTA :Democratic State Treasurers Association

DCCC: Democratic Congressional Campaign Committee

DNC: Democratic National Committee

DSCC: Democratic Senatorial Campaign Committee

Executive Committee: The executive committee is a smaller governing body of the jurisdiction (than the central committee) and may consider more detailed inner workings of the party pertaining to budgets, expenditures, contracts.

GOTV: Get Out the Vote refers to the phase of voter turnout after ballots are distributed to maximize voter turnout among Democrats and Democratic-Leaning Unaffiliated Voters.

HD: House District

JD: Judicial District

Permanent Organization or “Perm Org”: These are the written rules of a meeting most typically used before an assembly or convention. But can also be written in advance of a vacancy committee or a re-organization meeting.

Precinct: A precinct is the smallest political subdivision of the state and is the building blocks of county parties and political districts.

Precinct Organizer (PO) aka Precinct Committee Person (PCP): A Precinct Organizer is elected every even year in the precinct caucus process (or appointed if vacant). State law provides 2 precinct organizers per precinct. Precinct organizers are voting members of the county or district central committee and are responsible for maximizing registered voters in the precinct, supporting the Democratic candidates on the ballot and maximizing voter turnout in their precinct.

Re-Organization or “ReOrg”: Reorg refers to the election of all party officers at every level of the party every two years in the odd numbered years. Officers are elected by the underlying members of the relevant central committee.

SD: Senate District