

# FLORIDA PLAYBOOK

# PERSONAL NOTE

## RPOF CHAIRMAN: JOE GRUTERS

As every carpenter, mechanic and do-it-yourselfer knows: Having the right tool makes every job better. Rightly equipped, the results of a project improve exponentially.

That is the principle behind this RPOF Playbook, a tool we've created to help every County REC be rightly equipped for success in this pivotal election year. Everyone reading this knows what is on the line.

The Playbook is a detailed, step-by-step guide for every facet of the campaign, from fundraising and communications to technology and voter registration to every stage of election day. It's a comprehensive tool to help every REC win.

2020 is a huge year, not just for the Republican Party of Florida but for America. Florida Republicans will not be successful, and never have been, without the tireless efforts of volunteers, such as those who compiled this Playbook.

I'm grateful for the enormous amount of work and experience that is exemplified in the pages of this document. It shows the level of savvy and raw knowledge in the Florida Republican Party.

I hope you will find it a useful tool for a successful 2020!

Sincerely

Joe Gruters  
Chairman  
Republican Party of Florida

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## **JOE GRUTERS**

**Chairman, Republican Party of Florida**

## **CHRISTIAN ZIEGLER**

**Chairman, FloridaGOP Best Practices Committee**

**Vice Chairman, Republican Party of Florida**

## **COMMUNICATIONS COMMITTEE**

**State Committeeman Vic Baker, Co-Chairman**

**State Committeewoman Michele Merrell, Co-Chairman**

## **TECHNOLOGY COMMITTEE**

**State Committeeman Richard DeNapoli, Chairman**

## **EARLY VOTING COMMITTEE**

**Chairman Colin Barton, Co-Chairman**

**State Committeewoman Deborah McMullen, Co-Chairman**

## **ABSENTEE BALLOT COMMITTEE**

**State Committeewoman Kathy Gibson, Chairman**

## **ELECTION DAY COMMITTEE**

**Chairman Mark Gotz, Chairman**

## **FUNDRAISING COMMITTEE**

**Chairman Brandon Patty, Chairman**

## **VOTER REGISTRATION COMMITTEE**

**Chairman Joanne Updegrave, Chairman**

## **REC OPERATIONS COMMITTEE**

**Chairman Mark Cross, Chairman**

# FUNDRAISING

**CHAIRMAN: BRANDON PATTY**

## OVERVIEW - IMPORTANCE OF FUNDRAISING

- 1) Funds party operations
  - a) Headquarters, offices and staff.
  - b) Voter contact operations (Registrations, GOTV via digital, mail etc.)
- 2) Raises visibility, credibility, and prestige of county party and leadership
  - a) More resources means more opportunity to be engaged in the community
  - b) Allows resources for individual candidates
- 3) Builds buy-in from members and county stakeholders.
  - a) Deepens relationships and gives opportunities for those who may not want to be members or volunteer to be invested in the organization.

## PREPARING TO FUNDRAISE

- 1) As you begin the fundraising process, develop your answer to “why” you are asking for the resources.
  - a) Explain either through budget or party objectives so that donors know what activities and operations they are supporting.
  - b) Budget enough to be realistic but not too much to lose credibility
  - c) Use materials (brochures, PowerPoint presentations, etc.) to professionally make your pitch and reinforce the need.
  - d) Small-dollar donations are important; large-donor donations are crucial
  - e) Target stakeholders who have an interest in good government and ensuring key elected positions are held by Republicans.
  - f) Have fundraising tiers with additional benefits at each level. This gives large donors a framework to choose how much to donate.
- 2) Research and target donors with a known history of giving in your county and party.

- a) Donor history is public record, use it to understand who gives in your county
  - i) Opensecrets.org for federal contributions
  - ii) Florida Division of Elections for state contributions
  - iii) County Supervisor of Elections office for county contributions
- b) Pull your county reports from the SOE office to see who has given to your party in the past.
- c) Use this data to build your fundraising ask list

## **KEY STRATEGIES**

- 3) Be respectfully persistent in requesting a meeting or getting a phone call returned.
  - a) Keep contact dates, results (No answer, left voicemail, sent email, set meeting, etc.), any notes and targeted recontact date
  - b) Do not take offense if your outreach is not immediately returned
    - i) Recontacting every couple of weeks is reasonable
  - c) Ask supporters and others to contact and vouch for you
    - i) Can help prompt the donor to return the outreach
- 4) Don't ask, don't get
  - a) Leverage donor history to approach the right donors with the possible amount.
  - b) Always ask for more vs less than what you think they'll give.
  - c) Don't be discouraged if they decline. It can take multiple asks over a period of time before they agree to contribute.
- 5) Be sure to follow-up once the contribution is received:
  - a) Send a thank you note or letter
  - b) Provide updates from time to time
  - c) Request the donor introduce you to others. Keep building your network and starting the ask process again.

## **DONOR MOTIVATIONS**

- 1) Access - Rub shoulders with electeds and key influencers at all levels
- 2) Exclusivity - VIP events, finance conference calls and personal meetings can all give donors a sense of being an insider and a unique experience unavailable to others.



- 3) Recognition - Leverage donor appreciation for being recognized for their contributions and efforts through awards (Republican of the year/donor of the year etc.), publicity at events and/or on the website.
- 4) Business interest - Particularly helpful with donors who have business with local/county/state/federal government and want to make sure favorable candidates are elected
- 5) “True Believer” - Donor supports the Republican/Conservative cause and ensure values are represented in government at all levels

## **POSSIBLE FUNDRAISING INITIATIVES**

- 1) Dialing for Dollars - Chair contacts prospective donors directly for contributions
- 2) Direct mail, email, and digital fundraising - likely most effective in larger counties.
- 3) Signature Events - Lincoln Day Dinners, BBQs
  - a) Sarasota Model (3 tier events): Free, private, exclusive
- 4) Leverage access via VIP opportunities for high dollar donors, recognition via programs and event sponsorships.
- 5) Merchandise Sales - Bumper stickers, hats, etc.
- 6) “Lunch with (*elected official*)” - Organize a raffle/drawing to have lunch with elected official

## **CYCLE SPONSORSHIPS**

- 1) “Statesman Club” - Request donors give a specific amount every month (e.g. \$20 every month for 2020).

## **HOW TO HOST A SUCCESSFUL LINCOLN DAY DINNER/EVENT**

- 2) Securing a speaker
  - a) Honor with an award
  - b) Let the speaker pick the date
- 3) Promoting the event
  - a) Newspaper
  - b) Radio
  - c) Social Media
  - d) Email

- 4) Ticket Pricing
- 5) Sponsorships
  - a) Event Sponsor with introduction opportunity
  - b) Table sponsors
  - c) Corporate sponsors
    - i) If your speaker is an elected official, research their top corporate donors who may be maxed out with them. Give them an opportunity to sponsor your event, and offer them with a big banner and/or be in the program, etc.
  - d) Event program sponsorship opportunities
  - e) Missing Elected Officials - If an elected official can't make it (in Tallahassee for session, in Washington to votes, etc.) ask them to sponsor a table that you will fill with young Republicans or Veterans. Ensure that they will have signage with their name and title on the table and be recognized from the podium, thanking them for their sponsorship.
- 6) Event Formats
  - a) Sarasota Model (All events in different locations - But make Rally + Reception close so that people can attend both):
    - i) Rally - Free event
      - Sell \$20 VIP Seating near stage (for those who can't stand).
    - ii) Cocktail Reception & Photo
      - Audience Size: As many as possible (100 to 200 ideally)
      - Open Bar (Beer + Wine) & Lite bites
      - Time: 1 hour
      - Cost: \$250 TO \$500
    - iii) Exclusive Private Dinner
      - Audience Size: 10 to 20 max
      - Hosted at a big donor's house (In-kind)
      - Catered full dinner (In-kind from donor) + Photographer
      - Time: 1 hour
      - Cost: \$1,000 to \$5,000 per person
  - b) Speaker List (Limited)
- 7) Silent Auctions
- 8) Live Auctions (Leveraging local elected officials)

SUGGESTIONS FROM SEC MEMBER FEEDBACK:

1. A focus on small donors has two benefits: A donation and, for political parties, usually results in a committed voter.
2. The Fundraising Committee that is focused on small donations should use "electronic reminders" to push tickets to their identified list. These reminders should list the various levels where donors can participate, don't assume the amount of a donation, provide various levels and let the donor decide. Also when promoting Sponsorships provide specific amounts such as Sponsor of Luncheon, \$10,000 with signage info on the sponsor's product.

# COMMUNICATIONS

**CO-CHAIRS: VIC BAKER & MICHELE MERRELL**

## HOW TO ENGAGE WITH THE PRESS

Local newspapers and radio stations are hungry for content. You can provide some of that by getting to know the news directors, reporters, and editors and make sure your REC Chairman or designated spokesperson is available to provide a quote, a full interview or material to help shape the local news narrative. While many in the national news media are hopelessly biased against Republicans and conservatives, you may find a few sympathetic ears at the local level. This is your opportunity to play a starring role in a positive GOP narrative.

Remember the three basic rules of successful media relations:

- 1) **Be Available:** News outlets work on tight deadlines. Minutes matter. Make it a priority to answer calls, texts or emails ASAP from reporters. You win points by making an effort to be responsive to requests for information or comment. If you respond quickly, you have a better opportunity to help shape the content of the resulting story. It's an unspoken rule of the industry: reporters usually suspect that people who avoid them have something to hide. Demonstrate that you are ready to share your side of the story, whenever you're asked.
- 2) **Be Trustworthy:** Don't lie to a reporter, EVER! If you can't provide an answer on the spot, tell the reporter you'll have to check into the question and respond later. If you do offer an answer for later, do your best to follow through ASAP. Do not give an answer just for the sake of giving one. Do not twist the facts. Give them the straight story as you know it, or defer the answer until you can respond. You will permanently destroy your relationship and reputation with the reporter if you give misleading responses. When in doubt, leave it out. If you need guidance about the best way to respond, contact the RPOF staff for advice.
- 3) **Be Helpful:** It's a matter of human nature. Reporters have limited time to research on tight deadlines. Help them out. Making their life a little easier may endear them to you and help you to shape the narrative. If you can lead them to contacts who will provide more background or understanding for your side of the story, provide the links or contact information to the reporter. Offer the reporter pictures, graphics, maps or other content that may help with the story. Whether they admit it or not, they'll be grateful for your help in making

them look smarter. Follow these basic rules to develop a reputation as a reliable and helpful source for stories. As long as you remain available, trustworthy and helpful, you'll find that your quotes or information will find their way into regular publication in your region as events arise. This costs you nothing but will reap huge rewards.

**One Caution:** Do not make the mistake of thinking any reporters are your "friend." As stated above, treat them respectfully and honestly, make their jobs easier and never lie or abuse them. But do not think you can confide in them, or that you are buddies, joking around. It will be rare that any of the reporters covering politics are not Democrats or at least vote Democrat. Keep that caution in mind when dealing with them to avoid getting burned down the road.

*Action Item: REC Chairs are advised to develop a list of media contacts covering their region. The list should include editors, webmasters and/or news directors for newspapers, news and political websites, podcasts, radio and television. Arrange for meetings with these media decision-makers and develop a working relationship with them.*

*Action Item: Meet with the local media. Get their cellphone numbers and emails. Offer to write OpEds, offer to guest on local talk shows. Ask for a regular column or appearance slot on local TV or radio stations.*

## **DESIGNATE A SPOKESMAN**

County Chairs are seen as the faces and voices of the REC organizations. However, some Chairs may choose to delegate communications responsibilities to other trusted members of their Republican Executive Committees.

A Communications Committee Chair and members of the Communications Committee may be assigned various media relations responsibilities under the overall supervision of the REC Chair and leadership. The Chair or a designated Communications Committee member would assume responsibility for social media content, responses to media inquiries and sending out notices under the auspices of REC leadership. Those with skills in social media, writing, graphic arts, photography and video production may be assigned to assist in the work of the Communications Committee.

Action Item: While the Chairman is ultimately responsible for any/all communication coming from the County Republican Party, it may be beneficial to locate an REC Member with experience engaging with the media and/or who is a great writer to help draft statements.

## **PHOTOGRAPHY & VIDEO PRODUCTION**

You've no doubt heard the old adage: "If a tree falls in the forest and no one is there, does it make a noise?" We need to be seen and heard if we are to be noticed. When you host a rally, a dinner or any kind of special event, you want the community at large to see that the Republican Party is active and on the move. You want to promote our agenda and priorities. You want to thank volunteers and leaders for assisting our efforts. We live in a digital world and there is no reason why you can't spread the word with attractive still pictures and compelling videos. You don't have to rely on the news media to show up to provide coverage. You can be the source yourself by putting a smartphone on a tripod and posting your event live on YouTube, Facebook, Instagram or other platforms. It costs you nothing but time and some basic skills. The rewards are huge.

Action Item: Recruit one or more qualified volunteers to take and optimize photos and video of your events to post on social media platforms, in blast emails, news releases and on your REC website.

## **SPEAKERS' BUREAU**

Having interesting and compelling speakers will help drive membership and interest in our party. Establish a Speakers' Bureau for your County REC. The bureau would create a stable of vetted speakers available to come to REC meetings or special events. Your REC can invite media to cover these events to generate interest in the party. Local radio & TV talk shows are always scouting for guests. We should take advantage of all opportunities to get in front of radio microphones and TV cameras to tell our side of the story. Your own REC Speakers' Bureau can help you line up the right advocates for the right issue at the right time.

Action Item: REC Chairmen are encouraged to establish a corps of advocates who are capable of explaining our positions. These people should be available to assist the Chairman in arranging public forums and answering inquiries on issue topics

## **PRESS RELEASES**

A statement or announcement can be sent out quickly via email to media on your contact list. You may also choose to develop additional recipient lists of Republican stakeholders for distribution of releases. A picture or graphic can add more interest to your release. If you are announcing the keynote speaker for your next Lincoln Day Dinner, attach a good “headshot” of your speaker. Attach other graphic content as needed. Publications will often use your pictures with a credit. It costs you nothing to add a few extras to add interest.

Keep your announcement brief and to the point. Use active voice and simple declarative sentences. Long wordy releases don’t get the job done. Wherever possible, limit your release to one page. That is a general rule, but there are exceptions.

Date your release. Give it an attention grabbing, but accurate, headline. At the top, include the name of the REC Chair and or a media contact person along with email and cell phone number

Write a sentence in the body of the email in which you are attaching the press release, pitching it to editors, reporters and producers. Both the email subject line and this sentence are key to getting media members to actually open the press release. Keep it pithy and short, because these people are often swamped with emails and press releases.

Remember news cycles. Morning newspapers have evening deadlines. Radio stations often pick up on releases sent overnight. TV stations will sometimes pick up on releases sent in the morning. Drive publicity with events that have a visual component or unusual activities that will attract media or social media interest. Announcements of events or political gatherings with notable speakers may catch the notice of local TV outlets, but don’t bet on it. You may want to consider carrying your events live on social media platforms. TV stations sometimes pick up items from Facebook or YouTube feeds.

*Action Item: Draft a “Press Release Template”, which will allow you to quickly drop in information, photos, logo and press send when a time sensitive issue hits.*

## **LETTERS TO THE EDITOR**

County RECs are encouraged to recruit volunteers to write OpEd columns and letters to the editor of news publications on a regular basis. Many publications limit the input from individual authors during specific timeframes. Best practice is recruitment and training of a corps of Republicans with a flair for writing, enabling us to keep the conservative viewpoint in the public eye across all of Florida's 67 counties.

*Action Item: Request meetings with the editorial boards of publications in each of Florida's 67 counties to establish relationships and mutually agreed ground rules. We have to be persistent, insistent and consistent to get our Republican viewpoints onto the Op-Ed pages of news publications large and small.*

*Action Item: Establish an OpEd/Letters to the Editor Committee to produce regular submissions for publication in local newspapers or news websites.*

*Action Item: Recruit a roster of individuals willing to sign their name and submit pre-drafted letters to the editor.*

## **DON'T BECOME "FAKE NEWS":**

6 Steps To Avoid Becoming Fake News:

1. Develop a Critical Mindset
2. Check your sources
3. Research who else is reporting the story
4. Examine the evidence
5. Look for fake images
6. Check that it "sounds right"

## **NEWS MEDIA LINKS**

- 1) National:
  - a) Brietbart.com
  - b) CNN.com (Left leaning, but worth keeping an eye on)
  - c) DrudgeReport.com
  - d) FoxNews.com



- e) MSNBC.com (Left leaning, but worth keeping an eye on)
  - f) WashingtonExaminer.com
  - g) The Epoch Times
- 2) State
- a) FloridaPolitics.com
  - b) [PoliticoFlorida](#)
  - c) SayfieReview.com
  - d) TheCapitolist.com

## **CONSERVATIVE MEDIA/CONTENT:**

- 1) National:
- a) DailySignal.com
  - b) NationalReview.com
  - c) AmericaOutloud.com
  - d) CNSNews.com
  - e) DailyWire.com
  - f) OANN.com
  - g) AFA.net
  - h) ProjectVeritas.com
  - i) LiveAction.org
  - j) LifeNews.com
  - k) FRC.org
  - l) Prager University
  - m) Powerlineblog.com
  - n) HotAir.com
  - o) DailyCaller.com
  - p) GatewayPundit.com

## **VOTER GUIDES:**

Voter Guides are vital. This document will become the #1 most requested resource by the voters in your area. Voter Guides are especially important in non-partisan races as they will help inform the public about the Republican candidates.

Many county RECs printed and mass distributes Republican Voter Guides over the past several election cycles. The guides list Republican candidates and offer

recommendations to voters on amendments. They're mailed to every active voter, distributed during door-to-door precinct walks and also hand delivered by Republican greeters who work at early voting and election day polling places. We also can distribute these at various county Republican club meetings. They offer conversation starters and opportunities to persuade voters one on one.

These can also be email blasted, tweeted and posted on Facebook. Virtually every methodology should be employed to widely distribute Republican voter guides prior to elections.

Plan in advance for your voter guides to hit targeted mailboxes just before VBM (Vote By Mail) ballots are sent, and again just before the first day of early voting for each election. The voter guides should be finalized for digital distribution weeks before VBM and early voting dates.

*ACTION ITEM: Develop a Voter Guide Template for your county to distribute once the races are finalized (After qualifying occurs).*

# TECHNOLOGY

**CHAIRMAN: RICHARD DENAPOLI**

## WEBSITE

While Facebook is a dynamic platform that draws a large number visitors, your website is the home for all the information you want to provide supporters and prospects. It is your front page. You can use NationBuilder, WordPress or other services recommended by RPOF to host your REC page.

Your website should offer a vast array of information, including but not limited to the following:

- Home. The Front page, which can include a daily blog featuring headline stories from our viewpoint.
- About Us. This offers profiles of your County REC, bylaws, platform and leadership.
- Submit a letter. This offers a link to the local newspaper(s) for letters to the editor with guidelines on submission. One stop link to get your letter published.
- Pro Trump Websites. Links to dozens of websites where you can get the straight story unfiltered by the biased news media.
- Republican Clubs. Meeting times, locations and leadership of the clubs in your county.
- Facebook & Twitter feeds
- Gallery. Photos featuring Republicans at local events.
- Elections. Links: to the local REC voter guide, Voter Registration, Request a VBM ballot, District maps, Candidate Profiles.
- Action. Volunteer here. Spread the word.
- Contact. Links to contact elected officials from President Trump down to County Council. Links to Contact County REC leadership.
- Donate. A secure link to directly donate to the County REC using a credit card or PayPay.
- Events. A subpage listing upcoming Republican events with map and details, including RSVP function.

NOTE: The Republican Party of Florida has invested in a County Website Template which is available to all County Republican Parties. Contact the Executive Director for more information.

Details:

- Production Time: 1 week setup + County time to gather content needed for website.
- Initial Setup Cost (One time costs):
  - \$70 to activate template
  - \$13 to purchase a domain (if you do not have one already purchased)
- Ongoing Cost: \$20/mo paid by the County for hosting.

## **EMAIL MESSAGING**

Whether you use NationBuilder, Constant Contact, MailChimp or some other service, it is essential to establish a graphics rich platform to send out mass emails to targeted voters.

*ACTION ITEM: Build an email list from voter records and other sources to create your base. Cultivate your followers and recruit new ones through social media and your website.*

*ACTION ITEM: Recruit a capable volunteer who can assist the Chairman in crafting emails incorporating images and graphics to promote upcoming fundraising events, meetings, rallies, training sessions and issues. The emails are also a relatively inexpensive way to raise funds and recruit volunteers.*

*ACTION ITEM: Use the emails to take surveys, ask for donations, ask for volunteers, take RSVP's for events. The emails can be used as well to drive more traffic to your website and Facebook page. Blast emails to your membership can send announcements and notices about upcoming meetings and special events. This platform provides an efficient way to issue a call to action and enlist volunteers.*

*ACTION ITEM:* Plan to schedule at least one blast email per week. They work. Open rates can range up to 15% or more using best practices and taking care to avoid the spam folders. Your content should be current, compelling and concise.

## EMAIL MARKETING RESOURCES

- 1) Email Marketing Services
  - a) MailChimp - [www.mailchimp.com](http://www.mailchimp.com)
  - b) Constant Contact - [www.constantcontact.com](http://www.constantcontact.com)
  - c) NationBuilder - <https://nationbuilder.com>
- 2) Spam Checker - <https://www.mail-tester.com/>

## **SOCIAL MEDIA PLATFORMS**

We are ALL journalists in this digital age. The information doesn't just flow from the top down as it did in the era of Walter Cronkite and Ed Murrow. We are part of the story and we are part of the solution to the critical concerns of our times.

Every County REC should be active on social media platforms posting live events, pictures, memes, GIFs, videos, and links to news or commentary that support our priority positions and policies.

Social Media is also a great tool to use to showcase the accomplishments of local elected officials and candidates.

Appropriately space your posts in order to avoid content throttling algorithms. Every REC should have YouTube, Facebook, Twitter and Instagram pages. More than one volunteer should be involved as administrators to keep the content current, compelling and correct.

Close coordination is required among administrators to avoid redundancy. Instagram, Facebook and Twitter can be linked so that Facebook posts will appear simultaneously on those platforms.

The use of Ads Manager on Facebook offers another tool to direct custom messages and posts to targeted audiences such as NRA members, pro-life voters or independent voters who might be persuaded to register Republican.

*ACTION ITEM:* Every county REC should have an active social media outreach.

*ACTION ITEM:* Each County Chair is encouraged to recruit volunteers with digital communications skills and to develop a core group that will establish and manage engaging content on Facebook, Twitter, Instagram and other platforms where appropriate. This social media task force should work within a designated Communications Committee . The core group can train additional volunteers as needed.

*ACTION ITEM:* Begin using social media to praise and highlight actions taken by local Republican Elected Officials (including non-partisan Republican Election Officials) that match with our Official Republican Party Platform.

## **FACEBOOK**

Facebook gives you a convenient platform to tell your story directly to your followers and is a powerful tool that allows you to:

- Provide an update source for conservative, pro Trump news, analysis and verified facts unfiltered by the liberal news media
- Share information and drive attendance at upcoming Republican events
- Trigger a flash mob to show up at events on short notice
- Drive donations and RSVPs for major fundraisers
- Recruit new volunteers to join the local REC or Republican clubs in your county
- Drive people to take action by attending a rally, take a poll or sign a petition supporting the Republican agenda
- Engage interest with positive comments and discussion on your page
- Donate to support your county REC and the Republican Party at large for the Trump 2020 campaign season.

### SETTING UP A FACEBOOK PAGE:

A political Facebook page is different. You are encouraged to follow best practices in setting it up and getting qualified to run political ads. Here are links that provide helpful tutorials:

<https://www.techwalla.com/articles/how-to-create-a-political-page-on-facebook>

<https://www.facebook.com/gpa>

## FOLLOW THE LEADERS

ACTION ITEM: Your Facebook page should follow the key conservative voices and opinion-shapers. Add them to your list so their content can be part of your timeline.

## LEAD THE FOLLOWERS

*ACTION ITEM: Invite friends to follow your Facebook page. Ask all REC members to invite their friends to like your REC Facebook page. The networking will yield results and build your following.*

*ACTION ITEM: Grow your audience with persuasive content. Post with graphics asking people to like not just the posts, but the page.*

## PROTECT OUR CONSERVATIVE VOICE

While Facebook is skewed far left, it still provides a highly effective platform for us to drive the conservative Republican pro-Trump agenda. You can post live from major events, present compelling video that drives home the message and links to persuasive commentary and news sites unencumbered by the filter of the liberal news media. The news feed is updated in a steady stream with the most recent and relevant content at the top.

## TROLLS

It should go without saying that your social media administrators need to stay on top of current events and monitor comments to eliminate or ban users who don't share our agenda and want to "troll" us. A troll is a social media pest intent on undermining our goal to drive the GOP mission, message and motivation. The best policy is to avoid getting lured into a drawn out debate with our adversaries on Facebook. It's your page. It's your internet "home." Unruly guests should be disinvited. Ban and block them if necessary.

## KEEP IT CLASSY:

By the same token, it is essential that you control the tone and quality of your own Facebook news feed. Do not post items derived from shaky, unverified sources. No profane language, tabloid trash or vulgar tasteless material. You don't want the lords of Facebook stepping in to shut you down. They may try to intimidate you against posting conservative material. As long as the post is within the bounds of fair

discourse, you stand on solid ground. Defend your turf. If Facebook challenges you, challenge back. Keep it positive. Never surrender.

### FOLLOW THE PARTY LINE:

- We have to speak with one unified voice. Your social media and website administrators should always be in sync with the policies and positions of your County REC and its leadership. Close coordination on messaging is critical. Loose cannons can sink a campaign. Do not allow your Facebook page to go rogue.
- It's also important to remember that effective Facebook pages are open to the public. That means every post should be treated with an eye to a mass audience. Not everyone who sees your posts will agree with them. Additionally, the news media may be monitoring your announcements and other content. Many news organizations watch the web and social media to pick up information. Reporters may call you based on something your REC put up on Facebook. Be prepared to respond. Be careful.

### EFFECTIVE POSTS:

Some posts are more effective than others: The format of your Facebook post matters. Here is a ranking based on effectiveness:

- Facebook Live (live webcast, usually from a smartphone)
- Videos & GIFs (Graphic Interface Format)
- Memes (usually pictures with compelling captions)
- Still images
- Links to compelling commentary or conservative news site articles
- Plain text post

The most effective pictures feature close-ups of individuals at events or in the context of your message. The best practice is to offer something visual with every post. It is essential to frame your picture carefully, make sure the lighting is optimum and that your image is focused. Smartphones do a lot of the work for us these days. But your choices in backdrop, lighting and balance are important. You don't need a vast array of pictures. While you can post an album, chances are most people won't bother to click through. One to three pictures per post is recommended.

Some great videos are shot on smartphones and can be edited with graphics to drive a message with great effect.



GIFs are animated video loops. They are wildly popular on social media. If your GIF carries a good message, or even a humorous one, it's a good way to drive traffic to your Facebook page.

Memes usually show up as a still picture or short video loop with a caption that drives the message. They are usually satirical. Humor is a great way to persuade and entertain at the same time.

Your Facebook page can be a local version of the Drudge Report for your target audience. Dozens of conservative websites offer source material including commentary, news analysis and even conservative political cartoons. (See the Communications section.) You merely copy the URL (web address) and paste it into your new post window. Once the content loads, you can delete the entire URL and replace it with a caption of your own. Don't let the liberal news media drive the headlines. You can be a publisher yourself in this Digital Age. Timing is important. Content is king. Keep it positive. Don't engage with the trolls. Keep your agenda moving forward. Plan ahead for special events and schedule your posts in advance.

### FACEBOOK "BREATHING ROOM"

While you want to keep your page current and fresh, you can overdo it. Facebook algorithms will limit the reach of your posts on the newsfeed if you are adding material frequently. Your audience gets divided based on how many posts you add within an hour.

*ACTION ITEM: Schedule your posts to keep them spaced. You can choose to post immediately or set the post for a later time. If it's essential to do several or more within an hour, go ahead. But keep in mind that may affect the reach. Users don't click a lot to read long diatribes or watch long videos. Short and compelling is the best practice where possible. That should not discourage you from sharing links to a powerful commentary that some followers may appreciate.*

FACEBOOK PAGES TO FOLLOW - NATIONAL & STATEWIDE ELECTED OFFICIALS

<b>ELECTED OFFICIALS</b>	<b>Official</b>	<b>Campaign</b>
President Donald Trump	Facebook.com/WhiteHouse	Facebook.com/DonaldTrump
U.S. Senator Marco Rubio	Facebook.com/SenatorMarcoRubio	Facebook.com/MarcoRubio
U.S. Senator Rick Scott	Facebook.com/RickScottSenOffice	Facebook.com/ScottForFlorida
Governor Ron DeSantis	Facebook.com/GovRonDeSantis	Facebook.com/RonDeSantisFlorida
Att. Gen. Ashley Moody	n/a	Facebook.com/AshleyMoodyFL
CFO Jimmy Patronis	Facebook.com/JimmyPatronis	Facebook.com/FLDFS

FACEBOOK PAGES TO FOLLOW - NATIONAL AND STATE REPUBLICAN PARTY

<b>ORGANIZATION</b>	<b>ACCOUNT</b>
RNC	Facebook.com/GOP
RNC CHAIRMAN	Facebook.com/GOPChairwoman
NRSC	Facebook.com/NRSC
NRCC	Facebook.com/NRCC
FLORIDAGOP	Facebook.com/FloridaGOP
FLORIDAGOP CHAIRMAN	Facebook.com/JoeGrutersFL
FLORIDAGOP NAT. COMMITTEEMAN	Facebook.com/Peter.Feaman
FLORIDAGOP NAT. COMMITTEEWOMAN	Facebook.com/Kathy.King.1420
FLORIDAGOP VICE CHAIRMAN	Facebook.com/ChristianGOP

## TWITTER

Twitter has a limitation on verbiage, but it provides a steady stream of real time information and commentary. You can also tweet with links to websites including items on your own Facebook page. You can Tweet pictures in real time from your smartphone, and you can retweet posts from fellow Republicans, including the greatest Tweeter of them all, President Donald J. Trump. @RealDonaldTrump. Follow notable conservatives so their Tweets will also appear on your Twitter feed. Delegate responsibility to oversee and update your Twitter account. Same rules apply on uniformity of message. Assign administrator status to more than one volunteer to assure you don't lose access to the platform.

Helpful links:

- <https://fortune.com/2019/06/05/trump-twitter-tweets-mentions/>
- <https://changemediagroup.com/twitter-101-candidates-campaigns/>
- <https://info.cq.com/resources/9-twitter-strategies-for-advocacy-campaigns/>
- <https://www.linkfluence.com/blog/social-media-politics-how-trump-is-shaping-twitter>

ADDING #HASHTAGS ON TWITTER:

The hashtag is another powerful tool to draw new people into your digital world. Hashtags work on Instagram and Facebook but they are most important on Twitter. The hashtag grabs the attention of people outside your normal follower base by joining the conversation with others who are speaking on the same topics.

Follow the trending hashtags and use them strategically to draw people to your posts. Don't overdo hashtags. Do use wording that makes sense.

Here's a link to more on hashtags: <https://blog.hootsuite.com/how-to-use-hashtags/>

Note: We sometimes see "an #overabundance of the #useofhashtags in #communications." Please avoid this. One or two hashtags per piece of content is a good guideline. Do not hashtag every other word in your sentence. It is very annoying to read content this way!

*ACTION ITEMS: Incorporate these Florida focused #Hashtags on Twitter:*

- *#FlaPol - Launched by FloridaPolitics.com, has become the standard for Florida political news. Use this any time you are discussing a Florida politician or political issue (national, state or local)*

- *#Sayfie - Another hashtag for Florida Political Tweets launched by SayfiewReview.com*
- *#MAGA - Get your content in front of the pro-Trump audience nationwide*

TWITTER ACCOUNTS TO FOLLOW - NATIONAL & STATEWIDE ELECTED OFFICIALS

<b>ELECTED OFFICIALS</b>	<b>Official</b>	<b>Campaign</b>
President Donald Trump	@WhiteHouse	@RealDonaldTrump
U.S. Senator Marco Rubio	@SenRubioPress	@MarcoRubio
U.S. Senator Rick Scott	@SenRickScott	@ScottForFlorida
Governor Ron DeSantis	@GovRonDeSantis	@RonDeSantisFL
Att. Gen. Ashley Moody	@AshleyMoodyFL	@AGAshleyMoody
CFO Jimmy Patronis	@FLDFS	@JimmyPatronis

TWITTER ACCOUNTS TO FOLLOW - NATIONAL & STATEWIDE ELECTED OFFICIALS

<b>ORGANIZATION</b>	<b>ACCOUNT</b>
RNC	@GOP
RNC CHAIRMAN	@GOPChairwoman
NRSC	@NRSC
NRCC	@NRCC
FLORIDAGOP	@FloridaGOP
FLORIDAGOP CHAIRMAN	@JoeGruters
FLORIDAGOP NAT. COMMITTEEMAN	@PeterFeaman
FLORIDAGOP NAT. COMMITTEEWOMAN	n/a
FLORIDAGOP VICE CHAIRMAN	@ChrisMZiegler

## **INSTAGRAM**

Instagram (owned by Facebook) is a companion platform that drives traffic primarily through pictures, videos, memes, GIFs and graphics. This is an ideal format for your Republican troops to use their smartphones or tablets to post pictures in real time from your events and also share Instagram posts to your Facebook page. Since it works well from smartphones, Instagram provides an easy format for your volunteers to use in sharing visual evidence of your work in the field.

*ACTION ITEM: Set up an Instagram account and delegate responsibility to oversee your Instagram feed and keep the messaging within the party line. Link it to your Facebook page. Plan to have more than one administrator.*

Helpful links:

- <https://www.thecampaignworkshop.com/instagram-political-and-advocacy-campaigns>
- <https://www.thecampaignworkshop.com/instagram-political-and-advocacy-campaigns>
- <https://www.ecanvasser.com/blog/instagram-and-politics/>

## **YOUTUBE**

Youtube (owned by Google) is another popular platform for your videos. You can set up your own YouTube Channel to carry these videos and share by providing direct URL links.

YouTube is also the world's 2nd largest search engine (just behind Google). People are searching for information and content on this platform, so you should have a presence!

Here is a link providing a tutorial on how to set up your own YouTube channel:

<https://www.youtube.com/watch?v=AE6M3hcHnyw>

## **DIGITAL ADVERTISING**

FACEBOOK/INSTAGRAM:

- 1) Setup a Facebook Page - <https://www.facebook.com/pages/creation/>
- 2) Facebook Advertising - <https://www.facebook.com/business/ads>

- a) Why Advertise on Facebook?
- b) Facebook Ad Graphic Creator - <https://snappa.com/>
- c) Advanced Advertising - Move past just the "BOOST"
  - i) Suggested Targeting on Facebook
    - (1) Geographic
    - (2) Attributes/Demographics
    - (3) Geofencing
  - ii) Facebook Custom Audiences
  - iii) Facebook Pixel Retargeting
- 3) Organic Content
  - a) Importance of "LIVE VIDEO"
  - b) Social Post = Front Page of Newspaper

#### TWITTER:

- 1) Setup a Twitter Account - <https://twitter.com>
- 2) Twitter Advertising - <https://ads.twitter.com>

#### GOOGLE:

- 1) Google Advertising - <https://ads.google.com/home/>

#### SNAPCHAT:

- 1) SnapChat Advertising - <https://forbusiness.snapchat.com/>

### **RANDOM RESOURCES WORTH CONSIDERING**

- 1) Google Documents
- 2) Google Forms

# DATA

## SECTION CONTACT: CHRISTIAN ZIEGLER

### GOP DATA CENTER

- Description: The GOP Datacenter is maintained by the RNC and contains both the voter file *and* the appended data that the RNC pays for. (Better phone numbers, addresses, names, etc.)
- Cost: Free
- Secure access: Contact the Executive Director.

### WEB-ELECT

- Description: Web-elect consists of the Florida Voter File in an easy to use interface to pull walk and call lists. (There is no appended data in web-elect.)
- Cost: Free. The Republican Party of Florida pays for each county to have access.
- Secure access: Contact the Executive Director.

### SECURING EMAIL ADDRESSES

- Request from SOE. Florida Records Law makes voter information (including email) public record and accessible by anyone who requests it. Make sure to contact your local SOE and request the Voter File *with* email addresses included. We are seeing 5% to 10% of voters with emails on the voter list.
- Gather business cards everywhere
- Force event pre-registration and at sign-in. If there is a ticket sale, capture their email. If the event is free, ask for pre-RSVPs and also take RSVPs at the door.
- Booths. Giveaways if business card goes in fishbowl.
- Lincoln Day Dinner photos. Offer to email them a digital version of their photo IF they provide you with their email address. Store this address, you won't find a better list of donors.

## **SEGMENTING BASED ON ISSUE**

You want to send the right message to the right voter. If a voter loves red light cameras, don't send them message opposing red light cameras. Instead, send that to the group of contacts who oppose red-light cameras. And the only way to do that is through (1) Polling, both online and via phone or (2) Petitions, online and offline.

Survey Tools:

- Google Forms - Free form creation software from Google. This is especially useful for both surveys and event RSVP.
- SurveyMonkey - This is subscription-based, but great form building software to use.

## **DATA MANAGEMENT - CRM DATABASES**

Every REC should maintain a centralized database of contacts. Some use their email service provider (such as MailChimp or Constant Contact) and others pay for a legitimate CRM. You should use whatever fits your organization best, but you must ensure that there are at least two different people with the login credentials.



# VOTER REGISTRATION

**CHAIRMAN: JOANNE UPDEGRAVE**

## HOSTING A SUCCESSFUL VOTER REGISTRATION EVENT

- 1) Understanding Event Objectives
  - a) Improving Republican registrations
  - b) Increasing County Republican Party Precinct Membership
  - c) Building Chartered County Republican Clubs' Memberships
  - d) Successfully working hundreds of individual exposures – Targeting and Timing
  - e) Informing and selling Republican County Party and Local Republican Clubs
  - f) Highlighting our Republican elected officials
- 2) Booth or Table Layout
  - a) Most effective work takes place directly in front of the booth or tables
  - b) And, if permitted, out into the crowd, roaming on exhibit floor or on the grounds
  - c) Create an open, inviting, no-hassle easy to approach – good visitor access – not a fortress.
  - d) Uncluttered, limited seating, engage visitors for effect (one chair per booth for disabled persons)
  - e) Serving candy for all and at outdoor events, chilled water for dogs and visitors
- 3) Targeting
  - a) A solid dose of party contact – coordinated team approach
  - b) A special registration flip card document/mailed for non-Republicans
  - c) A comprehensive take-home Party or club literature package for select Republican visitors asking for their commitment to obtain “one more” Republican registration.
  - d) Tough registration statutes apply – Please pay close attention. Train all workers!
  - e) A pass-to staff working clipboard for future worker or potential Member sign-up sheet.
  - f) Keep it all in the hands of trained workers – unique approach to obtaining contact info
- 4) Strategies & Training

- a) Collateral expensive and limited – goes only to those visitors willing to use it
    - i) Select Republican contacts get assignments and forms to help register more Republicans
      - (1) Worth repeating: Additional registration guidelines apply
      - Paperwork goes one way
    - ii) Practice and perfect ability to confirm hits and to pass visitors on to name-taker
  - b) Targeted diversity approach – inclusive, welcoming – multi-lingual rack cards
  - c) Techniques to keep booth-hogs moving – visitor timing metrics are very brief – space-limited
  - d) Avoid booth looking like a lounge – eat and drink some other place, away from booth or table
- 5) Dress Code & Appearances
- a) Dress sharp and respectful with patriotic colors
  - b) Always very best smile of the day for every contact – skip the baseball hats, gardening attire and flip-flops – pull sunglasses when engaging visitors – always wear name tag.
  - c) For every worker old and new: must participate in event-specific training and strategy session pre-event or, if at event, just before worker’s shift (arrive early) – maximizes efforts, gets everyone on same game-sheet, avoids confusion and duplication

## **FLIPPING INDEPENDENTS/NPAS**

- 1) Target
  - a) Develop an “NPA Hot Lead List” by identifying the NPAs/Independents who are pro-Republican, pro-Trump, or pro-DeSantis
    - i) This can be done by executing an inexpensive robo-call poll asking the recipients to “Press 1 if they Support Trump” or “Press 2 if they Do NOT Support Trump”.
    - ii) Pass that list to your phone, email and door-to-door teams to personally reach out to and flip NPAs.
- 2) The Pitch
  - a) Benefits of becoming a Republican:
    - i) In a closed primary state, this is a vital step to take in order to ensure that there are candidates who most match your ideology in the General Election.

- ii) Being an Independent or NPA means that you will sit out the Presidential Preference Primary.

FEEDBACK TO CONSIDER/INCORPORATE (SUBMITTED BY SEC MEMBER):

- In 2016 in Duval a survey aided in Voter Registration. A survey was developed regarding 2nd Amendment Rights. The survey was conducted at area malls, gatherings, events, etc. If respondent answered affirmatively about guarding 2nd Amendment rights, we looked up the person on the voter database. If not registered, we knocked on their door to register. Very effective. Good use of volunteers.

# ABSENTEE BALLOT VOTING

**CHAIRMAN: KATHY GIBSON**

Prior to AB chase there should be contact with NPA's that have left the party by home visit, mailer and live calling. Timetable for that effort should be immediate with July or no later than August as start date if not already in progress.

## ABSENTEE BALLOT - SEND TIMELINE

- 1) Primary Election
  - a) Military/Overseas Absentee Ballot date sent: Check with your local SOE.
  - b) Domestic Absentee Ballot drop date – get from SOE the date their 1 st request is sent, and then daily after that.
  - c) Last Day Absentee Ballots are sent: get from SOE
  - d) Deadline for SOE to receive an Absentee Ballot: get from SOE
- 2) General Election
  - a) Military/Overseas Absentee Ballot date sent: Get from SOE. Still researching with military families the follow up actions for the military AB effort.
  - b) Domestic Absentee Ballot drop date – get from SOE the date their 1 st request is sent, and then daily after that.
  - c) Last Day Absentee Ballots are sent: get from SOE
  - d) Deadline for SOE to receive an Absentee Ballot: get from SOE

## REQUESTING AN ABSENTEE BALLOT

- 1) Process to request an Absentee Ballot (Information needed to submit, who one needs to contact, who can submit on behalf of someone else, etc.) – still researching.
- 2) How to request an Absentee Ballot Online – mailer should include the website, live calling should allow for transfer of caller to connect to SOE with live calling taking place during business hours that are coordinated with the SOE and robo-call should have a “press 1 for more information” or to connect to a live operator.
- 3) Messaging campaigns to increase AB Request Rates – home visits, robo calls with ability to “press 1 for more info to connect to a live person”, mailers and live calling in that order. Texting when possible.

## **CHASING ABSENTEE BALLOTS**

- 1) Responding to AB Requests after the Domestic Drop should also include rejected ballots/signatures - home visits, robo calls with ability to “press 1 for more info to connect to a live person”, mailers and live calling (in that order). Texting when possible.
- 2) Suggested messaging campaigns to increase AB Request Rates
  - a) Mailer – yes.
  - b) Voicemail drops or robo calls – yes.
  - c) Digital Ads – yes.

## **RULES ON ACCEPTING ABSENTEE BALLOTS**

- 1) 3rd Party Absentee Ballot drop-off rules – researching with committee whether individual counties differ.
- 2) During Early Voting - researching whether individual counties differ.
- 3) On Election Day - researching whether individual counties differ.

## **MILITARY/OVERSEAS BALLOT INFORMATION**

- 1) STILL RESEARCHING

## **PROPERLY TIMING MAIL TO HIS ABSENTEE BALLOT RECIPIENTS**

- 1) Direct mail - send 2 days after SOE sends their AB request. Robo calls and live calls should start 2-4 days after the scheduled mail send date with calls every day (on the 2-day delay).
- 2) What day you should send mail to hit the Military/Overseas Drop – still researching.

## **HELPFUL LINKS FOR ABSENTEE BALLOT INFORMATION**

- 1) Track Absentee Ballot:  
<https://registration.elections.myflorida.com/CheckVoterStatus>

## **POTENTIAL VENDORS/CONSULTANTS:**

Cherry Communications and Source 1 Specialty Services for live calling, “press 1 for more information or to connect” as well as robo calls. The recommendation is that the initial work is split between 2 vendors to determine who can provide better results at comparable pricing. Counties should have the option to buy in at a group rate.

## **RANDOM TIPS/TRICKS/ADVICE:**

- All the direct mailers should be sent from the same post office that the individual SOE is mailing from (SOE should provide).
- Request a “Hot Line” from your local Supervisor of Elections. Some bigger counties will give you a direct phone number to their AB Request Office. That allows a person to call, speak to a live person, give their name and boom - signed up for an Absentee Ballot. Easiest way to get it done.
- Describe the AB Contest held by RPOF and previous winners.

# EARLY VOTING

**CHAIRMAN: COLIN BURTON & DEBORAH MCMULLEN**

## OVERVIEW

### 1) What is Early Voting?

Early Voting is when a person casts a ballot prior to Election Day at a location designated by the Supervisor of Elections and deposits the voted ballot into the tabulation voting system. The voting equipment used during early voting is the same as the equipment used on Election Day.

### 2) When does Early Voting take place?

Early voting is required in any election that contains a state or federal office race. The early voting period must start at least on the 10th day before the election and end on the 3rd day before the election. In addition, supervisors of elections have the option to offer more early voting on the 15th, 14th, 13th, 12th, 11th, or 2nd day before an election.

Supervisors of Elections must designate early voting sites no later than 30 days prior to an election.

Early voting hours must be at least eight hours but no more than 12 hours per day each site during the applicable period.

The Supervisor of Elections may provide early voting for elections that are not held in conjunction with a state or federal election. However, the supervisor has the option to determine the early voting hours for those site(s).

### 3) How do you Early Vote?

- a) Voters who want to vote early should present the following at the early voting site: a valid photo identification; and a signature identification.
- b) Voters can vote at any early voting site within the county when the site is open.

### 4) Early Voting Locations and Times:

- a) Contact your local county Supervisor of Elections for local information:  
<https://dos.elections.myflorida.com/supervisors/>

- b) Early voting locations and times for special primary and special general elections can be found on our Special Elections webpage:  
<https://dos.myflorida.com/elections/for-voters/special-elections/>
- c) Early voting locations and times for local and municipal elections can be found by contacting your local county Supervisor of Elections:  
<https://dos.elections.myflorida.com/supervisors/>
- 5) Statutes covering Early Voting:
  - a) Fla. Stat. 101.657
- 6) Florida Division of Elections FAQs:
  - a) [Campaign Advertising](#) - Disclaimer Requirements, Electioneering Communications
  - b) [Campaign Finance](#) - Campaign Reports, Campaigning
  - c) [Candidates](#) - Residency Requirements, Party Affiliations, Campaign Treasurer Appointment, Filing Requirements and Procedures, How Judges are Elected and Terms
  - d) [Elections](#) - Presidential Preference Primary Election and Other Elections, Electoral College, Poll workers, Poll watchers, Retention for Judicial Office
  - e) [Minor Political Parties](#) - How to Register, Definitions, Filing and Reporting Requirements
  - f) [Political Committees](#) - Filing Requirements, Contribution Limitations
  - g) [Voter Registration](#) - How to Register, Voter Information Card, Change of Address, Military and Registering, Statistical Information, Closed Primary
  - h) [Voting](#) - Polling Place Hours, Identification at the Polls, Voter Challenges, Provisional Ballot Voting, How to Request a Vote-by-Mail Ballot, Voting-By-Mail, Early Voting

## **EARLY VOTING LOCATION OPERATIONS**

- 1) Location Materials Needed
  - a) Tent
    - i) Preferably Red. Maybe even consider printing the Republican Party logo on the Tent.
  - b) Table
  - c) Cooler with Ice and Water
    - i) Igloo Contour Maxcold Cooler, 165 quart/156 L, White - Large cooler, keeps water cold, allows you to keep it cooler longer by providing a closed container with a small quick-access hatch. Price: \$140 - ([available here](#))



- d) Weights to hold down paper material on the table
- e) T-Shirt
- 2) Literature/Gimmicks
  - a) Bottled water with candidate/party label
- 3) Engaging with Voters
  - a) Do not stay seated
  - b) Approach voters as they exit their car and have a conversation.
  - c) Hand them the voter guide, rather than candidate material. This is a last minute pitch. They won't have time to read material, they simply need a guide to put next to their ballot for unknown/lower level races, judges and ballot measures.
- 4) Tips & Tricks

# ELECTION DAY OPERATIONS

**CHAIRMAN: MARK GOTZ**

## **CHASING NON-VOTERS - DAY BEFORE ELECTION DAY**

Methods:

- Tele-Townhalls
- Mail
- Robo-Calls
- Voicemail Drops
- Phone Banks
- Facebook Ads
- Personal Calls
- Text Messaging
- Harvesting of Ballots - Chase and collect voter ballots for delivery (check with RPOF's legal office on the rules)

## **CHASING NON-VOTERS - ON ELECTION DAY**

Methods:

- Facebook Ads
- Robo-Calls
- Voicemail Drops
- Personal Calls
- Text Messaging
- Harvesting of Ballots - Chase and collect voter ballots for delivery (check with Ben on rules).
- Chase VBM Non-Voters - Find voters who have not filled out their VBM and persuade them to turn in the VBM ballot.

## **POLLING LOCATION - SIGN INSTALLATION**

- Bundle Sign Delivery - Bundle 2 signs from every candidate on the ballot for each precinct. Each candidate taking part in the program should give an equal number of volunteers to help putout signs. Assign every person 5 precincts close by to put out all candidate signs for that location. Place the

signs out late the night before or early on election day morning (After polling hours so they don't get removed).

- App to deliver signs

## **SETTING UP A WAR ROOM**

- Find location - Look for Republican landlords with vacancies if you do not already have an existing office.
- Make sure office has signs that identify where it is so volunteers can find it easily.
- War Room location should be identified and obtained 90 days prior to the primary election.
- Man the office with knowledgeable personnel. Obtain copies of Polling place procedures manual which can be obtained from the Department of State- Department of Elections form (DS-DE 11) & form (DS-DE 125).
- Phones/Cell phones should be available. Base hard lines (2) and rented cell phones. Look into Google phone number as base number.
- Computer and Printer with an internet connection. Set up with internet provider in area.
- White Board/markers/erasers to keep track of movement during the day.
- Tables & Chairs - Rent or ask REC members to contribute. May also look to landlord for excess they may have.
- Voter Guides as handouts - Should have large sign noting that Republican voter guides can be obtained. This would be either part of a tent set up 150 feet from polling place or have someone hold a sign with material.
- Paper/Pens - Printer paper, yellow pads and writing instruments.
- Worker phone numbers and emails - Have a list of all volunteer phone numbers and emails. Communication with volunteers and field workers is very important.
- Work Schedule - Identify a Human Resources person or persons for scheduling and following up with volunteers.
- Refreshments - Water and food for volunteers. Can be distributed by roving van or car or can be stocked at precinct in the morning. Make sure that there are coolers with water at every precinct covered.
- Contact information for major campaigns , party leaders and county election day attorneys. Numbers for Sheriff's office should also be included. We should also have a list of vendors who will be servicing us with materials.

## **POLLING LOCATION-VOTER CONTACT SITUATION SETUP**

- Designate a captain for each polling location.
- Volunteer list and times they will be at poll.

- Set up tent if area is available outside of 150-foot limitation.
- Tent should have chairs and plenty of political material. Can estimate total needed by previous voter participation.
- Stock with water, cups, waste basket or bag.
- Voter guide handouts and campaign signs.

## **PROVIDING RIDES TO THE POLLS**

- Precinct Captains should identify voters who made need rides as early as possible.
- Designate drivers and spread them out over your county.
- Have phone numbers of all drivers.
- Make sure drivers are familiar with the polling locations in their area. Have list of all precincts printed and given to drivers so they have the addresses.
- Have drivers do a test drive of precincts the day before the election.

## **POLL WORKERS - INSIDE**

- Promote as many volunteers as possible to become poll workers and receive training from supervisor of elections. Supervisor will advertise for poll workers although it would be better to have our volunteers contact the SOE to find out about any openings for poll worker jobs.

## **POLL WORKERS- OUTSIDE**

- Train outside poll workers on how to approach voters.
- Identify each polling location boundaries and access and egress points for cars.
- Workers should be identified by shirts as Republican.

## **POLL OBSERVERS (WATCHERS)**

- Provide training for poll watchers and include forms DS-DE 11 and DS-DE 125
- Names of poll watchers need to be submitted no later than 30 days prior to the election.
- Have poll watchers report number of votes every hour by texting the office. Take the information off of the voting machines in each precinct.
- Identify provisional votes that are cast. How many and if possible who they are and why the provisional was cast.
- All members of the REC should be registered with the SOE.
- Make sure all are trained in rules of what they can do and what they cannot do.

## **ELECTION DAY ATTORNEYS**

- Attorney contact information should be provided to poll observers and to the major campaigns.
- Central point of research and contact should be headquarters.
- Major campaign (federal/statewide) attorney information provided to the county attorney.

**TIP:** Utilize your primary elections as a test run for all procedures noted above. See what works and what doesn't and make adjustments as needed. Most of all, it will be an exhausting exciting day of action, so plan a volunteer watch party with food and drink to end this most exciting day.

## **POLLING LOCATION - VOTER CONTACT STATION SETUP**

- Designate a captain for each polling location
- Volunteer list with names/phone numbers/emails and times they will be at the poll.
- Tent/beach umbrella
- Chairs
- Water/refreshments/cups/waste basket/bag
- Voter Guide handouts
- Campaign signs

## **POLL OBSERVERS**

- Sign up every REC Member ahead of time.
- Determine when the deadline will be from your SOE.

## **ELECTION DAY ATTORNEYS**

- Attorney contact information provided to poll observers
- Attorney contact information provided to major campaigns (federal/statewide)
- Major campaign (federal/statewide) attorney information provided to County Attorney.

# RECOUNT PROCESS

**SECTION CONTACT: CHRISTIAN ZIEGLER**

## **DEFERRING DIRECTION**

The Republican Party of Florida will provide direction on who is running point statewide for any/all recounts taking place. Typically, the highest ranked candidate on the ballot who is involved in the recount will oversee the recount process in coordination with the National Republican Party.

The recount process can be confusing and coordination must be in sync across all areas of the state. Experts will be brought in, which is why we ask that you prepare yourself to be willing to defer any decisions or oversight to whomever is overseeing the recount - whether it be a candidate's campaign or national/state Republican Party.

## **ASSIGN A LOCAL CAPTAIN TO RUN POINT FOR THE RECOUNT PROCESS**

In advance of Election Day, please assign a "Recount Captain" to serve as the local point of contact for the recount process. If possible, this person should be familiar with the election process, have a good rapport with the local Supervisor of Elections, have the ability to tap into the volunteer network and must be willing to defer decisions to the candidate's campaign and/or national/state Republican Party overseeing the recount.

This "Recount Captain" should be the only individual who communicates with the candidate campaign and/or state/national Republican Party overseeing the recount.

## **RECRUITING RECOUNT VOLUNTEERS**

Once a recount is called, the Local County Party will receive instructions on the volunteers (number and type) needed to help oversee the recount.

Following receipt of that information, the local County Party will have a very short window of time to recruit and schedule volunteers (recounts happen quick), which is why we encourage your county party and/or Recount Captain to recruit "Recount Volunteers" before Election Day.

## **EXAMPLE ROLES OF THE COUNTY PARTY DURING A RECOUNT**

- Recruiting volunteers and maintaining a schedule of volunteers.
  - The ideal type of “volunteer” is someone who is an attorney (they are typically great with detail), if you recruit non-attorneys, make sure that the volunteer is competent, sharp, observant, well behaved, etc. You want the best of the best in that room.
  - Note: This can be a BIG TASK. Example: 30 ballot machines are allowed 1 Republican and 1 Democrat to observe for 8 hours for 3 days. You may want to setup 4-hour shifts. That would require 2 Shifts (To cover 8 hours) x 30 People = 60 People.
  - Keep in mind - You will also want to recruit a list of potential backup volunteers to fill-in for those who cancel last minute.
- Deliver lunch/refreshments for volunteers
- Report numbers back to the campaign and/or the national/state Republican Party.
- Pickup national lawyers/election observers from the airport or provide local assistance to them.

# REC OPERATIONS - BEST PRACTICES

**CHAIRMAN: MARK CROSS**

## VISION AND MISSION STATEMENT

Every REC should develop a Vision & Mission Statement.

The core beliefs of the Republican Party are centered on the idea that each person is responsible for their own place within society. The party believes that the government's role is to enable the people to secure the benefits of society for themselves, their families, and for those who are unable to do so for themselves.

Republicans believe in limiting the government's intervention in the work of the individual towards prosperity. The government should only intervene when it involves a societal necessity that cannot be accomplished by any private institution or individual. This also means that the party believes in keeping the government as close to the individual as possible, and should be focused mainly on the state and community level, not centered at a federal level.

The Republican Party's most important core beliefs, as outlined on the national committee website, are as follows:

- The best government for the people is one that is closest to the people, and therefore the government should not interfere unless they are needed.
- The strength of the nation lies within the individuals who live in the country, and therefore feel that the individual's freedom, dignity, and responsibility must come first and foremost in our government.
- Free enterprise and encouraging individual initiative are what has brought the country economic prosperity in the past, and what will continue to bring it prosperity today.
- The government must practice fiscal responsibility, and allow its people to keep the money that they work for.
- America should work to protect national freedom first, while working to spread peace, freedom, and human rights in the world.

## FOUNDATION & CORE DOCUMENTS

- Republican Party of Florida Constitution



- Republican Party of Florida Rules of Procedures
- Republican Party of Florida Model Constitution
- Specific County Rules - You may vote on specific County Rules as long as they do not violate Florida State Statutes, RPOF Constitution and Rules of Procedure, and the Model Constitution.
- Robert's Rules of Order

## **Chairman - Roles & Responsibilities**

- Elected to a two-year term.
- Conduct meetings of the county REC and Board
- Sets the date and time for board/REC meetings.
- Presides over REC and board meetings.
- Responsible for the completion of tasks of other officers.
- Oversees and is responsible for all aspects of Party business.
- Acts as an ex-officio member of all standing committees.
- Prepares agenda for county board and REC meetings.
- Understands and obeys election laws.
- Responsible for timely filing of all quarterly reports and monthly paperwork to the RPOF and supervisor of elections.
- Shall be bonded and have the proper paperwork filed with the Supervisor of Elections. Bonds shall be a minimum of \$5,000.
- Shall annually appoint an audit committee from its members to perform an audit of the REC's financial records.
- Develop and implement the grassroots plan for campaigns.
- Responsible for Communication (Internal and External)
- Communicating Meeting Minutes
- Newsletters
- Correspondence with candidates and other Party officials
- Email network
- Act as official spokesman for the County Party
- Finance Plan
- Responsible for developing budget.
- Responsible for raising money to meet the budget.
- Responsible for developing and implementing an absentee-ballot campaign.
- Responsible for developing and implementing a door-to-door campaign.
- Responsible for developing and implementing a poll-watching program.
- Responsible for developing and implementing telephone bank.

- Responsible for increasing Republican registration within the county.
- Responsible for increasing membership on the REC.
- Responsible for creating goodwill between the REC and the community and other Republican organizations.
- Other Responsibilities of Chairman
  - Serves as a member of the State Executive Committee.
  - Serves as a member of respective Congressional Caucus.
  - Serves as the official spokesman of the REC at social and fundraising events.
  - Ensure that documents are filed in a timely manner.
- Provide Tools.
  - Republican lists - Registered voters, Absentee Ballot voters, early voters, Election Day voters.
  - Precinct maps.
  - REC business cards.
  - Precinct post cards.
  - Voter registration cards.
  - Operation Plans and scripts.
  - Establish Website.
  - Governing documents - Constitution, Rules of Procedure, Membership roster.
  - Develop an events calendar.
  - Training classes and Operational Plan summaries.
  - Candidate information.
  - Schedule public events and initiate public advertising.
  - Implement a county wide Poll Watcher program.
  - Open a Headquarters before the General Election.

### **Vice Chairman - Roles & Responsibilities**

- Presides over REC meetings in the absence of the Chairman.
- Assists the Chairman in special projects, fund-raising events, and any other activity as directed by the Chairman.
- This position has the most flexibility. Some possible duties for the vice chairman can include but are not limited to:
  - Public Relations Chairman
  - Membership Chairman
  - Program Director

- Fundraising Chairman

### **Treasurer - Roles & Responsibilities**

- Conducts Executive Committee meetings in the absence of the Chairman, Vice Chairman, and Secretary.
- The Treasurer must maintain adequate records showing receipt and expenses of all Party funds.
- The Treasurer administers the county Party checking/money market account(s) and balances such account(s) in a timely manner.
- The Treasurer shall supply a report of activity on a monthly basis to the county executive committee and the Republican Party of Florida.
- Records shall be publicly audited at the end of the calendar year and a copy of the audit filed with the Supervisor of Elections and the Republican Party of Florida prior to April 1 of the following year. County Chairman shall appoint no less than three committee members to complete audit (Model Constitution, Article VII, section 8)
- Prepares quarterly financial reports on a timely basis. Provides copies to both the Supervisor of Elections and the State Executive Committee. *(Note: During an election year, additional reports are required. Please check with your Supervisor of Elections for more information).*

### **Secretary - Roles & Responsibilities**

- Record accurate minutes of the Executive Committee and Board meeting.
- Minutes are kept using Robert's Rules of Order, Rule 48.
- Minutes should be concise as possible and are a record of what was done at the meeting not what was discussed.
- Record all adopted and defeated motions with the name of the initiator of the motion only. Omit withdrawn motions.
- Provides copies of minutes to membership of any regular or special meeting and copies of the minutes of any Board meetings to Board members.
- Conducts Executive Committee meetings in the absence of the Chairman and Vice Chairman.
- Furnishes a copy of the minutes, along with a report showing the record, by name of attendance of the meeting and any action taken by the committee to excuse the absences of its membership. Copies of this paperwork are to be

mailed to the state executive committee within 30 days following each regular or special meeting.

- Furnishes a copy of the Republican Party of Florida Loyalty Oath for all newly-elected committee members.
- Record names of those elected or appointed and any member making a report with subject.
- Attach Treasurer's report or note if not available.
- Results of all votes including tallies when counted.
- Furnishes a copy of the candidate's oath to the Supervisor of Elections. (Per F.S. 99.021).
- Supervises the Assistant Secretaries.
- Document to be provided to the Republican Party of Florida within 30 days of the regular or special meeting (420 East Jefferson Street, Tallahassee, Florida 32301)
  - RPOF Loyalty Oaths
  - Monthly Minutes, by name, showing any action by the committee to excuse those who were absent.
  - Attendance reports
  - Change in officers or contact information for officers.
  - Current membership roster with addresses, phone numbers, and email addresses.
- Documents to be provided to the Supervisor of Elections
  - Candidate Oaths
  - Change in officers or their contact information
  - Current membership roster.

## **DISTRICT PRECINCT COMMITTEEMEN AND COMMITTEEWOMEN RESPONSIBILITIES**

- Recruit Precinct Committeemen, Committeewomen and Alternates for each vacancy in your Precinct.
- Distribute OCREC business cards.
- Recruit Precinct Captains, Block Captains, and Poll Watchers, as necessary.
- Follow up each contact in your Precinct provided by the Volunteer Coordinator and District Committeeperson.
- Contact each registered Republican in your Precinct.
  - Use registered voter alpha list – phone calls
  - Use registered voter walking list – visits

- Use precinct postcards – mail
- Conduct voter registration and switch Party drives.
- Precinct Churches and Neighborhood Events.
- Canvas new Communities – Precinct map.
- Promote Absentee Ballot use, and Early Voting.
- Use absentee ballot lists for follow up.
- Use early voter lists for follow up.
- Get our message (principles) out to the public by aggressively distributing the REC Business Card.
- Attend REC meetings, Training Classes, and Events.
- Consider serving on a Sub-committee or as an Officer.
- Checklist for District Committee Persons
  - Meet with Precinct Members within District
  - Organize and prepare all walk and call lists
  - Complete all walk lists
  - Complete all call lists
  - Sorted, organize, and compile all data
  - Distributed all materials to Precinct Members within District
  - Meet with Operations Sub-Chairman and other District Committee persons
  - Complete Webinar training with Precinct Members within District
  - Hand in all materials and information to Operations Sub-Chairman and Committee
  - Meet all quotas (Number of houses walked, calls made, polling information taken, donations received, etc.)

## **OTHER POTENTIAL ROLES (OPTIONAL)**

### Assistant Secretary (Attendance)

- Attend all Board and Executive Committee meetings.
- Check in all members and guests at meetings on appropriate attendance sheets.
- Determine if a quorum has been met for all meetings and report findings to Chairman.
- Keep attendance records of all meetings and members present.
- Report to Chairman all absences of members of 3 consecutive absences from Executive Committee meetings and prepares letter for Chairman's signature.

- Provides the original attendance roster to the Chairman.
- Provides the guest roster to Operations Sub-Committee Chairman.

### Assistant Secretary (Membership)

- Maintain membership list of all members according to District and Precinct including all contact information.
- Provide Assistant Secretary of Attendance with list of all members for Attendance sheet prior to all meetings.
- Provide listing of all Precinct Committeemen and women to District Precinct Committeemen and women on a monthly basis.
- Maintain all Loyalty Oath documentation for all members.
- Provide Chairman with up to date membership list on a monthly basis.
- Maintain Executive Board list with contact information.
- Work with District Precinct Committeemen and women and Precinct Committeemen and women in recruiting new members to Executive Committee.
- Files Candidate oath with Supervisor of Elections.

### Operations/Planning/Training Sub-Committee Chair Responsibilities

- Establish membership/volunteer recruitment programs and systems.
- Conduct information and training classes for membership and civic groups.
- Provide information handbook and tools to membership.
- Prepare for establishment of election headquarters each election cycle.
- Develop Poll Watcher, absentee ballot and Poll transportation plans.
- Develop an organization information/training plan.
- Set up a computer/literature/meeting center.
- Maintain master timeline/battle boards.
- Oversee telephone banks.
- Generate voter lists: Victory suite, absentee ballots/gun registration and boating/hunting licenses.

### Information Technology Person Responsibilities

- Collect all information to be posted on website (after reviewed and approved by Chairman).
- Website to be updated daily
- Membership documents to be updated every month.
- Maintain all social networking sites (ie. Facebook, Instagram, Twitter etc.).
- Post meeting agendas for membership review prior to meetings.
- Publish in email or newsletter format, upcoming meetings and events to all members.
- Publish draft minutes in e-newsletter format to all members after each meeting.
- Provide computer support at all functions and events.

### Rules and Procedures Sub-Chair Responsibilities

- Oversee OCREC elections and procedures.
- Liaison with Local Government officials:
  - Board of County Commissioners
  - County School Board
  - City Commissioners
- Liaison with State Government officials:
  - State Senators
  - State Representatives
- Liaison with Federal Government officials:
  - Senate office.
  - Congressional Representatives – Districts.
- Act as Parliamentarian in the absence of the appointed officer.
- Inform REC of Judicial positions up for retention or election each voting cycle.
  - Develop a Judicial rating system of those judges identified above for public dissemination by the Media/Public relations committee.
- Maintain Rules and Procedures for submission to membership for approval annually.
- Lead in coordination and staffing of proposed additions to or changes of current Rules and procedures except those approved by the Chairman to go to the membership for vote. All proposed changes to be in writing.

### Finance/Resources Sub-Chair Responsibilities

- Develop fundraising plans and goals.
- Direct fundraising events.
- Arrange donor meetings.
- Responsible for developing REC Finance and budget plans.
- Keep membership informed – transparency!

### Marketing/Events Sub-Chair Responsibilities

- Schedule community outreach activities.
- Develop event plans
- Hispanic outreach events.
- Sportsman events.
- Veteran events.
- Republican Rally.
- Voter registration.
- Provide assistance to charitable organizations.
- Provide assistance to Finance/Resources committee for their events.
- Develop an election cycle events program plan.

### Volunteer Coordinator Responsibilities

- Develops and maintains the jobs information sheet for use by OCREC membership when selling jobs to prospective volunteers.
- Maintains volunteer lists with:
  - Name
  - Address
  - Telephone (land line as well as cell phone)
  - Job
  - Availability
- Contact last election cycle volunteers
- Monitor REC phone number
- Determine Precinct of volunteers
- Notifies District Precinct Committee Person (who in turn contacts precinct Committee Person) of volunteers in order to verify registered Republicans in the Precincts and to report results back to Volunteer Coordinator.
- Contacts Poll Watcher Coordinator of Poll Watcher volunteers
- Assemble volunteers at the request of Chairman.



- Schedule training as required with Operations/Planning/training Sub-Chair
- Sets up process to send thank you letters to all volunteers after event.
- Process Precinct member/volunteer forms.

## **CHARTERING LOCAL CLUBS**

Contact the Republican Party of Florida for the proper credentials and documents needed to charter a new or existing Republican Club.

Suggestion: Have a photo opp with local club President and Chairman, State Committeeman and State Committeewoman during Charter Signing.

## **FOSTERING CLUBS**

Understanding the demographics of the county and filling the needs of the community lead to added participation. Leading by example in the new clubs helps foster good relationships within the county.

If possible fill in empty areas of your county with a club that can attract supporters locally with a common thread. Find an activist in a specific realm of interest that has a base of friends to invite and good organizational skills. Encourage them to host a gathering at their home, restaurant or public meeting place like the library. Help them by adding people you know in that area and determining goals for their group such as fellowship, activism, training, sharing of information etc.

- Minority club
- Young Republican Club
- Religious Based Club

Clubs that are organized in your county should be encouraged to work together. Co-operation can lead to bigger fundraisers, bigger events with better speakers, shared resources and expanded knowledge. To assist with collaborated efforts a club liaison could offer: A county wide newsletter with events

- A county wide club leader caucus
- A closed Facebook page to post notices
- A closed chat group for quick responses
- County wide calendar

## **REC MONTHLY MEETINGS**

The main function of the monthly REC meeting is to equip, train and motivate the current Precinct Committeepersons (PCPs) to organize, equip, and motivate their respective communities to vote Republican and to engage in the election process (volunteer, donate etc.).

Guest speakers should be vetted by the Chair or a Vetting committee to be sure that the RPOF rules are followed regarding REC and Club speakers. The Guest speaker's topic should always align with the Republican platform and ideally, adhere to the mission of the REC. Speeches should not be more than 15-20 minutes, as the REC meeting should primarily be no more than 90 minutes.

About a week prior to the meeting, the Chairman and Secretary should e-mail an upbeat reminder with the prior month's Minutes for the membership to review, along with the Proposed Agenda for the upcoming meeting.

Precinct Committee Persons should be encouraged to invite fellow Republicans to the REC meetings. Club presidents should be a PCP when possible, and regularly attend the county REC meetings.

The REC should have a group of friendly individuals that actively greet arriving guests and members. A typed agenda is a plus, and a sign-in sheet is a must so that members will have a record of attendance. Guests should also sign in and leave contact information for follow up. Light refreshments (perhaps cookies, bottled water and coffee) can be provided if it is feasible for the group to do so. At the very least, a smiling welcoming atmosphere should be a goal of every meeting. People are more likely to participate in a group in which they feel welcome.

The REC meeting should have a table with resources available for upcoming local events of interest, GOTV drives, RPOF-sponsored training and programs, and information on Federal, State and Local candidates. There should also be information on all ongoing County Republican Clubs, with days, locations and times of club meetings.

The meeting itself should begin with the Pledge of Allegiance and invocation. There should also be a very concise paragraph with the mission statement and goals of the REC stated at every meeting. The written agenda should be followed, with comments from the Chairman, SCW, SCM, Secretary/Reading of Minutes, Absentee Requests/Approval, Old Business/New Business (which would include New Member Introductions and/or Vetting/Voting), Club Business and Announcements, and Guest Speaker/Q&A.

The meeting should always conclude with a “call to action”, whether it is as simple as sharing a great Republican meme on Facebook, watching an RPOF Training webinar, or as complex as walking a precinct with a local candidate or volunteering to take part in a phone banking session.

A successful REC is judged by the numbers and participation of its membership. If the membership is low, brainstorm ways to increase the number of first-time visitors. For example, schedule a Meet & Greet night with free food and perhaps a few local candidates. If your guest sign-ins are high, but you are not gaining new members, consider offering a PCP training. Remember, the purpose of the REC is not to have guest speakers; it is to elect Republicans. Most people who visit the REC have a high motivation to DO something. Make sure you have a plan of action to help those who are eager to work.

## **REC COMMITTEE SUGGESTIONS**

- Fundraising Committee Lincoln Day Dinners and other events and fund-raising activities during the year.
- Voter Registration Committee A primary task
- Get out the vote (GOTV) Committee May include the Absentee Ballot Chase Committee, the Early Voting Committee, and the election day GOTV team and Election Day Operations team)
- Digital Engagement Committee Website, social media, and digital communications such as email and a periodic digital newsletter. May include Absentee Ballot chase efforts as much of this effort can be supported via targeted social media and email.
- Faith Engagement Committee In many counties, the largest number of registered Republicans and the largest number of still unregistered but likely Republican voters are members of the faith community.
- Minority Engagement Committee Minorities can in many cases be best reached through the Faith Engagement Committee or a Community Engagement Committee.
- Education Committee Letters to the editor and guest columns in the local paper, may also include publicity and advertising, and mail communications.
- New members committee Assist the board with recruiting new members and vetting them.
- Candidate recruitment and board appointments committee The RECs need to be involved in helping to recruit qualified and electable local candidates.

The RECs should be asked to vet and approve all appointments by the Governor to local colleges and other board and open position vacancies. If a candidate has not been supportive of the local REC, in most cases they should not be considered or rewarded with an appointment within your county.

- Hospitality Committee Door greeters, welcome table for meetings, welcome postcards to new Republicans in the county.
- Audit Committee Annual review of the treasurer and REC finances.

## **FEDERAL CAMPAIGN ACTIVITY**

Contact the General Counsel of the Republican Party of Florida for clarification on the rules pertaining to Federal Campaign Activity. Every Chairman should have this conversation at least once.

## **CENTRALIZE REC PASS CODES AND ACCOUNT ACCESS**

If something were to happen to your local Chairman, does the organization have access to the REC Facebook Page, Twitter Account, Youtube Account, Website, Email System, and other digital assets? Every REC should install an organizational depository of organization login information so at least the Chairman and one other individual has account login credentials.