



TAKE BACK NC
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Take Back North Carolina

Precinct Chair Manual

Prepared by

The North Carolina Republican Party
and
The County Chairman's Association

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**The North Carolina Republican Party and
the North Carolina Republican County Chairman's
Association**



Fellow Republican!

On behalf of the 1.9 million members of the North Carolina Republican Party, we want to congratulate on your recent election as a Precinct Chair!

Republicans were successful in 2010 because we put forward candidates on every level who stood for smaller, more responsive and less expensive constitutional government. The 2010 elections were historic and there is an excitement and enthusiasm for the principles of the Republican Party like we have never seen before

We must begin working today and get ourselves ready for the **\$50 million that Obama and his liberal allies will pour in to North Carolina** over the next 21 months!

The North Carolina Republican Party and the North Carolina Republican County Chairman's Association have partnered in helping you start getting organized so you can be ready for 2011 and 2012.

Today, we are excited to announce **Take Back North Carolina**, a statewide grassroots program to take back our state from Governor Perdue, President Obama and their liberal allies!

You are an integral part of our election strategy in 2011 and this document, the "**Take Back NC Precinct Manual**," will help you to start getting organized in your precinct so you can start taking back our state and our country!

Also, be sure to watch the video from Chairman Hayes at <http://tinyurl.com/PrecinctNCGOP>

Over the coming months, the NCGOP and the NCGOP CCA will be working with you and your County Chairmen to implement programs and trainings that will help you start organizing and growing your to help you and your candidates be successful in future elections.

We look forward to this combined effort between the NCGOP and the NCGOP CCA to give you the resources you need to ensure you are successful in 2011, 2012 and beyond.

We look forward to hearing from you but if you need anything before then, please do not hesitate to contact the NCGOP Headquarters Political Staff at 919-828-6423.

Sincerely,

Robin Hayes
Chairman, North Carolina Republican Party

Bill Wright
Chairman, North Carolina Republican County
Chairman's Association

What is a Precinct?

Once you register to vote at your place of residence, you are assigned to a precinct according to where you live. Depending on the population of your county, there may be only a handful of precincts or one hundred precincts in your county.

Your precinct is an important part of our political plan for 2011 and 2012.

We must work to win every precinct in North Carolina.

If your precinct fails to organize and turn out other Republicans in your precinct, Barack Obama and Governor Perdue have a better shot to be re-elected in 2012.

Good planning is the key to attaining any goal and this holds true in business, family life, civic activities, and especially in today's politics.

Please make sure you are working in conjunction with your local County Party and any local candidates. They may know of people in your precinct to get involved and help you grow your organization!

To "Take Back North Carolina," our ultimate goal is to ensure that every voter in your precinct who supports our Republican candidates votes either during Early Voting or on Election Day.

So how do we "Take Back North Carolina"? It is a three-step process – grow your numbers in your precinct organization, identify potential voters in your precinct and get them out on vote during election season!

STEP 1 – Growing Your Numbers

To "Take Back North Carolina," you must organize your precinct. This is the most important step to take because as a precinct chair, you should be the "recruiter-in-chief" and recruit others in your precinct to come to meetings and get involved in precinct and county activities.

Every strong organization starts with one and through hard work and a strong message, your organization can grow from one person to two people to four people to eight people, and so on.

As the Precinct Chair, the Republican Party and its candidates are counting on you to grow your precinct and complete the following activities between now and Election Day 2012:

- Hold regular precinct meetings to network with your existing precinct volunteers.
 - Ensure all contact information is correct so you may keep them up to date to any events, meeting or announcements
 - These meetings can be at a coffee shop, at someone's house – wherever in the precinct where a group of Republicans can get together and organize!
 - Rural counties may want to us "free conference calls" to network.
- Grow your precinct organization by recruiting new volunteers
 - Getting more people involved helps you out in your efforts to turn out the vote.
 - Set a goal of two to three more people at each meeting.
 - Turn your new recruits into block captains

- A block captain will work on their block or neighborhood and has the ability to locate Republican voters who are most likely to volunteer for a candidate or cause by getting to know your neighbors.
 - Many Republicans have the desire to volunteer but are reluctant because they have not been asked. Block captains can reach these folks first and not only will your precinct gain valuable volunteers, but also motivate Republicans to vote.
- After each meeting, give members of your precinct organization an action to help grow your precinct! It is important to always give your precinct volunteers and block captains an action to complete before the next meeting!
- **Sample Actions**
- Contact every Republican in your neighborhood and get one of them to attend the next precinct meeting.
 - Collect 10 emails and cell phone numbers before the next meeting
 - Even if these people are not involved due to time constraints, we can still contact them with special events and announcements.
 - Register 10 new people to vote before the next meeting to grow our Republican numbers!
 - Attend a local event – a fair, football game, or other large, public event and sign people up. Your county GOP may be already attending with a booth and they always need people to have a presence at the booth with stickers and other literature to be handed out.
 - Work as phone bankers in the local Victory office in even years or with the local campaign.

VOTER REGISTRATION

A NCGOP and NCGOP CCA reminder to “Take Back North Carolina”

As your precinct organization grows, you will encounter people in your precinct that are new to town or are not registered to vote at their current address

Every member of your precinct organization should be well-armed with voter registration forms because the more folks who are registered Republicans, the more likely we are to win your precinct!

Find information on registering voters at the State Board of Election website.

Link - <http://www.sboe.state.nc.us/content.aspx?id=23>

STEP 2 – Identify Voters in Your Precinct

As Precinct Chair, you have had a couple of meetings with your precinct volunteers and block captains and now have formed a good group of folks that have been recruiting their neighbors, friends and family.

Most of your precinct is now covered by this hard working group of volunteers and they are now ready to take the next step to “Take Back North Carolina.”

Your precinct organization volunteers are now ready to identify voters in your precinct. Voter Vault, a tool provided to by the RNC, NCGOP and the NCGOP CCA, allows you to identify voters in your precinct by registration and voting frequency.

VOTER VAULT

A NCGOP and NCGOP CCA tool to “Take Back North Carolina”

There is no tool that is more valuable to help you organize and contact voters in your Precinct than Voter Vault.

Voter Vault is a database containing historical information on voters for the purpose of assisting you to organize your precincts and “Get Out the Vote” (GOTV).

Through the CCA, your County Chairman and your District Chairman, you will be able to get trained on how to use Voter Vault to help you and your precinct volunteers identify voters and pull registered voter lists in an efficient manner that will allow you to engage these voters.

Stay in contact with your County Chairman as Voter Vault trainings will be coming to your county. Before you are able to use Voter Vault, **you must get Voter Vault training!**

It is important for precinct leaders and their organization to do the following

1. Find and register all unregistered “potential Republicans” in the precinct.
 - a. In every precinct, there are “potential Republicans” who have never registered or are new to the area (welcome wagons) and have not yet registered under their new address.
 - b. In order to maximize voter turnout on Election Day, all “potential Republicans” must register to vote.
2. Find and identify registered Unaffiliated and Democrats who lean Republican.
 - a. By carrying out various voter identification programs, a precinct chairman will be able to locate and identify Unaffiliated and Democrat voters who favor Republican ideals.
 - b. These are the voters who are most likely to change their voter registration and join the Republican Party.
 - c. By switching these voters, a precinct will grow in both numbers and resources.
 - i. For example – knock on a door of an unaffiliated voter and ask if they support Obamacare, want more spending and more government. If their answers to all these questions are “NO”, this voter is more than likely to lean Republican. Congratulations, you just identified a potential Republican voter!

STEP 3 – GET OUT THE VOTE or “GOTV”

Now that you have a great precinct organization of committed folks that have been knocking on doors and making phone calls to identify voters and educating them on our great Republican candidates, you are ready to Get Out the Vote or “GOTV.”

It is time to get these people to the polls!

Once voting has started with Absentee ballots, the #1 focus of any campaign is getting their voters to vote during “Early Voting,” mail in their ballots or go to the polls on Election Day.

By following the “GOTV” plan of the County Party or campaign, a Precinct Chairman has the ability to turn out his/her precinct in record numbers.

Remember, every Republican that does not cast a ballot has essentially voted for the opponent.

EARLY VOTING

A NCGOP and NCGOP CCA reminder to “Take Back North Carolina”

The first day of Early Voting should be considered as Election Day!

Get your precinct volunteers and get as many registered Republicans to the polls for Early Voting you can so you can focus on getting everyone else to the polls!

Why? Every person that we know is going to vote Republican is someone we can “check off” our list of people we need to go vote and can move on to someone “less likely” to vote.

Precincts should coordinate with State, County, and campaign “GOTV” plans but it is vital to the success of all entities that the Precincts take initiative in getting all Republicans to the polls.

QUESTIONS YOU SHOULD BE PREPARED TO ANSWER

- Where do I vote?
- What is my precinct number?
- When is the primary? What do I have to do to vote in the primary? May an unaffiliated voter vote in the primary?
- When is the General election? May anyone vote?
- What does the Republican Party stand for? (you may be able to furnish the voter with literature available from your county headquarters or county chairman.)
- Who are the candidates, and what are their backgrounds? (any additional information regarding a candidate should be directed to the candidate or to the candidate's organization.)
- What can I do to help the Party?
- Are there any Republican clubs around here? How do I join?
- Where do I get bumper stickers, buttons and campaign literature?
- Who is the county chairman, vice chairman and secretary?
- Who is in charge of my precinct?
- How do I find out if I am registered to vote?
- How do I register to vote?
- Where do I register to vote?

Questions or comments? Please contact:

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