



2026 Candidate:  
Ivette Muhammad  
For Iowa State House  
Representative  
District 33

Campaign News & Updates at:  
[www.IvetteForThePeople.com](http://www.IvetteForThePeople.com)  
Paid for by Ivette for the People.

This **Volunteer Coordinator Guide** is designed to transform enthusiastic supporters into a high-impact "**Street Team.**" Since we are looking to create a "rock solid" and "reputable" image, this guide focuses on professionalism, data-driven organization, and clear branding.

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## THE VOLUNTEER COORDINATOR'S HANDBOOK

### Project Name: "The 33 Squad"

The goal of this guide is to ensure every volunteer knows exactly what to do, what to say, and how to capture voter data efficiently using the digital tools we've discussed and created.

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### 1. Website Integration (The "Join the Team" Page)

Ivette's website should have a dedicated volunteer portal. Instead of a generic "Contact Us" form, use a **Tiered Sign-up** so Ivette knows exactly where to place people:

- **The Ground Crew:** Door-knocking and literature drops in District 33.
- **The Digital Team:** Sharing the "Events for the People" blog posts and social media.
- **Event Support: Helping with logistics for the** Upcoming Town Hall Meetings.
- **The Phone/Text Bank:** Reaching voters from home.

**Strategist Tip:** Use a "Volunteer QR Code" on all Ivette's business cards that links directly to this sign-up page. This captures interest *instantly* with high enthusiasm.

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### 2. The Street Team "Launch Kit"

Each member of the Street Team should be equipped with a "Launch Kit" to ensure consistency and professionalism:

- **The Branded Tote:** A simple bag with the "**Ivette for the People**" logo.
- **Palm Cards:** High-quality cards featuring the **Candidate Fact Sheet** on one side and the **Three Pillars (Enterprise, Education, Safety)** on the other.
- **The "Double QR" Card:** \* **Side A:** "Scan to Donate" (Links to ActBlue Donor Page).
  - **Side B:** "Scan to Register" (Links to Iowa's Voter Registration portal).
- **The Script Clip:** A small card clipped to the "33 Squad" phone or clipboard with Ivette's "Elevator Pitch" (see the Talking Points draft).

### 3. Operational Checklist for the Coordinator

To keep the "Street Team" moving like a well-oiled machine, the Volunteer Coordinator should follow this weekly rhythm:

Day	Action Item
Monday	<b>Targeting:</b> Identify the specific blocks in Des Moines to "drop" literature based on voter data.
Wednesday	<b>Communication:</b> Send a "Hype Email" to the team with a link to the latest blog post.
Saturday	<b>Kickoff:</b> Meet at a local coffee shop (enterprise support!) for a 15-minute briefing.
Sunday	<b>Data Entry:</b> Ensure all "I don't know" questions from the field are answered by Ivette personally.

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### 4. Training: The "3-Minute Rule"

Train your volunteers on the "Ask, Listen, Link" method:

1. **ASK:** "What is the biggest concern for your family in Des Moines right now?"
2. **LISTEN:** Let the voter speak. (This builds a "reputable" & "empathetic" image you want).
3. **LINK:** Link their concern to one of Ivette's pillars. *"Ivette actually has a 'Stability through Prevention' model for exactly that issue. Scan this card to see her plan."*

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### 5. Branding the Team

Give the volunteers an identity so they feel like part of a movement.

- **Suggested Name:** "The 33 Squad" (Focuses on the District and feels modern/energetic).
- **Alternative:** *Ivette's Pillar Partners* (Ties back to her policy framework).

### Strategic Next Step:

Since the "Street Team" will be handing out materials, we must draft a "**Social Media Graphics Request**" or a "**Palm Card Design Brief**" for Donald Thornton to design, ensuring the visual branding matches the high-quality tone we are establishing for Ivette's campaign.