

BPOU Leadership Resource Guide

The Republican Party of Minnesota



2021



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2021 Edition Notes

Dear Republican BPOU Officers,

This update to the 2019 BPOU Leadership Resource Guide revises the document to reflect the 2021 events and calendar as well as providing updated information on new MNGOP officers and MN GOP Affiliates.

Ordinarily this document would be revised for a two year period (2021-2022), but there will likely be significant changes to the MN GOP organization after 2020 Redistricting process. Redistricting will re-align all local party organizations. This will impact state central delegate status, officer status and BPOU organizational status. MNGOP will provide a detailed plan for how to deal with those changes in a Redistricting Operations Manual. You will need to refer to that manual to see impacts on your operations.

This document continues to provide MN GOP volunteer leadership with “how to” information that has proven useful to BPOU Leadership. This Leadership Resource Guide provides information on all aspects of BPOU Leadership and is a guide for BPOU Chairs/Co-Chairs, Vice-Chairs, and other BPOU leaders to assist planning and executing their BPOU efforts.

However, it is only a guide. Each BPOU should modify it, as necessary, to fit the unique BPOU situation. Small, rural BPOUs will implement various aspects of the BPOU Leadership Resource Guide differently than large urban and suburban BPOUs. However, all BPOUs will find the common tasks and processes in the BPOU Leadership Resource Guide useful to identify what their BPOU must do to ensure BPOU success and GOP victories.

It is important to remember that our number one MNGOP goal is to win elections. Each new and re-elected BPOU leader must have access to the information contained in this Resource Guide so each BPOU can take advantage of the resources and information contained in this Guide. In doing so, BPOU Leaders provide their volunteers, their candidates and their voters a tremendous service.

Congratulations on your election or appointment as a BPOU leader. At first, the tasks may seem overwhelming, but using this Resource Guide will help you quickly organize and be effective in your leadership position.



Fellow Republican,

Thank you for your service to the Republican Party of Minnesota and your commitment to the grassroots activism that makes our Party the real Party of the People. By stepping up and getting involved in your local BPOU, you are contributing to our shared mission of electing Republican candidates.

For you to be effective in our shared mission you should not have to “reinvent the wheel”. This Resource Guide is a template for your BPOU and provides useful information that you may use to make your BPOU efficient and effective in accomplishing our shared mission.

Start here, ask questions, and remember there are thousands of Minnesota GOP activists that have developed these ideas and processes over many years. Take the best parts of our collective experience that is appropriate for your BPOU and apply that experience to benefit the candidates, volunteers, and voters.

If you have questions or problems applying the ideas in this Resource Guide, your congressional district party leadership and the state party are standing ready to support you and help you develop and improve your BPOU.

Sincerely,

Jennifer Carnahan
Chair



Political Acronyms & Definitions

You may notice many acronyms used in this document. It is confusing at first. Here is a list of some of the more commonly used terms to help you out.

BPOU – Stands for *Basic Political Organizational Unit*

- It is the smallest governing body of Republican organizations.
- You will caucus with this group early in an election year.
- It consists of several precincts, but depending on population density, its geographical size can vary. In rural areas, it can be a county or multiple counties, but in a metro area, a single city can consist of multiple BPOUs.

Caucus – The procedure used to elect local citizens as delegates

CD – *Congressional District*

- CDs are delineated every 10 years based on the newest U.S. Census.
- Each Congressional District has one U.S. House Representative.
- Each consists of a number of BPOUs, who help endorse one candidate

Delegates & Alternates – Elected volunteers, such as yourself, represent your precinct at higher level Conventions.

GOP – *Grand Ole Party (same as Republican)*

HD – *House District*

- Each House District sends one State Representative to the Minnesota House of Representatives
- Two House Districts make up one State Senate District

LD – *Legislative District*

- Refers to the 67 MN Senate Districts and 134 House Districts.

RNC – *Republican National Committee*

- The national governing body of the Republican Party

RPM – *Republican Party of Minnesota*

- The state governing body of the Minnesota Republican Party
- Also referred to as Minnesota GOP (MNGOP)

SD – *Senate District*

- Each Senate District sends one State Senator to the Minnesota State Senate

Straw Poll Ballot – A non-binding process where attendees vote for a President/Governor Candidate the National/State Party puts forth. It typically happens at Precinct Caucus



Platform - A list of fundamental principles made up of resolutions and/or positions of the Republican Party. These positions ideally guide the candidates and members of the political party.

PCR – Political Contribution Report

- Reimbursement by State of Minnesota to individuals for certain political contributions

BPOU Precinct Chair – Volunteers elected at a Precinct Caucus. You represent your precinct at BPOU meetings, vote on important matters, serve as precinct coordinator to recruit and direct precinct volunteers who help with organized campaign events to help elect endorsed candidates.

BPOU Precinct Vice Chair - Assists Precinct Chair in recruiting and communicating with precinct volunteers



BPOU Administration and Planning

The Administrative Section of this Resource Guide is organized to provide you, the BPOU officer, a guide for conducting business as a Republican Leader. Effective leadership in the party is essential to furthering the conservative cause and ensuring future political victories. Please keep in mind every BPOU is different. Some of the roles and job descriptions may differ from how your particular BPOU is organized.

Being a BPOU Leader may appear to be a daunting task, but when you break down the pieces involved in the various positions, it is not as complex as it may seem. Being a BPOU Leader can be very rewarding and have a great impact on elections and in supporting the State Party. You are the organizers and leaders of the grassroots organization and provide the most important part and the very foundation of the entire political party structure.

As a newly elected BPOU Leader, one of the first things you should do is to evaluate your BPOU. Conducting this exercise and all other organizational planning processes with the entire BPOU Executive Committee is helpful because these activities will build ownership in the organization and set the foundational building blocks for building an even stronger BPOU organization.

The MNGOP will be asking each BPOU and its executive committee to perform an assessment of your BPOU by completing the “BPOU Readiness Survey.” This is not for a grade, but rather for the MNGOP and CDs to realistically assess and prioritize the needs of the BPOUs within their areas. Based on the identified needs, training and other assistance will be provided to assist the BPOUs.

The BPOU Readiness Survey is included in Appendix A. It includes eight questions regarding knowledge, use and execution of basic BPOU functions. Each BPOU should assess themselves on the 1-5 scale. Turn in the completed survey to the MNGOP.

However, BPOU Leadership should be proactive in looking at, not just the results of the BPOU Readiness Survey, but feedback from current and previous leadership, candidates, and election results and analysis. The BPOU must also inventory physical resources and intellectual/volunteer resources. After doing all of this, the BPOU should have a good feel for areas needing improvement as well as strengths. The BPOU needs this basic understanding for developing realistic, achievable goals and plans to achieve those goals.

Upon completing the evaluation of your BPOU’s resources, the next step should be developing individual and organizational goals. Establish goals for each leadership position. It is easier to identify how to achieve your BPOU’s overall goals and identify where your organization may need assistance when you engage your BPOU’s leadership.

Listed below is a brief synopsis of what the BPOU Leadership will need to begin the BPOU planning process:



Develop your Initial BPOU Executive Committee Job Descriptions, Objectives, and Goals:

- Short Range Objectives and Goals (Present to 12 Months)
- Medium Range Objectives and Goals (12 to 24 Months)
- Long Range Organizational Goals (24 plus Months)

BPOU Leadership

Being in leadership can be a rewarding experience and have a great impact on elections and in supporting the state party when following certain basic principles:

First, every BPOU leader should be involved in the planning and execution processes in their BPOU. This will provide every BPOU leader with a sense of ownership in the BPOU. BPOU Chairs should not do it all!

Second, it is extremely important that BPOU leaders foster an environment of constructive productivity. This promotes more involvement in BPOU events, meetings, and political activities and encourages new and more productive ideas. We are all volunteers and need to be periodically encouraged, not criticized.

Listed below are suggested roles and responsibilities for each BPOU Leadership position. These are guidelines/best practices. However, you, as a BPOU leader, know your district best and must assess the leadership positions required to make your BPOU function most effectively.

BPOU Job Roles and Responsibilities

BPOU Chair/Co-Chairs

- Know the district geographically and politically by studying maps and previous voting records
- Build a cohesive BPOU Executive Committee and provide guidance to each of the BPOU leaders, as needed
- Develop leadership tools to assist BPOU leaders to be successful
- Develop BPOU political plans with operating budgets to support the Republican Party
- Appoint standing committees to promote your BPOU's goals, plans and party functions
- Develop a BPOU calendar, including regularly-scheduled BPOU meetings
- Periodically evaluate your BPOU Leadership and its activities to modify your BPOU's plans
- Attend/promote political leadership workshops and training sessions to ensure the BPOU's Leadership has been trained in their specific roles and responsibilities
- Work with neighboring BPOUs



- Ensure all BPOU correspondence is directed towards the appropriate parties and is responded to in a timely manner
- Recruit Republican legislative candidates and support incumbent candidates and elected officials
- Ensure that the BPOU plans and conducts BPOU Conventions adhering to the Republican Party and State Laws
- Support Republican endorsed candidates

BPOU Deputy Chair

- Assist and support the BPOU Chair(s) and other BPOU Leadership positions
- Serve as a proxy for the BPOU Chair(s) as needed
- Ensure the BPOU's goals are attained through the most efficient means possible
- Assist the BPOU Executive Committee in evaluating the BPOU
- Assist the BPOU Executive Committee in developing political plans
- Be proactive in providing input and in volunteering for tasks to meet your BPOU's objectives and goals

BPOU Secretary

- Keep minutes of the BPOU meetings and provide copies at the following meeting for all officers
- Prepare and send meeting notices for BPOU meetings and events as needed
- Maintain BPOU lists, including BPOU, Congressional District and State Convention Delegate/Alternate Lists
- Develop leadership, volunteer and sub-committee membership rosters
- Assist the BPOU Executive Committee in developing political plans

BPOU Treasurer

- Keep accurate financial records for the BPOU and provide a report to the BPOU
- Maintain records for 4 years
- Attend Executive Committee and regular BPOU meetings as needed
- Develop and prepare an initial annual operating budget for the Executive Committee to review
- Provide a year-end report to the BPOU Executive Committee and at regular BPOU meetings
- Complete and submit all Campaign Finance Board reports on time
- Be proactive in providing input and in volunteering for tasks to meet your BPOU's goals
- Assist the BPOU Executive Committee in evaluating the BPOU objectives and goals
- Deposit all contributions within 10 business days



BPOU Vice-Chairs/District Chairs

- Assist the BPOU Executive Committee in developing political plans
- Be proactive in providing input and in volunteering for tasks to meet your BPOU's objectives and goals

Precinct Officers

- Fill the delegation for the BPOU conventions during your 2-year term. There is usually one convention per year. However, during the even years, there may be two conventions - one for endorsing candidates and one for electing delegates, alternates and voting on resolutions.
- Attend precinct officer training sessions as provided by your BPOU, Congressional District and other conservative organizations
- Assist with Republican Party activities by serving on committees, donating money, working on voter identification, lawn sign work, providing input to the BPOU on local issues, and more
- Support your Republican candidates
- Attend your BPOU meetings as invited
- Be proactive in providing input and in volunteering for tasks to meet your BPOU's objectives and goals

Coordinators

Potential BPOU Coordinator Positions and Sub-Committee Positions may be in order depending upon your BPOU's objectives, goals, and initiatives. There are several suggested project coordinators and Sub-Committee positions, which ultimately depend on your BPOU's organizational structure. One suggestion is to fill some of the Coordinator Positions with elected and/or appointed Vice Chairs or other members of the Executive Committee, while they simultaneously perform other functions/roles for the BPOU.

BPOU Voter Identification (VID) Coordinator

- Work with the BPOU Executive Committee to assess previous Voter Identification efforts
- Develop an aggressive Voter Identification Plan (Phone Banks, Event Collection, Door-to-Door, etc.)
- Work with Data Center Coordinator to develop individuals and households to be identified
- Work with Volunteer Coordinator to provide volunteers during Voter Identification Events
- Upon endorsement of BPOU candidate(s), work with the campaigns to develop Voter Identification plans
- Frequently report Voter Identification Plans/efforts results to state party



List Development Coordinator

- Attend Data Center training if you have not yet been trained to use the database
- Work with the Voter Identification Coordinator and endorsed candidates to run a successful list development program
- Assist the BPOU Executive Committee in developing BPOU List Policy that integrates with RPM Policies

Phone Bank Coordinator

- Work with List Development Coordinator and the Volunteer Coordinator to organize and run phone banks
- Work with the Data Center Coordinator to obtain call lists

Precinct Caucus Coordinator

- Attend BPOU meetings when approaching BPOU Caucuses
- Work with the BPOU Chair to organize Precinct Caucus locations
- Recruit Precinct Caucus Conveners and Site Captains
- Attend Republican Party of Minnesota's Precinct Caucus training
- Run BPOU Precinct Caucus training
- Turn over all post-caucus data to the Republican Party of Minnesota

Volunteer Coordinator

- Work with BPOU Chair to recruit volunteers for parades, fairs and other events
- Work with the List Development Coordinator to turn out volunteers for Voter ID events

Social/New Media Coordinator & Webmaster

- Attend BPOU meetings, as needed
- Work with all of the BPOU Officers for updates
- Develop and maintain BPOU Website, ensuring the materials are up-to-date
- Work with the BPOU Secretary to provide information for E-mail blasts and the website
- Coordinate the social media activities

BPOU Candidate Search Coordinator

- Interface with BPOU Executive Committee to coordinate plans, events and activities
- Work with previous District Candidates to develop a potential candidate pool
- Conduct initial candidate interviews and campaign related discussion to solicit viable candidates
- Refer potential candidates to BPOU Executive Committee and the BPOU Nominations committee



Community Outreach Coordinator

- Develop lists of potential political oriented groups/organizations that operate within the BPOU
- Research the previously identified groups/organizations outlining their purpose, membership numbers, meeting frequency, their organizational structure and organizational points of contact
- Determine, evaluate and list BPOU community events (event dates and points of contact are vital)
- Develop a plan to be submitted to the BPOU Executive Committee to proactively promote your BPOU and the Republican Party of Minnesota with these organizations

BPOU Delegate and Alternate Job Descriptions

Election as a Delegate or Alternate in the Republican Party is one of the most important positions within the party. Delegates and Alternates must understand they endorse our candidates, submit resolutions, pass party budgets, authorize political plans, elect our Party's Officers, and commit to volunteering for the BPOU and state party. It is imperative that BPOU Leaders inform individuals who wish to run for Delegate and Alternate of these expectations.

BPOU Convention Delegate Responsibilities

- Attend the BPOU Convention
- Notify the Precinct Chair or BPOU Chair(s) in advance if you are going to attend the BPOU Convention (Pre-register when possible)
- Endorse BPOU Candidates (in even years) or elect BPOU Officers
- After candidates are endorsed, provide support to their campaigns (volunteer, put up lawn signs, host events, donate, etc.)
- Elect Delegates/Alternates to Congressional District, State Conventions and to State Central
- Vote on resolutions to help the process of developing the State Party Platform and amend the BPOU Constitution

BPOU Convention Alternate Responsibilities

- Attend BPOU Convention if a Delegate is unable to attend and fulfill the above tasks
- May attend convention even if not serving in place of a Delegate
- If a seated Alternate, endorse candidates
- Support your endorsed candidates (volunteer, put-up lawn signs, donate, etc.)

Congressional District Convention Delegate Responsibilities

- Attend the Congressional District (CD) Convention



- Notify your BPOU Chair(s) in advance if you are going to attend the CD Convention (Pre-register when possible)
- Endorse a CD Candidate (in even years) or elect CD Officers (in odd years)
- During Presidential Election years, elect National Electors and National Convention Delegates/Alternates
- Upon endorsing a CD Candidates provide support to their campaigns (volunteer, put-up lawn signs, donate, etc.)
- Vote on resolutions to help the process of developing the State Party Platform, amend the CD Constitution and Party initiatives

Congressional District Convention Alternate Responsibilities

- Attend CD Convention if a Delegate is unable to attend and fulfill the above tasks
- May attend convention even if not serving in place of a Delegate
- If a seated Alternate, endorse candidates
- Support your endorsed candidates (volunteer, put up lawn signs, donate, etc.)

State Convention Delegate Job Description and Responsibilities

- Attend the Republican Party of Minnesota State Convention
- Notify your BPOU Chair(s) in advance if you are going to attend the State Convention (Pre-register when possible)
- During Gubernatorial Election years endorse State-wide Candidate(s)
- During Presidential Election years elect At-Large National Convention Delegates/Alternates
- Provide support to endorsed Statewide Candidates (volunteer, put up lawn signs, donate, etc.)
- Vote on resolutions to help the process of developing the State Party Platform, revise the State Party Constitution and Party initiatives

State Convention Alternate Job Description and Responsibilities

- Attend the Republican Party of Minnesota State Convention if a Delegate is unable to attend and fulfill the above tasks
- May attend convention even if not serving in place of a Delegate
- If a seated Alternate, endorse candidates
- Support your endorsed candidates (volunteer, put-up lawn signs, donate, etc.)

State Central Delegate Job Description and Responsibilities

- Attend Republican Party of Minnesota State Central meetings
- Notify your CD Chair(s) in advance if you are going to attend the State Central Meeting and pre-register when possible



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- Receive reports from State Party Officers and Staff regarding Party projects and overall status
- During odd numbered years elect State Party Officers (chair, deputy chair, secretary)
- During presidential election years elect national committeeman and national committeewoman
- Vote on resolutions to help the process of developing the State Party Platform, revise the State Party Bylaws and Party initiatives

State Central Alternate Job Description and Responsibilities

- Attend Republican State Central Meetings if a Delegate is unable to attend and fulfill the above tasks
- May attend State Central Meetings even if not serving in place of a Delegate



BPOU Operations

Political Planning

The Importance of Planning

Creating a plan is an effective tool in building teamwork and relaying information to other groups/organizations on what your BPOU can add to the political process. This can lead to soliciting new supporters, activists, volunteers and possibly candidates, but it also allows individuals to get a sense of accomplishment from their volunteer activities.

Best Practices

Creating Best Practices allows commonality within an organization when it is time to plan, recruit, organize, and execute. “Re-creating the wheel” for most things that have been in place for years, is a real time-waster. While every region of Minnesota may have some differences such as demographics, local issues, miles between locations & resources available to them, much of the success in elections is similar in most areas. The key is to “share & steal” ideas from other BPOU’s.

Below are some suggestions on what you can focus on as a leader in your BPOU, as well as references to specific pages in the 2021 BPOU Leadership Resource Guide:

BPOU Leadership Needs To:

1. Think like a Marketing Organization (create, fine tune and sell your values). People “buy from/trust” people they feel comfortable with, relate to and genuinely like!
2. Delegate – build a team (you cannot do everything yourself!) – you need free time too!
3. Be consistent (year-to-year) and organized through communication and meetings
4. Be willing to ask for donations of time (volunteer hours), talent (special skills) & treasure (money)
5. Have A “Plan” to Win with Goals and Objectives (i.e. BPOU Business Plan)
6. Have legacy plans in place (future BPOU leaders and candidates)
7. Be open to new Ideas, different/new people (keep it simple, find what works for you, find new blood)
8. Have a presence (website, media, events)
9. Educate, be Educated (train and be trained)
10. Activate (through meetings and outreach)
11. Welcome and appreciate everyone you come in contact with, or who show up to your events.

RETENTION * RECRUIT * SUPPORT * ELECT

Operations

1. **BPOU Planning Sessions (see Page 22 in Resource Guide)**
 - a. Annual creation, reevaluation and/or finalization of “business plans” (**Always Keep Updated**)



- b. If redistricting, transition planning for resources, budgets (i.e. 2012/2022/2032)
- 2. BPOU Meetings (see Page 23 in Resource Guide)**
 - a. Monthly or Quarterly?
 - b. Public or Closed to just Executive Team or both, depending on purpose?
 - c. c. 2 hours - Maximum!
 - d. d. Guest speakers to draw additional Interest?
 - e. e. Serve beverages and/or food?
- 3. Caucus Organizing (see Page 103 in Resource Guide)**
 - a. Plan for Worst Case Numbers
 - b. How will new State Primary system affect the caucus attendance?
 - c. Remember, here is where you recruit Precinct Leaders, New Activists and Volunteers
- 4. Budget (see Page 26 in Resource Guide)**
 - a. Know what resources you have or will have in each year (in advance of events and campaigns)
 - b. Do you need to spend every dollar or carryover a minimal amount for conventions etc.?
 - c. What do your Senate District candidates need from you? What can they raise?
Cooperation Wins!
- 5. Assign Roles to Vice, Precinct or Committee Chairs (see Pages 10 - 16 in Resource Guide)**
 - a. Assign specific chairs to communicate with precincts
 - b. Work closely with precinct leaders, keep them updated & included
 - c. Be a “go-to” for candidates needing help in district
 - d. Have a historian or parliamentarian (i.e. experience)
- 6. Convention Planning (see Page 70 in Resource Guide)**
 - a. Be prepared and well ahead of the game
 - b. Have a committee help (8 to 10 people)
 - c. Find numerous locations in area that are free or minimal cost

Grassroots Activities

- 1. Outreach and Volunteer Recruitment (see Page 106 in Resource Guide)**
 - a. Who is your Audience or Constituency?
 - b. Young Republicans (Engage Youth the Way They Want to Be Engaged)
 - c. Veterans and Retired (Visit Mature Housing and Veteran Organizations)
 - d. Women (Message to their Values)
 - e. Minority Communities (Meet in their Community, Understand What They Want and Need)
 - f. Religious Groups (Depends on Area)
 - g. Build strong relationships with all local communities (Even the non-traditional ones)
 - h. Work with adjoining BPOU's, Activist Groups and your CD (Your sounding boards, advisors and peers)
- 2. Communication / Messaging / Data (see Page 36 in Resource Guide)**
 - a. Designate a reliable person to help with data and technology
 - b. “Simple and relatable” messaging to your constituency will bring more activism
 - c. Email Communication



- d. Website
- e. Newsletter
- f. Social Media
- g. Letters to the Editor (Writers & Signers)
- 3. Community Events (see Page 65 in Resource Guide)**
 - a. Support candidates, join candidate teams
 - b. Parades and booths
 - c. County Fairs – Make standard hand-outs/kits “Ready to go anytime”
 - d. Organize groups to go to rallies or respond to top legislators (call, show up or write)
- 4. Fundraising / Networking Events (see Page 27 in Resource Guide)**
 - a. What type of events can draw in more people and will interest more people?
 - b. Happy Hours or Appetizers Events
 - c. Business breakfasts, Summer picnics, Candidate forums
 - d. Plan charitable event for positive publicity with proceeds going to community
 - e. One “Premier Event” per year (don’t take too big of a financial risk) – Notable Speakers

The Point To It All /The Ultimate End /The Reason We Exist

- 1. Candidate Search (see Page 46 in Resource Guide)**
 - a. Community - Local, Township, City, County, School Board, Councils and Appointed Boards
 - b. Attend local meetings with different organizations
 - c. Keep a list or bench of potential candidates
 - d. Young, bright & capable or simply experienced & engaging (will their job allow them to run?)
- 2. GOTV - Get-Out-to-Vote (see Page 106 in Resource Guide)**
 - a. Voter registration – all candidates should carry voter registration forms (paper or digital)
 - b. Early Voting/Absentee is becoming a phenomenon we cannot ignore
 - c. Organize events and time with the start of early voting and absentee balloting
 - d. How do we get new voters to vote and vote for conservatives?
 - e. Democrats beat us in 2020 by focusing heavily on getting voters to the polls, even transporting them
 - f. Getting young voters are crucial to our success



Best Practices Odd Year Sample Calendar*

February 2021

1. Hold **BPOU Convention** - Exec Team & State Central
2. Reach out to new Exec team and Precinct Chairs
3. Appoint Members to CD Committee(s)
4. Appoint a Candidate Search Coordinator
5. Develop BPOU Goals, Plans, Calendar & Budget
6. ...Conduct Voter Identification

May 2021

1. **BPOU Meeting**
2. Focus on School Board, City & County Elections
3. Finalize BPOU Goals, Plans, Calendar & Budget
4. ...Conduct Voter Identification
5. Prepare for fairs and other events

July 2021

1. **BPOU Meeting**
2. ...Conduct Voter Identification
3. Find Additional Leadership Training
thru MNGOP, AFP, CAE, AM, LC etc.

September 2021

1. **BPOU Meeting**
1. Start preparing for Caucus 2022
3. Appoint Precinct Caucus Coordinator
4. Participate in MN State Fair
5. Early Voting Starts

November 2021

1. **BPOU Meeting**
2. Local Elections Night – November 2nd
3. Reserve Caucus Location(s)
4. Finalize Caucus Planning
5. Develop Finance Plan for 2022

March 2021

1. Hold First **BPOU Meeting** with New Exec Team
2. **Congressional District Conventions**
3. Prepare/Plan for Fairs, Parades, Events
4. Recruit Volunteers for Events
5. Hold BPOU and Precinct Training (with your CD?)
6. **State Central Meeting - April**

June 2021

1. **BPOU Meeting**
2. ...Conduct Voter Identification
3. Annual Fundraising Event?
4. Finalize Odd-year Election Plans
- .

August 2021

1. **BPOU Meeting**
2. Recruit State Fair Workers
3. ...Conduct Voter Identification

October 2021

1. **BPOU Meeting**
2. Begin plans for next year's BPOU Convention
3. ...Conduct Voter Identification
4. GOTV for Local Offices

December 2021

1. **BPOU Meeting**
2. Finalize Primary and BPOU Convention Planning
3. Holiday Party
4. State Central Meeting
5. Begin Training/Promotion of 2022 Caucuses
6. Attend MNGOP training

* Some dates and activities may change based on the 2020 redistricting schedule and impact.



Best Practices Even Year Sample Calendar*

January 2022

1. **BPOU Meeting**
2. Re-Evaluate Plans for BPOU, Budget & Calendar
3. Recruit and Train Caucus Conveners

February 2022

1. **BPOU Meeting**
2. Precinct Caucuses
3. Appoint BPOU Convention Committees
4. Recruit Legislative Candidates & Election Judges

March 2022

1. Hold BPOU/Endorsing Convention – New Delegates
2. Develop BPOU Goals, Plans, Budgets & Calendars
3. Set Monthly Meeting Schedule
4. ...Conduct Voter Identification
5. Candidate Outreach in Community (Accessibility)

April 2022

1. BPOU Meeting
2. Congressional District Conventions – April/May
3. After endorsement – Design/Print **Lit Pc #1 (Bio)**
4. Prepare for Fairs, Parades, Events
5. Finalize BPOU Goals, Plans, Budgets & Calendars
6. Develop BPOU Fundraising Plan
7. Integrate Endorsed Candidate's Plan with BPOU
8. Hold BPOU and Precinct Leader Training

May 2022

1. **BPOU Meeting**
2. Continue Fundraising
3. ...Conduct Voter Identification
4. MN GOP State Convention – Late May/June
5. Develop BPOU Campaign Teams
6. Prepare for fairs and other events

June 2022

1. **BPOU Meeting**
2. Design/Print **Lit Pc #2 (Defining Issues)**
3. Campaigns get **Lit Pc #1** to the doors
4. Implement BPOU Fundraising Plan
5. Attend MNGOP Boot Camp Training (**May Vary**)
6. Annual Fundraising Event?
7. State Convention

July 2022

1. **BPOU Meeting**
2. Design/Print **Lit Pc #3 (Comparison/Contrast)**
3. Campaigns get **Lit Piece #2** to the doors
4. ...Conduct Voter Identification
5. Conduct Candidate Fundraisers
6. Attend Parades & Fairs

August 2022

1. **BPOU Meeting**
2. Primary Elections – August 11th
3. Design/Print – Pieces for Mail Plan
4. Lawn signs can go up
5. Campaigns get Lit Piece #3 to the doors

* Some dates and activities may change based on the 2020 redistricting schedule and impact.



September 2022

1. **BPOU Meeting**
2. Early Voting Starts
3. Implement mail plan
4. Begin GOTV Phoning/Door Contacts
5. Participate in MN State Fair
6. ...Conduct Voter Identification

November 2022

1. **BPOU Meeting**
2. Election Night – November 3rd
3. Election Night Party?
4. Begin plans for next year's BPOU Convention
5. Appoint 2021 Finance Chair

October 2022

1. **BPOU Meeting**
2. Implement BPOU GOTV & 72 Hr Plan
3. Work on Final Voter Identification Effort
4. Continue GOTV Phoning/Door Contacts

December 2022

1. **BPOU Meeting**
2. Holiday Party
3. State Central Meeting
4. Set Fundraising Goals for 2021

Building a Political Plan

A BPOU Evaluation will help determine the intermediary tasks and goals of your BPOU. As you set small, achievable goals initially, always keep in mind your primary goals. Small victories lead to major accomplishments. The BPOU Readiness Survey in Appendix A of this Resource Guide provides a basic evaluation, although the BPOU Leadership may wish to conduct a more thorough review as the evaluation.

Your political plan does not have to be complex. Once the goals are set, it is as simple as answering a couple of rudimentary questions and then putting that information into an understandable format. The following is a suggestion of a concise format with question(s) that when answered will create an outline of a plan:

- **State goals**
 - State the desired end goals
 - State when you want the goals to be accomplished – for complex projects use intermediary accomplishment dates!
 - State the situation and why the goals are important
- **List sub-tasks involved to accomplish those goals**
 - Break the goals down into sub-tasks
 - Identify who will be responsible for performing the sub-tasks
- **List resources required to perform and support the sub-tasks**
 - Determine resources desired to accomplish the sub-tasks
 - Human – volunteers, management, etc.
 - Physical – facilities, phones, parade float, literature, etc.
 - Time – amount of time to prepare and execute the tasks
 - Determine where the resources are going to come from



- If the BPOU does not possess the resources determined to accomplish the sub-tasks then figure out who does and attempt to secure those resources by coordination with other organizations– be frugal and realistic.
- **Develop execution timeline**
 - Chronological order of sub-tasks
 - This step can be incorporated into step two

Remember, the nature of politics requires BPOUs to be prepared to revise plans. Plans need to be regularly reviewed and adjusted to new situations!

Tools for Accomplishing BPOU Goals and Executing BPOU Plans

In order to assist BPOU Leaders with executing their recently developed plans, a couple of tools have been included below in this volume of the BPOU Leadership Manual.

Sample BPOU Leader Annual/Monthly Task Planning Calendar

After completing the BPOU evaluation and planning processes, use the products of those activities to create a guideline for all BPOU leaders to use as a tool. The example Best Practices Calendars provided above should assist leaders in developing their own calendars and revised to reflect your individual BPOU's activities, events, meetings, tasks and local/community happenings. When revising the calendar, we suggest identifying your BPOU, a couple of points of contact and referring individuals to your BPOU website, because these documents can become stand-alone advertising for interested constituents.

Accomplishing and Executing

BPOU Meetings

The BPOU will take on the character of the Chair. If you set a good example, the rest of the committee will follow your lead. The way a Chair/Co-Chairs handle their job is critical to the success or failure of a group.

The Purpose of BPOU Meetings

The direction of the meeting needs to be clear in your mind BEFORE the meeting starts and involves some planning. Preparing a printed agenda for each meeting helps to organize your work.

Some agenda item examples: ongoing jobs (standing committees), one-time jobs (like preparing for a parade or fundraising event), or training (you can include a training topic each meeting).

Some points to keep in mind for your first BPOU Meeting:

- At the first committee meeting, decide on a regularly scheduled meeting location, time and date.



- Have a regular agenda of the usual reports such as Treasurer, Secretary, Candidate Search, etc.
- Have the new business items follow reports.
- Discuss who needs to attend, such as incumbent elected officials from your area, precinct officers, finance committee, etc.
- Ask the secretary to send out meeting notices 10 days in advance of the meeting. It is also a good idea to email and phone invitees one to three days beforehand.

Tips for effective BPOU meetings

- Start and adjourn meetings on time (2 hour maximum unless special meeting)
- Introduce new attendees.
- Review printed agenda with attendees and add topics, if needed.
- Explain the rules of the meeting-especially decision-making.
- Give all attendees an opportunity to be involved with discussions.
- Summarizing discussions to keep focus and ease decision-making.
- Stick to the agenda and stay focused on the topic.
- Recap meeting and commitments made.
- Follow-up by publishing meeting minutes promptly.

Sample BPOU Meeting Agenda:

Name of BPOU Location
Date of Meeting
Members of the Committee

Agenda Items:

Call to Order	Chair
Pledge of Allegiance	Deputy Chair
Introduction of Guests	Chair
Announcements	Chair

Secretary's Report of the Minutes	Secretary
Treasurer's Report	Treasurer
Approval of Bills	Chair

Regular Committee Reports:

Finance	Treasurer
List Development	List Dev Coordinator



Republican Party of Minnesota – BPOU Leadership Resource Guide

Convention Plan

Chair

Old Business:

County Fair Booth

Deputy Chair

New Business:

Legislative Search Committee

Chair

Training Session

Chair

Adjournment



BPOU Finance & Budget

Finance Plan and Budget Overview

Funding the local Party organization can be a leader's most challenging experience. With proper planning and organization it can become a smooth-running operation that produces much-needed funds and adds energy to the local Party and its activities.

Developing a Finance Plan

The first step in writing a finance plan is having a detailed budget. The budget is the keystone of the overall BPOU strategy because it defines in specific terms what the BPOU intends to accomplish.

A finance plan should include a list of all planned projects, as well as cost estimates with specific deadlines for payment. Assign a committee assigned to this task—it is too cumbersome a task for one person to handle.

Clearly identify the amount of money the BPOU needs to raise and spend so others understand their responsibility and contribution to the total organization.

Having a clearly defined goal for your organization and how to fund it should be one of the first tasks that the BPOU Leadership team (Exec and Vice Chairs) undertake upon election to office.

Developing a Finance Committee

The Chairman of the Finance Committee should be an individual with great organizational as well as leadership skills; this person could possibly be your BPOU Treasurer. Having a good cross-section of members is helpful for developing different fundraising ideas and for each member to implement the finance plan according to their talents.

A common reason for budget shortfalls is that people are reluctant to ask for a contribution. When considering Finance Committee appointments, look to those who have previously demonstrated a willingness to ask for money. In many cases, persons who have done well in business are good fundraisers. A successful Fundraising Committee has a cross section of business leaders, local community members, and volunteers.

Ask the committee members, BPOU Leadership team, Delegates/Alternates to committees, etc. to contribute first. Your Finance Committee and their plan will be more effective in raising money if key stakeholders donate for the health of your BPOU.

The Finance Committee should report to the BPOU Leadership team on a bi-weekly basis on the status of their goals and the progress of upcoming events.



BPOU Fundraising

Fundraising is perhaps the most difficult part of running a BPOU. This manual will break down fundraising into four categories: Direct Mail, Telemarketing, Events, and e-giving.

Direct Mail

Direct mail is any fundraising letter sent through the mail to potential donors. Direct Mail suggested best practices:

- Keep it personal. The more personalized a letter is, the better chance someone will actually open it. This is half the battle. It also means that a hand addressed envelope has a higher chance of being opened than a labeled one.
- First class stamps are preferred but if that cost is too high, there are places that do bulk mail.
- The language chosen in a letter must be urgent, emotional, and factually correct to get the donors to act now.
- Make specific asks in the letter. People are more apt to give \$200 for signs than they are to give \$200 for an unknown cause.
- Short paragraphs, even one-line paragraphs are key and allow for a quick read. While lengthy direct mail pieces may have a higher return rate, they still use the short paragraph format.
- Include a reply device and a stamped, self-addressed return envelope. Do not include a return stamp if cost is an issue. The reply device should ask for key information and can include a quick survey to engage people. Some might send it back without money but might indicate they wish to door knock.
- Mentioning current issues is great, but also identify what your BPOU is doing to solve that issue. A fundraising letter is not a soapbox or a lecture hall. It is telling the donor what they can be a part of to make a difference.
- Include an additional request for money in the postscript.

The key to direct mail is giving donors the opportunity to invest in what the BPOU is doing. Not everyone has time to go pound lawn signs or make voter ID calls, but these people are just as important. Get to know them and create a personal relationship. This will make fundraising even easier.

Telemarketing

Telemarketing fundraising works best as a follow up to a direct mail piece, although it can be a standalone fundraising campaign. Cold calls are most effective when one is calling for a specific reason, an urgent reason, and a worthy cause. Scripted calls are not as effective as a personal conversation.



Events

Events for a BPOU are usually dual purpose - trying to get people involved and trying to raise money. Typically, events are not money raisers, but are high cost and low return. Should you decide to do a fundraising event, keep in mind that it is a fundraiser. Ideas for events include dinners, movie showings, high profile speakers, and picnics.

Events can also be as simple as a small social at someone's private home. A simple dessert social provides an opportunity for a group of people to visit in a casual environment, while at the same time raising funds for the organization. These events work well when a few people donate the food/beverages and the cost of attending the event is small. A simple event with a cost of \$25 per person (\$35 per couple) can raise a few hundred dollars for a few hours of investment.

The biggest reason why events fail: no one knows they are happening. Advertise, advertise, and advertise! Let people know it is a fundraiser. If you surprise them by asking for money, don't be surprised if their donation is minimal. To make a fundraising event a success, be sure to get commitments early on and to keep a careful watch on the budget.

E-Giving

The newcomer to the field of fundraising, e-giving is still not an exact science. Some useful tips:

- Give donors the opportunity to donate online. Using PayPal, Stewardship Technology, or some other service, you can add a page on your website where people can securely give.
- Send out e-solicitations via email, Facebook or Twitter. You can use these platforms to direct people to your website where they can donate online.
- Similar to the direct mail letters, the e-solicitation needs to be personal, specific, and urgent with short paragraphs.
- Use a subject line that is clear and to the point. "January 2021 Newsletter" will have a better open rate than "Money saving tips and New Year's Resolutions."
- It is the law that people must be given the opportunity to unsubscribe. By using a service like Mail Chimp or Constant Contact, it is easy to comply with the law.
- Put the link to the giving page in the email at least 3 times, if not more.

Samples and Templates

Fundraising Letter

Dear Republican Friend,



Change. That was what Obama promised us. However, we know that this is not the change America needs. We are digging out of the mess liberal-progressives created and we are finally able to make America great again, but we still need you on our team.

Will you help us?

The Republican message is a message of hope - one that many Americans still have not received. **Together, you and I can spread these ideals.**

America needs lower taxes, free markets, a strong defense, and responsible spending. People like Tim Walz, Amy Klobuchar, and Keith Ellison do not support these ideas. They have a radical liberal agenda that must be stopped! There is no better way to help than to give to your local Republican Party. Your gift of \$50, \$100, or \$200 will allow us to continue the fight.

2020 was a disappointing year. We need to gain back momentum and win back legislative and Congressional seats. **NOW is not the time to rest!** If anything, this is the best time to get involved and redouble our efforts. 2022 will come sooner than you think and we need representation.

The liberals will fight hard to keep their seats. We cannot be caught sleeping on the job while so much is at stake. **I believe that together** we can work to fight for our values and to put our country first.

For Victory,
Chair Name,

Please give your gift of \$50, \$100, or \$200 today! P.S. 2022 will be our toughest battle yet. We still have a long way to go to restore America, to hold our majorities, and retain the Presidency!

Fundraising Telephone Script

Hello, may I please speak with XXXX.

Hi XXXXXX,

My name is _____ and I am calling on behalf of "Sample BPOU."

I wanted to call and follow up on a letter you should have received last week from us. Did you get that?

Great! Well, our local BPOU is doing wonderful things to further our conservative cause, working for our great candidates. But in order to do more, we need your help. Can we count on your gift of \$100 this year?



{It is very important to ask, and then be silent until they answer.}

Thank you so much for all you do for our Republican Party. Together, we can win in November. Have a great day!

Remember to have the mailing address and who they should make the check out to handy. Also, it's a good idea to have a copy of the fundraising letter in case there are questions about it.

Sample Budget One Pager

METRO Budget Financial Summary & Budget

		2010	2009	2008	2007
Cash Balance Beginning of Year		\$ 2,163.99	\$ 970.25	\$ 2,212.82	\$ 686.11
Income					
Contributions- Regular		\$ 1,150.00	\$ 4,025.00	\$ 2,640.00	\$ 5,385.00
Convention Revenues		\$ 422.00	\$ 66.00	\$ 401.00	\$ 95.45
Total Revenues		\$ 1,572.00	\$ 4,091.00	\$ 3,041.00	\$ 5,480.45
Expenses					
Bank Charges		\$ -		\$ 33.75	\$ 5.50
Candidate Support	1	\$ 600.00	\$ 1,700.00	\$ 300.00	\$ 1,400.00
Convention Expenses	2	\$ 566.86	\$ 154.85		
Fundraising		\$ 657.64	\$ 273.97	\$ 64.17	\$ 135.32
Independent Expenditures		\$ -		\$ 1,079.25	
Office		\$ 400.00			\$ 174.50
Postage and Delivery	3	\$ 393.20	\$ 394.00	\$ 294.62	\$ 525.40
Printing & Reproduction	4	\$ -		\$ -	\$ 131.00
Professional Fees- Interpreters		\$ -		\$ 390.00	\$ 400.00
Recruiting & Marketing	5	\$ 200.00	\$ 169.66		\$ 1,019.65
Rent - Facilities	6	\$ -		\$ 533.75	\$ 37.45
Supplies		\$ 124.78	\$ 204.78	\$ 1,588.03	\$ 124.92
Total expenses		\$ 2,942.48	\$ 2,897.26	\$ 4,283.57	\$ 3,953.74
Cash Balance at End of Year		\$ 793.51	\$ 2,163.99	\$ 970.25	\$ 2,212.82

2010 Notes

- 1> \$300 each for Candidates
- 2> Expected Charge for Convention
- Rent 3> Website & Miscellaneous
- 4> Fundraiser Mailing & PO Box Rent
- 5> Print Fundraiser Documents
- 6> Annual BPOU/Precinct Meeting



We develop our budget before year-end and have the Executive Committee approve it at the January meeting. We have an office, which requires a lease agreement. This forces us to budget carefully. We work to have at least a \$5000+ carryover into the next fiscal year to cover expenses for January and February until we start to receive contributions from our fundraising efforts. There is little wiggle room in this budget since most of the expenses are fixed. The Executive Committee carefully monitors this budget every month and we do projections regularly to determine where we are likely to end the year.

Contributions – We send out a fundraising letter on December 31 to 2500 people who have contributed to the BPOU and/or the State, or are otherwise connected to the BPOU. The mailing of that letter is the primary expense. We follow up with nine days of calling in mid-to-late January by our volunteers. The goal is to contact everyone who received a letter. Those who make a pledge, whether specific or open, receive a follow up letter with a return envelope. In June another five days of calling are set up.

Other sources of contributions include “Free Will” Offerings (optional) at conventions, and the 4th of July Parade and Picnic for the food, silent auctions at Full Committee Dinner Meetings, optional contributions requested when registering for conventions, and a coupon and return envelope in the newsletters which are mailed.

Conventions – In even years when there is high attendance, conventions can be a significant source of net income. A “Free Will” Offering basket (closely monitored) can bring in more than the cost of the food. An additional line on the registration form allows for optional contributions. Charging more for same-day registrations encourages early registrations and helps with the pre-planning. Expenses include mailing the call, printing the convention packet, nametags, supplies, breakfast food, and awards. In even years with the longer conventions, attendees have the opportunity to pay for a box lunch in advance. The convention space is free because we have a lease but we do pay for technical support.

Full Committee Dinners – We have seven (7) Full Committee Dinners a year. There is social time at six, a buffet at 6:30, a brief meeting at seven, which is mostly announcements and recognition, plus hearing from our legislators, and a speaker at 7:30. Raising the cost from \$7 to \$10 has not discouraged attendance. There are appetizers at six and a full dinner including dessert. With careful planning and cooking, these dinner meetings have turned into moneymakers. Those who chose not to eat are not charged.

Fourth of July – We participate in a parade and have a picnic open to the public. We pay for a calliope and a platform for a giant inflatable elephant. We also pay for a handout at the parade. Last year we handed out folding fans with a flag design and a sticker indicating who was distributing them. The food is free but we put out a “Free Will” Offering basket (closely monitored). Contributions pay for the cost of the food. We feed 200+ people every year.



Caucus – We plan with two other BPOUs and act as the fiscal agent. We pay for everything up front and then split the expenses. The main costs to our BPOU are a postcard mailed to 2600+ people for \$1000 and an ad in two local newspapers for \$1000. We also pay for printing all materials and room rental for the training of conveners and secretaries.

Rent – We share the rent with our Congressional District. The split is roughly 50-50. We both use the space for Executive Committee meetings, Full Committee meetings, and committee meetings. We have no convention rental are not charged rental for conventions. We split insurance costs and expenses for seven phone lines.

Newsletter – Our biggest single expense is the newsletter we publish seven times a year. It also serves as the announcement of the Full Committee Dinner Meetings. We “snail” mail to around 1700 and email to nearly 800.

We are always working to convert readers to e-mail distribution. To ensure timely delivery, the newsletter is mailed first class. Volunteers complete the collating, folding, stapling, and stamping.

Candidate Funding - We encourage our three endorsed candidates to max out other sources of income against their maximum contribution from political units in the even years. As a result, we contributed \$5750. In the odd years, we have budgeted \$1000 to each of our three incumbents.



Suburban District

	EVEN YEAR ACTUAL	ODD YEAR PROPOSED	EVEN YEAR ACTUAL	
Beginning Cash	\$17,588	\$10,740	Contribution	\$16,146
INCOME			Fundraising	(\$2,364)
Contributions	\$16,146	\$20,000	NET	\$13,782
Conventions	\$6,670	\$1,000		
Full Committee Dinners	\$4,568	\$4,500	Convention	\$6,670
Insurance Cost Sharing	\$159	\$150	Expenses	(\$2,633)
Other Income - 4th of July	\$451	\$400	NET	\$4,037
Caucus Cost-Sharing	\$328			
Sublease Rent	\$3,000	\$3,000	Full Committ	\$4,568
TOTAL INCOME	\$31,322	\$29,050	Expenses	(\$2,306)
			NET	\$2,262
EXPENSES				
Bank Charges	\$404	\$400	4th of July	\$451
Caucus	\$3,580 GROSS		Expenses	(\$1,762)
Convention	\$2,633 GROSS	\$1,200	NET	(\$1,311)
Full Committee Dinners	\$2,306 GROSS	\$2,300		
Fundraising	\$2,364 GROSS	\$2,500	Caucus Cost	\$328
GOTV & Election Night	\$528 NET		Expenses	(\$3,580)
Insurance	\$531 GROSS	\$500	NET	(\$3,252)
4th of July	\$1,762 GROSS	\$1,800		
Memorials/Awards		\$200	Rent	\$3,000
Newsletter	\$10,040	\$10,000	Expenses	(\$6,540)
Equipment		\$150	NET	(\$3,540)
Supplies	\$87	\$500		
Precinct Chair Training	\$294			
Precinct Building/Training		\$100		
Phones	\$720	\$720		
PO Box	\$146	\$100		
Rent	\$6,540 GROSS	\$6,540		
Sample Ballots	\$386			
Website	\$100	\$100		
Candidate Funding	\$5,750	\$3,000		
TOTAL EXPENSES	\$38,170	\$30,110		
NET INCOME	(\$6,848)	(\$1,060.00)		
ENDING CASH	\$10,740	\$9,680.06		

Treasurer Quick Tip Sheet

Here are some helpful tips to new BPOU Treasurers:

- Have a meeting with the past treasurer to discuss the financial standing of the BPOU.
- Review the past year's Campaign Finance Report in order to become familiar with what Campaign Finance Board (CFB) submissions.



- You should have a Post Office Box for official BPOU mail. See your local post office for information on how to open a box for your BPOU.
- Visit the bank with your past treasurer and transfer any documents to the current treasurer. It is also recommended that more than one BPOU leader is a signatory/owner on the BPOU bank account.
- Turn in a revised BPOU Political Party Registration form to the CFB. This form is due 10 days after you take office.
- Develop (with your BPOU Leadership and Finance Committee) a BPOU yearly budget.
- Develop a reimbursement policy for your BPOU for leaders and expenses incurred on behalf of your BPOU. All receipts are subject to recall by the CFB, therefore keep receipts secure.
- Enter receipts (Donations and expenses) into your campaign finance reporting software (or paper copies) as soon as possible. Reconcile your CFB reports with you BPOU bank statements at minimum on a monthly basis.
- Recommended: All CFB reports should be reviewed by two people in your BPOU prior to submission to the Board. This will help catch any errors prior to submission to the Board. All reports are public record.
- Deposit all contributions within 10 business days.

Campaign Finance Reporting

Stage law required every BPOU Treasurer to file disclosure reports with Minnesota Campaign Finance Board (CFB). Party units are required to file four times each two-year cycle: A year-end report covering the entire odd year (2021, 2023, etc.), then three times each even year (late July and late September plus another year-end report, which is due by January 31 of the following year).

Unless grandfathered in, each treasurer must file reports online through the CFB. Robust training and support are provided by the CFB (see below)

Once you have become Treasurer you will need to file a new registration for your BPOU with the CFB (online or by mail) which indicates names and contact information for yourself and the current Chair(s).

Next, you should download and print the CFB's Political Party Unit Handbook (in PDF form on their website).

For each receipt in excess of \$20, you will need to keep a record of certain information:

- Full name and address of contributor
- Amount of contribution
- Date it was received by your BPOU
- Donor's employer, if total donations for year from the individual \$200 or more



The CFB staff is accessible, helpful and patient, even with rookie treasurers! Reach them by phone at (651) 296-5148, or toll free at (800) 657-3889. They also provide easy-to-use resources at www.cfboard.state.mn.us

The CFR staff supports the software via phone and e-mail contact, plus they provide:

- CFR Video Tutorials
- Training Classes
- Technical Bulletins
- A User Guide



BPOU Communications

Marketing is a key component to building the Republican Party brand, especially at the local level. Voters demand more consistent contact with the local party unit, and the party needs to use several marketing avenues to broadcast our message. Republican Party BPOUs and candidates/ legislators need to control and distribute their own messages. Many affordable (if not free) electronic communication tools are available that are easy to use and very effective.

There are several things to consider as you develop your communications strategy. First, bear in mind that once the communications leaves you, it is no longer something you can control. What you think is funny may not play well in other media markets. Before you post, think: “Will I or the State Party Chair have to explain this on the news tonight?”

Second, you want to keep a consistent look and feel among all of your communication methods that is both professional and inviting.

Developing your Communications Strategy

We communicate with many different audiences – family, friends, neighbors, and coworkers. Sometimes, we call our elected officials. When we write a letter to the editor, we are communicating with complete strangers. When we use social media, we are communicating with both people we know – and people who know us – and people we do not know. We are communicating with people who tend to agree with us, and people who do not think as we do.

We communicate for different purposes. We communicate to inform. Sometimes we debate. Sometimes we communicate to persuade. Sometimes we merely chat. Sometimes we ask questions, and sometimes we provide answers.

Think about the “why”, the “what”, the “how” and the “to whom” you are going to communicate. The success of your BPOU will depend on how well you communicate, and how well you communicate depends on how well you plan.

Communication planning and execution are key functions of a BPOU leader. This Resource Guide will provide some examples to help you understand the communications planning process. Take them as examples of the process, not specific actions you should or should not take. Each BPOU’s why, what, how and to whom is different; what is consistent across BPOUs are the principles of good communication.



The Basic BPOU Communication Plan

Each part of your communication plan represents a different audience requiring a different message. Different media work better for some audiences and messages than others. A communication plan (as opposed to shoot from the hip communications) identifies the purpose, audience, message and media that best enables you to carry out the three primary functions of a BPOU.

Make sure that the required “prepared and paid for” disclaimer is attached to all of your online communications. This includes free websites like Facebook or Twitter.

Websites

A website should be the anchor of all BPOU technology efforts. BPOUs have access to a free site from the Republican Party of Minnesota and though this site is limited, it at least provides BPOUs with a presence on the internet.

Fully functional websites that are as easy to update as typing a letter with a word processor are available for up to \$250 per year, and there are many options in between. More advanced websites may also include features such as mass emailing, polls and surveys, events (that clear when the date has passed) and the ability to link to other news sources (RSS feeds). Most websites also support the ability to receive donations.

Websites have three primary responsibilities:

1. Communication: Provide local news, BPOU Leadership information, and event information.
2. Volunteer Recruitment: Provide a central place for people to find volunteer opportunities and ways to get involved in with their local BPOU.
3. Donations: Provide a way for people to donate money.

We suggest the use of free-ware such as WordPress for website development. The use of WordPress will enable you to utilize the website skills of neighboring BPOUs throughout Minnesota. You can learn more at www.wordpress.com

Many GOP website developers can assist you in developing your website. Make sure the vendors you use can get your material produced quickly, correctly and affordably. We strongly encourage you to request project bids from several vendors to ensure obtaining the best possible pricing.

BPOU Builders - <http://www.bpoubuilders.com/>

P2B Strategies - <http://www.p2bstrategies.com/>

Buzz 360 – www.buzz360.co/

No matter what option is used, the key to technology is to keep it current and relevant. This means you must update your website regularly or no one will return to it. To revive a stale website, email can drive people back to the site.



Email

Email is a great way to communicate with an entire BPOU. Email may be a feature on a BPOU website through a variety of hosts such as Network Solutions or GoDaddy.com. Alternatively, an email account can be setup under the BPOU name. Email allows BPOUs to build their brand by communicating regularly with their activists.

Email communications should be limited to local news, information, and events. It may be tempting to ‘resend’ state and national news, but this may make people less likely to read your emails. Hotmail and Gmail accounts are better than nothing, but to build a BPOU brand it is best to use an email address that ties to the BPOU’s website. For example, if the BPOU’s website URL is www.mnbpougop.org, then their email address should be something like republicans@mnbpougop.org. Email accounts can automatically forward these emails to the BPOU Chair, Technology Chair, Marketing Chair, and/or anyone else that needs to receive copies of emails that come into this address.

Emails should include a short summary of the information in the communication and a link to the BPOU’s website where the reader can see the information in its entirety.

A “Donations” or “Contribute” button can also be included in every email. This button will link to the donations page on the BPOU’s website. When people receive a message that they like, they may decide to donate money to let the BPOU know that they like the message and/or support the BPOU’s efforts. They may donate small amounts of money, but it adds up.

Another option is to use a Google or Yahoo free account (e.g., CD2GOP@google.com, etc.).

However, if your BPOU does not use a mass email tool, **be sure that it sends emails to the BPOU and blind copies (bcc) all recipients.** This protects the BPOU’s email list and the recipient’s privacy. It also prevents people from ‘replying to all’ with unwanted or unnecessary messages.

If your BPOU does not have a database or if you would like to add to your database, contact your Congressional District or the Republican Party of Minnesota for a list of your caucus attendees. They can send you this list in a Microsoft Excel format. This is a great way to start your database or add to your existing database.

Try to collect as many email addresses as possible for those who live in your district. It is important to collect data about these people as it comes to you (What motivates them? Are they donors? Do they put signs in their yard? Are they delegates, alternates, or BPOU leaders?). Excel is a simple database software that you can use to manage these lists. Many BPOUs use services such as Nation Builder or Buzz360 to provide email, donations/financial linkage, and support their data base capabilities.



Text Messaging

“Texting” is sending short electronic messages over the internet or a cellular network to recipients. Text messaging has affected the political world--text messaging is a much easier, cheaper way of getting to the voters than the going door-to-door, if the sender has a valid cell phone number of the recipient.

Texting can be used by political organizations to advertise events, call for action, garner support for a candidate, make voters aware of critical issues, etc.

Social Media

Facebook

Facebook is a social networking site that allows users to create a page about themselves and then link to other Facebook users, called friends. Users can be individuals, organizations, public figures etc.

Facebook is a great place to start to build your social media portfolio. The purpose of a Facebook page is to display news, events and photos with your ‘fans,’ provide them with a way to volunteer and get involved, and to provide them with a way to access your website. Facebook also provides your activists with a way to learn about each other and to communicate with one other.

Twitter

The purpose of a Twitter account is to communicate news and events with your “followers”, provide them with a way to interact with your BPOU instantaneously, and to provide them with a way to access you aside from email or phone.

Using this tool as part of your social networking tool belt can prove to be very effective if used at least once a day to post a link or something of interest to your followers.

YouTube

YouTube is a site that allows you to create a host page from which you can upload and distribute video content that you have created or captured to the public

The purpose of a YouTube account is to share video content with “subscribers” and the public. Once you set up your YouTube account, you can begin uploading video immediately. Once you post a video on YouTube, you can email links to it, tweet (Twitter) links to the video, post links on your Facebook page, or embed the video directly into your website. You can use YouTube to highlight Republican candidates or point out the flaws in their opponents.

Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook. The app allows users to upload photos and videos to the service, The uploads can be edited with various filters, and



organized with tags and location information. An account's posts may be shared publicly or with pre-approved followers. Users can browse other users' content by tags and locations, and view trending content. Users can "like" photos, and follow other users to add their content to a feed.

Snapchat

Snapchat is a mobile app for smart phones that provides a sender the opportunity to send photos, videos, or video chats to all of the sender's followers. The Snapchat unique aspect is the communications are only available to the receiver for a short time. The "snaps" are inaccessible a short time after opened by the recipient.

Social Media Tips

Organize your objectives. It is important to think of an effective social strategy with both long-term and short-term goals. Some short-term goals you may want to focus on are:

- Developing a positive image about the issue or candidate
- Creating a strong buzz about the issue or candidate and related activities
- Get your followers to take action

A long-term goal may be looking beyond the election and asking, 'what will this party or campaign look like 10 years out?'

Speak the social network's language. A post on Twitter will not have the same effect on Facebook, Instagram or Snapchat. This is because the platforms offer different purposes and cater to diverse demographics and users. It is important to understand the various ins and outs of each platform to know how to craft the perfect message for their target audience.

Today, Facebook is used by all generations, where younger voters also use Instagram, Twitter, and Snapchat. You will want to learn each platform's language in order to appeal to its users.

With limited time and volunteers, you may be best off to choose one social network that reaches you target demographic and do that network well.

Be consistent. You should not only remain true to your "message and look," but also take time to build up followers and followers expect certain kinds of tweets or posts from you

Building relationships take time and this is no different over social media. While it might be easier to reach potential voters than traditional meet-and-greet methods, candidates and BPOUs must realize that social media marketing is not a short-term game plan. They must be in it for the long haul, willing to put in the hours to engage with the followers they gain and continually reach out to those who are still holding out.

Be consistent with message and timing of posts.



Posts. The best posts are those engage the target audience. Engagement is when the comment and share your posts. It is always wise to think twice before clicking the share button on posts that could be inflammatory. It is best to stay positive and factual.

Images speak louder than words. What speaks more volume: A short tweet about a politician serving food at a soup kitchen, or an image that captures the moment? Obviously, the image speaks far more about your passion for the issues. Since pictures are worth a thousand words candidates should be proactive about candid photo opportunities, especially on Snapchat and Instagram.

Experts indicate that even on Twitter, which is known for its strict character limit, tweets that contain images have higher click-through rates, retweets. Instead of only focusing on writing a story with words, you will want to leverage images to achieve higher levels of engagement.

Get personal. Voters are tired of hearing the same-old jargon and the same-old issues. They are tired of photo ops and choreographed posts. They want to get involved with organizations and campaigns that are willing to get real about the issues they support. This is where Trump triumphed in the social media environment. He simplified complicated issues on Twitter, which resonated with a large number of people who did not normally engage with politics.

Getting personal allowed him to appeal to an entire group of unreachable voters.

Trolls. Trolls are people who deliberately provoke others online by saying inflammatory and offensive things. They live to make people upset and angry. Do not confuse trolls with angry constituents. You should listen and think about their motivation. What options do you have on how should you deal with trolls?

- Ignore them. Trolls cause negative reactions in others because they want attention. So then...just ignore them. Don't fuel them. If the troll is gaining the traction from other that they craves and feeds on, try a different strategy to avoid a tragedy.
- Respond with facts. Are your trolls spreading rumors, wrong information, inaccuracies or outright lies? Then disprove any tales told by trolls with facts.
- Block or ban them. Most trolls, most of the time, are annoying and usually harmless.
- Don't be baited. Similar to ignoring them, don't feed them either.
- Don't delete their posts! That can escalate their bad behavior. You can hide their posts and they won't know you hid it. They and their friends will continue to see the post, it will no longer be visible to others.

LETTERS TO THE EDITOR

A letter to the editor campaign is a highly effective tool in both a campaign and communicating our Republican message to voters. The opinion page is one of the most read sections of the newspaper, especially in local papers. Letters should be concise, hard-hitting, and specific. Editors will rarely print a lengthy letter in its entirety and many papers have stringent limits for length. The letter should be timely, discussing recent articles, votes in the legislature, or an upcoming election. Many readers fail to catch a bad vote by a DFL incumbent or biased article, so this is the perfect way to reach people



with a clear, pointed message. Keep a list of addresses, fax numbers, or e-mail addresses for editors of newspapers in your area.

Sample Letters to the Editor:

A letter to the editor should be short. A few short paragraphs to get your point across (150-225 words) are usually all that papers will print, so be concise!

Dear Editor,

At the February 3rd District 279 School Board meeting, our board voted 4-2 in favor of a \$2.5 million capital expenditure to install artificial turf in ALL THREE of the District's football stadiums (Park Center, Osseo, and Maple Grove).

While I do not doubt that some District students will benefit from having artificial turf in our stadiums, I do not agree with those board members who believe that this expenditure is a "need rather than a want." The \$2.5 million expenditure (not including maintenance costs) does not represent some sort of "economic stimulus package for our District economy."

Funding such a capital improvement now is not a wise use of funds. Just because the School Board "can do it," does not mean the School Board "should do it."

Our voters care about children and the quality of education in the District, but our families are all feeling the pinch of a worsening economic environment and an unstable job market. Our families are tightening their budgets and our School District cannot afford to spend this money in such a manner.

I encourage members of the community to let the School Board know (schoolboardmembers@district 279.org) that you do not want them to spend \$2.5 million dollars plus of YOUR money on artificial turf.

Sincerely,

Mary Smith

ABC St. Lake Pond, MN 50001

marysmith@emailaddress.com 612-555-1212

Dear Editor:

I was very disappointed in votes taken recently by DFL Rep. Quimby dealing with the state's budget deficit. When the economy is slow and Minnesotans are losing jobs, the most irresponsible and callous action a representative can take is to raise taxes. Rep. Quimby demonstrated appalling disregard for Minnesota's working families.

Rep. Quimby's vote to raise taxes will not be forgotten during the next election and I will remind as many fellow voters as possible of this disappointing and indefensible vote.



*John Doe Anytown, MN
612-555-0000*

Disclaimers

All too often, people waste a lot of time and money having campaign signs and literature re-printed. Why? It is because they did not remember to include the required disclaimer. If you are a candidate or a BPOU, you must include the below information on all yard signs, fundraising letters, campaign literature, websites, and yes, even social media accounts:

“Prepared and paid for by the _____ Committee, _____ (address).”

Certain smaller items like buttons, bumper stickers, business cards, and the like do not require the disclaimer. Please see the MN Secretary of State’s website for a full list of exceptions and other guidance. Keep in mind there are required disclaimers for radio and television advertising as well.

DOS AND DONT S OF BPOU COMMUNICATIONS

Dos

It is important to know what news “is” in terms of the editor of your local newspapers. It should be timely, accurate and worthy of interest to readers and be something they wish to or need to know about.

Remember to deal in facts. The news media is not interested in unsubstantiated opinions. Use authentic and specific numbers such as, “Taxes on working families have gone up by more than \$1,200.” In addition, make your press releases look professional. Use white paper with a simple, informative letterhead. Keep your release to one page and written in active – not passive – tense. Finally, proofread, proofread, and proofread!

When interviewing, keep statements and answers short and to the point. Most radio and TV stations use 10- to 15-second “sound bites.” Practice your answers to the most commonly asked questions ahead of time. Anticipate as much as possible and prepare yourself.

Develop a list of all media sources, addresses, phone numbers, fax numbers, e-mail addresses, and key persons to contact. Look in the phone book or contact the RPM Communications Department as a starting point. Call or write requesting a packet of information on deadlines, paid advertising, etc. This will provide deadlines for advertisements and articles as well as other important information. (The State Party also has information available by congressional district.)

Dont’s



Do not tell a reporter something you do not want told to the whole world. If the story is juicy enough, “off the record” will become the headline. Also, do not ignore the media. Spend time with reporters, call-in to radio talk shows and remember: silence is not golden when running a political organization.

Do not ever speak badly or disparagingly of your friends or colleagues in the media. If a reporter repeatedly shows a bias against you, do not make demands or accusations. Ask to discuss it with him or his editor. Remember the old saying: “Never argue with someone who buys ink by the barrel and paper by the ton.”

Do not feed the media material you know they will not use. If you “cry wolf” too many times, the media will start to ignore you altogether.

Writing News Releases

News releases provide the foundation of any successful media program. However, they become ineffective when over-used. When you make the decision to issue a news release, be certain it is truly newsworthy. For example:

- BPOU Conventions (date, time, location, etc.)
- Endorsement of candidates
- Significant bad vote by local DFL incumbent
- Positive piece on GOP incumbent – appreciation, good vote taken, etc.
- BPOU Leadership elections

WHAT DOES A STANDARD NEWS RELEASE LOOK LIKE?

A news release should be one page. The headline must capture the essence of the release and the lead paragraph should be strong, concise, and informative.

The release should be legible (e.g., do not use a font that is too small or difficult to read) and should be proofread. Always include a contact name and number.

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE Thursday, March 24, 2021 Contact Joe Smith 612-555-4545

NEW OFFICERS ELECTED FOR SENATE DISTRICT 99 REPUBLICAN PARTY

Jane Doe was elected the new Chair of the Senate District 99 Republican Party during the annual convention held in Center City on Saturday, March 19th.



Republican Party of Minnesota – BPOU Leadership Resource Guide

“I am pleased to have the support of my fellow Republicans, and look forward to an exciting year,” stated Jane after the convention unanimously elected her. The 49 Republicans in attendance heard from candidates for State House and Senate for the 2022 elections in between electing the rest of the officers and State Central Committee delegates.

Other officers elected were:.....

The State Central delegates are:.....

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CANDIDATE SEARCH, SUPPORT, ENDORSEMENT

Candidate Search

Local Elections. We have an opportunity in 2021 and 2022 to recapture a Republican majority by taking our message of individual and fiscal responsibility to the local level. Local officials make the **majority of decisions** that have an effect on our everyday lives. Therefore, local government is the right vehicle for driving our message home to the people of Minnesota.

Why should we endorse for local, so-called “non-partisan” offices?

- We should do so because it creates a “farm team” of candidates to draw from in the future. Mayors, city council members, and school board members often end up in the legislature.
- Where better a place to put Republican principles into effect and truly make an impact than on our local governments? As Republicans, we have always believed in responsible, responsive government – citizens at the local level make better decisions for themselves than the bureaucrats in Washington D.C. or even St. Paul. That is why local government is so important, and that is why it is crucial that we elect Republicans at the local level.

Legislative Elections. It is imperative that BPOUs have an active Search Committee for every open house district seat in the 2022 elections. In 2020, there were House and Senate seats in which no Republican had filed to run. Because of this, we were unable to keep thousands of dollars of public subsidy money out of the hands of the DFL State Party. In 2022 to regain our majority in the State House, we must have a full slate of candidates.

We need to fill all of those State House seats and continue looking for people to run for office in the future. We urge all of you to begin this search and recruitment process immediately. We cannot afford to procrastinate. We have the potential to make huge gains in the House (and win a majority), but only if we can recruit people early and they have the time it takes to run a competitive campaign.

An important first step in recruiting candidates is appointing a BPOU Candidate Search Coordinator. In this section of the BPOU Resource Guide, you will find all the tools necessary to search for both local and legislative candidates as well as how to endorse and elect them.



The Process

Recruiting qualified candidates is one of the primary responsibilities of the BPOU. One objective for any BPOU Chair should be to field the best candidates for every elective office. If there is a Democrat on the ballot, there must be a Republican. If there is not a Democrat on the ballot, there should definitely be a Republican. The better the candidate, the more likely there will be a celebration on election night.

The basic elements of successful candidate recruitment are straightforward:

- Convince the political community in the district that the seat is winnable.
- Mobilize party and community resources to identify good potential candidates.
- Determine the characteristics of the ideal candidate for the race.
- Demonstrate to potential candidates that the seat is winnable and that there is reason to run.
- Demonstrate to a potential candidate that they can raise the money to win.
- Demonstrate that the rewards of service compensate for the impact on their life.
- Only make promises to candidates that can be kept and then keep them!

Assess The District

The first step in the recruitment process is to analyze, assess, and understand the district. At a minimum, this requires a basic precinct analysis (see “How To Do a Precinct Analysis”) and an understanding of the demographic profile of the district (see “How To Develop a District Profile”). When a BPOU has a political plan in place, most of the hard work is done.

It is important to first analyze the district to understand demographics. In researching the area, you will find the names of community leaders who might possibly be good candidates. Many of these leaders may not be “political” people or elected officials, but rather people who command respect in other areas of community life. Often it has never occurred to them to seek public office. A candidate without political experience is not necessarily a bad candidate.

The results of your analysis frequently suggest which part of the district the “ideal” candidate should call home. For example, if your district has a strong base of support in the most populous town, this is preferable to a candidate with strong support in a less-populated area. Additionally, the data collected from this analysis may be helpful in convincing individuals to run.

Assess The Opponent

In recruiting a candidate to run against a Democrat incumbent, the recruiter must first attempt to demonstrate that the incumbent is vulnerable, that there is reason to vote against him/her.



Demonstrate in clear and compelling terms the powerful message and issues that can beat the opponent.

Providing research on the Democrat can be a powerful recruiting tool. If analyzed properly, it can show which themes and messages will help defeat the incumbent. Past **votes** are public record. Check with your county government center or city hall for those votes. The State Party Research Department also has extensive files on many DFL representatives and senators.

It is difficult to answer a potential candidate's question about winning an election without doing at least some research on the opponent. To establish the vulnerability of the opponent look for the "eight deadly sins"—specifically, if they have:

1. Voted to raise taxes
2. Broken a previous campaign promise
3. Raised salaries for himself/herself or taken other excessive "perks" of the office
4. Missed too many votes or other easy measures of non-performance
5. Recently moved into the district—a "carpetbagger"
6. Taken no action on an important/emotional issue
7. Voted the "wrong" way on a hot button issue in the previous session
8. Repeated any of the above offenses

If running against an incumbent, closely analyze his/her last two races as well as the first race to find out what campaign promises he/she made and how he/she ran the campaign.

Assess The Potential Candidates

When beginning a candidate search and assessment, it is important to develop a **list** of potential candidates. Seeking input from Party leaders, financial and community leaders, former candidates and other opinion leaders in the district can do this.

Take a look at people who have run before, but lost. If a previous candidate has some remaining name recognition, or retains some political base of support, that person may make a better candidate than a new one. Sometimes very good candidates lose close elections for reasons that have nothing to do with the candidate's ability to win.

You should also look at community leaders who are involved in local activities. This year's chair of the food drive, a well-liked high school coach, a former professional athlete, or a local "notable" such as an author could make great candidates.

The important thing to remember is to look both within and **outside the Party circle** for candidates. There may be many community "heroes" in your area who will make terrific candidates. A person who has never been heavily involved in politics could be just what the district needs. Broader vision means broader opportunities.



Characteristics of Potential Candidates

The term “ideal candidate” is a misnomer; no candidate is truly “ideal.” This is important to recognize. The term “**ideal**” implies that there is only one acceptable type of Republican candidate, which is simply not the case. Our party’s strength is in the diversity of Republicans running for elected office. Defining the “ideal” candidate simply helps us focus on the most important characteristics a candidate needs to be successful in a specific situation.

The “ideal” candidate will possess two sets of qualities: (1) certain “generic” candidate skills which would be mandatory wherever the candidate ran, and (2) qualities that “fit the district” and the specific campaign.

The “generic” skills a good candidate needs include the abilities to:

- Emotionally and physically withstand the rigors of the campaign
- Amass a core of devoted supporters
- Motivate people
- Ask for money
- Fully commit oneself to the campaign.

The right geographic base and career experience helps the candidate “fit the district”. For instance, if the district is heavily blue-collar, but the incumbent is a banker or other white-collar professional, you might want to look at recruiting a blue-collar candidate. Likewise, if the Democrat candidate is from a less populated part of the district, you may want to recruit a candidate from the more populous section.

There are also several characteristics to be aware of when considering a potential candidate. For example, the candidate should have strong **character**. They must be able to withstand the emotional and physical demands of a campaign. He/she must be able to identify with others and must believe that he/she will better represent the district. The candidate should have earned the respect of the community at large.

The candidate must also have **organization** skills and the dedicated support of at least 6-10 people (more in a large-scale race) who will not only work for the campaign but also provide honest counsel to the candidate. The candidate must be able to motivate people to volunteer and recruit others. In addition to the campaign manager and staff, the candidate must have the ability to assemble the people and financial resources necessary to win the campaign.

Finances are an important part of any campaign. The candidate must be able to ask for money or to write a check to finance the campaign (remember though, that legislative candidates



can only contribute up to \$5,000 of their own money). They should also have access or contact with the financial/donor community in the area. The local BPOU can help a candidate with that.

The candidate must have a base of support—political, geographic, financial, volunteer, and ideological. He/she must have a desire to win. They must want to win badly enough to make the sacrifices required to win.

Even though a candidate may meet these standards, explore two other more personal areas to determine if a person would make a good candidate. First, does the immediate family support the candidacy? If spouse or children oppose the idea, explain to them the nature of the job and public service in general. Be frank about the good and the bad of serving in elected office.

Finally, will personal background withstand scrutiny? Be sure to discuss personal and employment background with the candidate. Help prepare responses to possible attacks in these areas.

Party-Test Prospective Candidates

The BPOU should “test” potential candidates with Republican elected officials, party and financial leaders and other opinion leaders in the community. Despite data suggesting a Democrat’s vulnerability, if the political and community leadership do not think the GOP candidate can win, the odds of the prospective candidate entering and winning the race are far lower.

The Candidate Search Coordinator and Search Committee handling recruitment should put together a prospectus demonstrating why and how the campaign is winnable. The committee should show how the campaign can be won by showing the results from the precinct analysis, put together a sample budget, talk about potential issues and weaknesses of the incumbent. This material is shared each time the recruitment team meets with people in the district while generating the list of potential candidates.

Even if the race is a definite long shot, there are several persuasive reasons why a candidate is recruited. For example, an election may be winnable by taking a multi-cycle approach to defeating an incumbent. Sometimes it is necessary for a candidate to establish credibility in one election cycle, by building a grassroots organization, establishing a financial base, increasing name recognition, and developing a contrast with the incumbent on a number of issues. Then, when the next election cycle starts, the candidate steps off with a much higher level of credibility and makes the campaign a competitive race.



Additionally, it is sometimes valuable to have a challenger run in a district to tie up a Democrat incumbent's resources. If there is no GOP candidate, the Democrat incumbent is free to use his time and energy helping other Democratic candidates in tough races. If the incumbent has to contend with an opponent, more time and money must be devoted to the incumbent's own campaign.

Republican candidates at other levels of the ticket (above or below) can also greatly benefit by having a full slate. Voter drop off is less if there is someone to vote for in each position. In addition, running for office can be very beneficial to future political activities. Obviously, being a candidate presents an opportunity to meet many people in the Republican Party structure as well as in the community. These contacts will become friends, business clients, co-workers on community projects, etc.

Another reason to run is voter frustration, which, if high, may lead to a "dump the incumbent" attitude. Or perhaps a highly popular GOP candidate is on the ticket and it promises to be a banner year for everyone.

Finally, in Minnesota, for every seat that a Republican files in and a Democrat doesn't, the Public Subsidy money transfers directly to the Republican Party (and vice versa). For example, recently, the Democrats failed to file a challenger to the GOP candidate in seven House seats. Subsequently, over \$20,000 came into the GOP's fund.

Meet Prospective Candidates

The primary objective of a first meeting with a prospective candidate is to get a commitment to some follow-up action. This could be as simple as an agreement to read materials you provided about the race, set up a meeting with others in the district to talk again about running, or set up a meeting with other GOP legislators. You want to leave the meeting with the door open.

Another reason to meet is to establish personal rapport. You should outline why you believe the race can be won, or why the party needs this particular person to run. It is important that the recruiter listen to the prospect's concerns about the pros and cons of a possible campaign. Then, move your discussion toward the campaign by asking the prospective candidate about his or her exposure to the current incumbent. Has he/she had much contact with the incumbent? Does he/she think the incumbent is doing a good job for the people of the district?

Use the conversation about the opponent to transition to a discussion about why the race is winnable:



- Quickly summarize major observations about why the opponent is beatable based on research findings.
- Enumerate reasons why the potential candidate might want to make the race. One cannot be sure what might motivate a potential candidate. It is, ultimately, a highly personal decision. Some potential candidates see the benefits of a chance to run for higher office in the future. Others will want to help the Republican Party. Still others will want a platform to talk about an idea or issue they think is important.

Be sure to determine which benefits apply to, and draw a response from, the potential candidate. Then follow up at a later meeting with additional information on those topics. Be ready with the facts but also speak from the heart. Try to understand the major hurdles a candidate must clear in order to decide to run – family support, the ability to take time off from work to campaign, confidence that the money can be raised, whether there is belief the race can be won, etc.

As the meeting closes, talk about winning and try to get a commitment to a next step. Close with a brief summary and enthusiastically reinforce whatever “hot buttons” seemed to move the prospect.

Commit Prospective Candidates

To move the prospective candidate to a commitment, reiterate the following:

- Sell the merits and importance of the office.
 - Explain how his/her career may benefit by seeking office.
 - Explain again, how important it is to the Party.
 - Defend his/her ability to win.
 - Demonstrate that the political community supports the candidacy.

If a potential candidate promises to decide by a certain date and does not, the odds of his/her actually running drop dramatically. After a certain point, people do not really need “just a few more days” if they truly wish to run.

Develop a realistic and focused campaign to answer the candidate’s questions and concerns. Let the candidate’s peers sell the attributes of the office. If possible, have elected GOP officials encourage the potential candidate to run.

Many times the primary hesitation of first time candidates is simply that they are a bit overwhelmed about getting started. What may strike the experienced political activist, as basic first steps to becoming a candidate (legally filing for the seat, setting up an announcement press conference, etc.) may be daunting to a first-time candidate.

Therefore, the local Party should consider instituting a set of support services to help make those “first steps” into local politics as hassle-free for the candidate as possible. Help the



candidate establish criteria for making the decision and selecting a date by which the decision to run should be made. It does not help anyone to leave this process open forever.

Remember, Minnesota state law allows for the creation of an Exploratory Committee prior to a final decision about running.

The final frustration is your limited insight and influence with the two most critical factors in the decision—family and career. Accordingly, do not despair if you do everything else right and lose candidates to one of these factors.

BPOU And Party Assistance

The BPOU should provide a “package of services” that a potential candidate accesses during the campaign. The package should include State Party and House/Senate Caucus services as well. Many candidates have said a key reason they decided to run was that people and resources existed to help them. The Republican Party has an obligation to marshal its people and its resources to support fully the candidate recruitment effort and to continue that support throughout the campaign. An important task for the BPOU is to help new candidates develop the abilities and resources required to win a campaign.

Do not give money from a political party unit to a potential candidate until after an endorsement. However, you can demonstrate to potential candidates what the local or State Party may do for them if they receive the endorsement.

Oftentimes, the more experienced the candidate, the more the recruitment conversation will center on money. The recruiter must fully understand the limits of his/her authority to commit funds or services. Make sure to clarify any money discussions at the end of the meeting.

Too often, the Party has tried to recruit candidates simply by offering to underwrite the campaign. The results have sometimes been lazy candidates and inadequate funds. The Party is blamed for not delivering promised funding. As much as possible, offers of direct financial assistance should be avoided; emphasize the other services the Republican Party or caucus can provide (i.e. promotional support through sample ballots, absentee ballot applications, get-out-the-vote phone calls, website promotion, etc.).

There is no question that direct or in-kind financial support is many times the most effective part of the recruitment conversation. Candidates understandably want as much financial support as possible, with minimal “strings attached.” Nevertheless, many Party leaders will concede that committing too much money with “no strings attached” helps neither the candidate nor the Party. It seems prudent to provide some early money to help establish the campaign and then commit additional money as the campaign raises funds of its own.



Remember to check with the Campaign Finance & Public Disclosure Board and familiarize yourself with the rules to determine raising and spending limits for the office you are recruiting. If recruiting for a federal office, check with the Federal Election Commission, and your local city hall or county government center for municipal election laws.

Basic Services The Party Offers Potential Candidates. The RPM can help the candidate meet the legal requirements for filing for the seat, and assist the candidate in preparing an initial statement about why he/she decided to run and what he/she can bring to the office. This statement becomes the basis for preparing initial press releases and announcement speech.

If the candidate is not already acquainted with local party activists, the Party can provide someone to help arrange (and possibly attend with the candidate) a series of meetings with party leaders. Make sure the candidate attends several BPOU meetings in order to be acquainted with the leadership.

Other Services. Other services the Party can provide include:

- Campaign school
- Campaign manual (post-endorsement)
- Vote analysis, including base GOP numbers and number of GOP votes cast
- Possible direct and in-kind donations
- Possible use of staff to draft a campaign plan, provide assistance, draft direct mail, etc.
- Voter lists, voter identification data, etc.
- Get-out-the-vote program (sample ballot, GOTV calls, etc.)

How To Develop a District Profile

The following checklist provides points to consider when creating your district profile. Some of these things may not apply to the office being recruited.

Geographical Information

- District map with precinct lines and legal boundaries
- Detailed precinct maps
- Census maps
- District maps of all towns, cities, and counties
- Street maps
- You can find this at a County or City Auditor's office.

Historical Information

- Political history
- District origins
- Centers of industry and employment



- Leaders
- District culture

You can obtain Voter histories from the State Party, Secretary of State, County Auditor, or City Hall Elections Division.

Demographic Statistics

- Age
- Sex
- Race
- Education
- Ethnic heritage
- Occupations
- Industries
- Income
- Length of residence
- Families / singles
- Homeowners / renters
- Home market values
- Religion

Data Center contains some of this information.

Special Voter Groups

- Union members
- Farmers
- Veterans
- Environmentalists
- Senior citizens
- Small business people
- Ethnic minorities
- Teachers

Be aware if these groups are in your area, for they will weigh in on your campaign.

Organizations

- Civic: Lions, Jaycees, Chamber of Commerce, Knights of Columbus, etc.
- Professionals: Doctors, Lawyers, Realtors, etc.
- Religious groups

Meeting times are often listed in local papers if the group exists; again, be aware if they are in your area, for they will also weigh in on the election.

Political Organizations

- Party leaders



- Campaign volunteers
- College Republicans
- Young Republicans
- Other political clubs

Contact the State Party for this information.

Movers And Shakers

- Top business leaders
- Current office holders
- Large and small industry leaders
- Influential professionals
- Civic, religious and social leaders

Keep an eye on the local papers for names that seem to re-occur.

How To Do A Precinct Analysis

Here are the six basic steps to follow in determining the voting behavior of the precincts in your district:

Select a Base Race: A base race is one that identifies those voters who will vote Republican regardless of the candidate. Review the voting data from at least two previous elections and find a base Republican race. To find the base vote, select a race that covers your total district and where the Republican candidate received only hardcore Republican votes and did nothing to generate additional votes.

Be careful. It is not necessarily the lowest vote getter that is the base Republican. The lowest vote could mean the vote for that office was very light or unusual circumstances prevailed. You have to use your judgment and knowledge of prior elections. Do not use a race where major controversy influenced the results (i.e. scandal, criminal indictments, etc.). To avoid any local biases, use a statewide race that generated little or no interest and received only the hardcore Republican vote.

List the total votes the Republican received in each precinct in your district for the base race. Also, note the total votes cast for both the Republican and Democrat in each precinct in this race.

Select a High Race: A high race is the highest vote total a Republican can hope to receive. This measures the maximum performance a Republican can expect to achieve. Select a race that also covers your district in the same election year as the base race. Once again, it is best to use a statewide race where there was no controversy.



The high race you select should have a candidate who generated a wide appeal by receiving the ticket-splitter and crossover voters. You must use your political judgment to pick the best race.

List the total votes the Republican received in each precinct in your district for the high race. Note the total votes cast for both the Republican and Democrat in each precinct.

Determine Raw Numbers for Ticket Splitters: For each precinct perform the following equation: Republican Vote High Race minus Republican Vote Base Race equals Raw Number (potential) Ticket-Splitters.

Determine Ticket Splitters by Percentage: For each precinct perform the following equation: Raw Number of Ticket-Splitters divided by High Race Total Precinct Vote equals Percentage of Ticket-Splitters.

Rank Precincts by Ticket-Splitter Percentage: Rank the precincts in descending order – from the highest to the lowest ticket-splitter percentage. Determine the natural break between high and low concentrations of ticket-splitters among the precincts.

Your precincts are now prioritized for ticket-splitters who you can sway to vote your way.

Divide Precincts into GOP core, Ticket-Splitter and Democrat Core: Compare the ticket-splitter percentage for each precinct with the percentage of Republican votes in the base and high races. To determine the percentage of Republican vote in the base and high races, perform the following equation for each precinct: Republican Raw Vote divided by Total Votes Cast equals Percentage of Republican Vote.

Divide your precincts into Republican Core, Ticket-Splitter, and Democrat Core areas according to the criteria listed below. Use sound political judgment when comparing the ticket-splitter percentage with the base and high race Republican vote percentages.

Republican Core Precincts = Large Base Race Percentage, Large High Race Percentage, and Small Ticket-Splitter Percentage

Ticket-Splitter Precincts = Large Ticket-Splitter Percentage, Large High Race Percentage, and Small Base Race Percentage

Democrat Core Precincts = Small Base Race Percentage, Small High Race Percentage, and Small Ticket-Splitter Percentage

While it is important to understand the process of doing a precinct analysis, this information is also available from the State Party. You may contact the State Party at 651-222-0022, and ask to speak to the staff member in charge of campaigns. They will get this information to you.



Master Checklist

Form a Search Committee of Republicans from different backgrounds and parts of the district to:

- Analyze the district – do a precinct analysis and a district profile
- Assess the opponent
- Define the ideal candidate for the race
- Develop the list of potential candidates - seek suggestions from outside sources
- Meet with prospective candidates
- Move potential candidates from interest to commitment
- Explain the services the party will offer to potential candidates
- Answer the potential candidate's questions

Conclusions

BPOU leaders must recognize the importance of a conscious and studied Candidate Recruitment process. It is incumbent upon Party leadership to see that there is a qualified, respected Republican candidate for every office on the ballot. To decide that it is impossible for a Republican to win a particular seat is a disservice not only to the Party, but also to the voting public, who deserve to have a choice for every office in every election.

Local Election Campaign Handbook

Search Committee

The Search Committee should consider party activists who live and/or work within the district first. You want people that are committed to the Party and its processes but that also have contacts within the community. Be willing to reach out to others if need be and try to bring people from different groups together.

Make sure that a Chair and a Vice- or Co-Chair are appointed, and set up a regular time to meet, whether it be once every 2 weeks, once a month in the early months, or more frequently depending on need.

See the previous section for more detailed information on the candidate selection process.

Endorsing Convention

The rules for calling a local endorsing convention vary. The BPOU Chair calls the convention if the district being endorsed for is wholly within a BPOU. If the district crosses BPOU lines, but not Congressional District lines, the CD Chair calls it. If the district crosses Congressional District lines, the State Party Chair calls the convention.

Send the convention call to any person elected as a delegate or an alternate at the Precinct Caucuses. For example, if there were an endorsing convention called for Ward 6 in St. Paul, the



people elected as delegates or alternates out of the precincts that comprise Ward 6 would receive the convention call.

It is important to consider a local endorsing convention like a mini-BPOU endorsing convention. All rules that govern legislative endorsement govern local endorsement.

As always, the first order of business shall be the temporary credentials report. The convention shall then proceed to the seating of the delegates. A precinct shall be entitled to one vote for each delegate/alternate present and seated.

Remember, endorsement shall be by sixty (60) percent of the voting strength on each particular ballot. If on the first ballot 100 people cast a vote, 60 votes are needed for endorsement. If on the second ballot only 90 people cast a ballot, only 54 votes are needed for endorsement.

It would probably be wise to have someone chair the convention who has run an endorsing convention before and is familiar with the parliamentary procedure that goes along with it.

Once you have an endorsed candidate, the campaign begins. Included in this Resource Guide is information on fundraising, door knocking, direct mail and more. We highly recommend you sit down with your candidate and his/her campaign manager and go over the information contained here. The State Party is also happy to help.

The endorsed candidate should immediately contact the BPOU or House District Data Center Coordinator. This person will be invaluable to the campaign, providing the candidate and his/her committee with all the lists needed, whether they are fundraising or political. The sooner they contact each other the better. The BPOU (or House District) Data Center Coordinators must be well trained on how to use the database.

Campaign Organization

A small group of people that will dedicate the time necessary to win the campaign should assist the candidate. Their activities should free the candidate's time for door knocking and raising money. Campaign roles to fill include:

Campaign Manager: CEO of the campaign structure. Organizes campaign events, recruits other key campaign volunteers, and oversees operation of campaign from start to finish. Provides the candidate with daily motivation and does whatever is necessary to allow the candidate to concentrate entirely on campaigning.

Campaign Chairperson: This is an optional, but valuable position. It usually does not require an active role, but is more of a figurehead for the campaign. This person should be someone who is well liked and well known in the district, and will allow his/her name on all campaign material.



Treasurer: This is the CPA of the campaign. It is very helpful, but not necessary to find someone who has a background in working with numbers. The treasurer will hold the checkbook, track income and expenditures send out thank you notes and political contribution refund notes to contributors and, most importantly, complete the Campaign Finance reports.

Volunteer Coordinator: Responsible for finding and organizing volunteers for envelope stuffing, literature drops, phone calling, door knocking, parades and all other campaign functions.

Lawn Sign Coordinator: In charge of all lawn signs and their locations. They must find people to help assemble, distribute, and keep track of all signs throughout the campaign.

Data Center Coordinator: In charge of maintaining, all campaign lists and records in the database. The local party organization should provide someone to fill this vital role.

Media Coordinator: This person will be in charge of all areas dealing with newspapers, radio, social media, and mail. This includes letters to the editor, direct mail, ads, and all other campaign literature. They should keep a list of contacts from these areas.

Developing Your Message

Before you can start heading down the campaign trail, you must have a reason for running and a message to deliver to your district. You must ask and answer these questions. Do not just think about them, write them down! People WILL ask you these questions, and you should respond with short, one-minute answers:

- Why am I running?
- What do I hope to accomplish?
- Why should people vote for me over my opponent?
- How can I win?

Remember that legislative elections are about contrast. Being just like your opponent will not get you elected! **Your message needs to be researched, specific, easily understood, credible and contrasting.**

The most effective message is one that revolves around a “hot button” issue in your district. The key is to find an issue that you and your opponent disagree on, and/or one that can get you 50% of the vote plus 1.

After you have done this, test your message by asking and writing your answers to these key questions:

- Does the message fit my district?
- Does the message highlight my strengths and my opponent’s weaknesses?
- Does my message protect me from inevitable attacks in my candidacy?



- Is the message big enough and important enough to have an impact on voters?

Remember that you do not have to choose a traditional Republican message. Choose a message that you and the majority of your district feel most strongly about, a message that will win you the election. A winning message is not what you want it to be. A winning message is what the VOTERS say is a winning message.

Fundraising

Fundraising and door knocking is the number one and two things a candidate needs to do to win. Campaigns for municipal or other local office are NOT eligible for the \$50/\$100 MN contribution refund program. That is open only to candidates for state offices like State Senate or State House.

To be successful in fundraising, you must make your own contribution. You cannot ask others to give if you have not given yourself. Be open and honest with donors. Tell them how important your race is and how their contribution will help bring about a better local government, and in turn, a better Minnesota.

Be sure to ask for a specific amount. If you go into a conversation knowing what you want, the outcome will always be better. Be sure to express urgency. Tell the donor that their help is needed NOW! The more compelling the situation sounds, the more likely people are to give.

Ask anyone who expresses interest in you. Everyone is a potential donor and it never hurts to ask. Last and most important: **do not ever forget to say “thank you.”**

Follow this systematic approach to fundraising.

- **File Your Campaign:** Register your campaign with the appropriate governing body.
- **Give Your Donation:** Remember you cannot expect others to give to a cause in which you do not give yourself.
- **Friends and Family Network:** Create a list of people that you know and network with (e.g. family, neighbors, co-workers, clients, vendors, church members, etc.). Develop a list of 50-75 people. You should first ask these people to support you before you ask for money.
- **Other Networks.** After you have compiled a list of your known sources, have friends and family do the same.
- **Write the Letter.** Write a fundraising letter stressing the fact that their money is important and let them know that you need money from your supporters before you can ask from others. Your letter should include a reply piece—a card included that asks for the donor’s name, address, and occupation/employer and how much they will be giving. It should also include a pre-addressed return envelope and arrive in an outside envelope designed to entice the potential donor to open it. Using a first-class commemorative stamp,



an unusual sized envelope, a colored envelope, or a quick message (e.g. “are you tired of liberals running the show?”) have been effective. Always be sure to check with the appropriate campaign finance authority to make sure you have the proper disclaimer.

- Follow-up Call. Once the prospective donor has received the letter, they will set it aside, so you must call! Ask if they have received your letter and ask when they are going to give. DO NOT let the donor hang up without getting a firm commitment on if, when and how much they will give.
- Do It Again. Repeat this process with prospective donors, family, friends, and anyone who has not given yet. Go back and make special appeals to those who have given. Explain that there are special projects coming up (a specific mailing, a need for more lawn signs, etc.).

Always ask for money. No matter where you are or how late in the campaign it is, if a person shows interest in you, ask them to financially support you.

Door Knocking

Aside from raising money, door knocking is one of the most important things you can do to help your campaign. In order for you to be successful, you should door knock your entire district at least twice.

To maximize your efforts, you should door knock on major streets throughout your district first so that you can secure good lawn sign locations. Door knock in pairs, (ideally, the candidate with a volunteer). The candidate should knock the even or odd sides first, then vice versa. This will ensure that the candidate hits every house at least once.

Follow the district precinct priority and knock the Republican areas first. However, do not concede any area in a local election. Ideally, door knocking should be a follow-up to a literature drop. Volunteers should drop literature in the area about a week before you plan to door knock it.

The candidate and the volunteer should always carry a pen and a small pad of paper with them. If a person is not home, you should write on the walk card: “Sorry I missed you!” If a person is home and acts interested or shows support for the candidate, write down their name and add it to your mailing list.

We encourage you to door knock your entire district at least twice. However, if you are in a primary or are short of time at the end of your campaign and are looking to turn more Republicans out to vote or talk to more undecided voters, you can target your door knocking utilizing the information in your computer/database.



Remember, do not be shy, and **be aggressive**. Door knock as often as possible. Every door you knock could potentially be another vote. At the bare minimum, follow this schedule:

- May — 3 to 4 days per week
- June — 4 days per week
- July — 4 to 5 days per week
- August — 5 days per week
- September — 6 days per week
- October — 6 to 7 days per week
- November — Everyday! Yes, even on Election Day!

Literature Drops

The point of lit dropping is to communicate your message and get your name out to voters as quickly and cost-effectively as possible. The more a voter sees your name and knows about you, the greater the chance that they will vote for you.

You should lit drop your entire district **3-4 times**, MINIMUM. However, it is also possible to do targeted literature drops to identified Republicans, Independents or undecided voters. The information available in your computer/database can help you decide which groups you want to communicate your message with.

To organize a successful lit drop, you will need detailed maps. You can find them at city, county, or utility offices for low prices and it is well worth the five or ten dollars it may cost you. Have sections marked off on the maps where you want the volunteers to go.

Select a central location where everyone can meet. If you are in a rural district, set up several locations in towns or townships. Recruit as many volunteers as possible. The more you have, the faster it goes. Try, if possible, to send them out in groups of two. It is most effective this way, and is more fun for the volunteers.

Remember to have enough literature ready when the volunteers come. One of the worst things you can do is send out volunteers without enough lit. Have the volunteers mark off what they finished on their maps and collect them at the end of the drop. This way you will know what more remains.

It is a good idea to supply volunteers with coffee, water, soda, and snacks throughout the day. Set a time to meet back together two hours after starting. It is a small amount to pay to thank people for working for you and believing in you.

Endorsed candidates may also use Data Center to create walk lists for literature drops. This allows BPOUs and candidates to target the recipients of a lit piece by issue, vote history, party affiliation, or a combination of the three.



Lawn Signs

Lawn signs are key to rapid name identification within your district. If you can out-maneuver your opponent and beat him/her to the best spots, then you will have won the first of many campaign battles.

There are people already identified in Data Center (or any other data base used by the BPOU) who might want your lawn signs. Call the identified Republicans and ask if they would be willing to take one of your signs.

To wage a successful lawn sign campaign your signs should primarily be 2ftx4ft corrugated plastic. They should be one color. A red, blue, or green background with big, white, easy to read horizontal lettering and your surname as the dominant feature and the title of the office you are seeking. Do not forget your disclaimer!

Each sign should have four plastic ties and 2 pieces of re-bar. You should order extra signs, re-bar and ties as they break. If you live in a rural district, you may also want to order some bigger signs. The 4ftx8ft signs work well along major roads. Do not order many of these signs, as it is more difficult to find locations for them.

Form a Lawn Sign Committee. If the candidates are stuck putting up, keeping track of, and caring for all of the signs in their district, they will not win their race. After the candidate has found locations, dedicated volunteers must take over the battle. Your Sign Committee should be two to five people, depending on the size of your district. This committee must make these decisions as early as possible:

- Who will distribute them?
- Who will put them up?
- Who will take them down?
- Who will watch the locations throughout the election?
- Where will they be stored after the election?

When putting up the signs, always carry a lawn sign letter with you. This letter should thank the homeowner for allowing you to put a sign up and it should have a telephone number where someone can report a damaged or stolen sign.

Check your city ordinances to determine the earliest possible date you can put up your lawn signs. Then make plans to put them up that day. Also, check the ordinances regarding the size of signs allowed and other pertinent information.



Door knock the main streets first. The candidate should be out trying to round up the best sign locations as early as possible. The trouble is getting people to commit early. If a person is hesitant, let them know the sign will not be put up until the end of the summer.

After you have secured the highly visible locations, you should ask known supporters, businesses, and people who have allowed others to put signs up in the past. Most of them will let you put your sign up. You can create a list of these people from Data Center. You should also “flag” all lawn sign locations in Data Center for future campaigns. Remember, it is never too late to ask someone if they want a sign.

Events

Actively participating in as many local functions as possible is a great and inexpensive way to increase your name identification. Some of the items needed at public events include:

Stickers – They are a must at all events. Your stickers should be designed to look exactly like your lawn signs. NO EXCEPTIONS!

T-shirts – Volunteers at most events (parades, football games, fairs, etc.) should wear t-shirts. They too should look like your signs. NO EXCEPTIONS!

Banner – This is an extra, if you have the money. They work well for parades and in fair booths. If you cannot get one, then lawn signs will do.

Volunteers – Students enjoy parades and community events and make great volunteers. Remember, the more people you surround yourself with, the better you look!

Have a calendar of all activities in your district made up as soon as possible. Candidates should be at as many of these events as possible. Besides door knocking, there is no better way to meet people. Obtain a list of community activities from local, daily, and weekly newspapers, church bulletins, and other sources. Keep your eyes open for potential places to campaign!

Billboards

Just like lawn signs, billboards can be a key to rapid widespread name identification within a district. Obviously, choosing the correct billboard location is critical to obtaining maximum name recognition exposure.

Parades

Do not miss parades – ever! You need a car, signs, stickers, literature, t-shirts and lawn signs or banners. Have 4 volunteers (2 on each side of the street) go from the beginning to the end of



the parade route, putting stickers on everyone they see 30 minutes before the parade starts. Have as many volunteers as possible walk in the parade with you. They should be holding signs, passing out walk cards, etc. The candidate walks and shakes hands! The candidate should never ride in the car – it looks bad.

Fairs And Festivals

You should attend all county fairs and/or community festivals. If possible, set up a booth with signs, stickers, and literature for people to look at and take with them if they like. Always have a volunteer staffing the booth! If any of your volunteers are going to these events, ask them to stop by the booth and pick up a t-shirt or stickers to wear for the day.

High School Football Games

Have at least two volunteers show up 30 minutes before the game starts. The volunteers (wearing shirts & stickers) should hand out stickers & walk cards or schedules. The candidate should shake hands and greet people.

Small Gatherings

If you are attending church dinners, neighborhood get-togethers, Rotary meetings, and other smaller events and you are not an active member, you should contact someone who is and ask them to take and introduce you to the members. However, attend these types of events even if you cannot find someone to introduce you. At these smaller functions, you should shake hands and talk to people on a one-on-one basis. If you have an opportunity to speak, then take it. The key point at these smaller functions is to let ordinary, voting citizens get to know you on a more personal basis.

Direct Mail

The purpose of direct mail is to encourage a targeted interest group to get out and vote for you, and to persuade constituents that you are the best candidate for the job. Direct mail is the most effective way to get your message out to voters.

Before you start your direct mail program, you will want to choose the groups that you will be mailing. You must decide as a campaign which groups you feel are the strongest and have the largest number of voters. Here is a small list of a large pool of possible groups to mail to:

- Known Republicans
 - Pro-Life
 - Homeowners
 - Hunters
 - Seniors



For a targeted mailing to be successful, you need to complete these five steps:

- Draft and design the mailing
- Obtain the necessary list from your database
- Set deadline for printing
- Set drop date for mail

You will have to identify how to handle these mailings. With the always-changing postal codes and regulations, we highly recommend that you take all targeted mailings to a mail house, unless they are small – 3,000 pieces or less.

Your direct mail schedule will depend on how much money you have to spend (based on how much you have raised), but you should try to mirror something like this:

OCTOBER

- 1st Mailing 1: A fluff piece that re-emphasizes your commitment to the issues you have been talking about during your door knocking. Fill it with photos. Send it out to all identified Republicans, Independents, and Unknowns (and possibly leaning Democrats) with a history of voting in every election.
- 7th Mailing 2: A coalition mailing to seniors. Using Data Center, run a list for all people 55+.
- 11th Mailing 3: A coalition mailing of your choice. Explain why you are right and your opponent is wrong on the issues (clear contrasts). For example, use Data Center to mail women, ages 35-44, on education issues.
- 14th Mailing 4: A coalition mailing of your choice. Explain why you are right and your opponent is wrong on the issues (clear contrasts). For example, use Data Center to mail Independent hunters.
- 18th Mailing 5: A coalition mailing of your choice. Explain why you are right and your opponent is wrong on the issues (clear contrasts). For example, use Data Center to mail all voters that have a history of voting in every election on the issue of education or taxes.
- 21st Mailing 6: A comparison piece. You need to highlight the differences between you and your opponent. Use Data Center to target all leaning Republicans and Independents.
- 25th Mailing 7: A strong contrast piece. Choose a specific issue that your district is concerned about and point out how your opponent is on the wrong side of the issue. For example, use Data Center to mail all Republicans and Independents.
- 28th Mailing 8: A fluff piece that again re-emphasizes your commitment to your district and its constituents. Fill it with photos.



NOTE: Because Minnesota allows early voting beginning 46 days prior to the election, campaigns should factor in early voting characteristics and history in the direct mail and media efforts!

If you are engaged in a primary, the State Party can provide additional assistance if necessary to ensure you win the primary. Do not be overwhelmed if you cannot afford to do all of the above – just do as much as you can! Stay on message with each mailing. Even if it is a “coalition” mailing you should still weave your campaign’s main theme into the content.

You will have to watch and find out what the turn-around time is for your mail. Know exactly how many days it takes for the mail to get from the post office to the mailbox. This will be crucial to know during the last week of the campaign because you do not want mail to run into each other and have people get two pieces on one day. You also want to avoid having mail hit on Election Day. Finally, if possible, you want to have your last mailing hit on the Monday before the election.

Your mailings should have Political Campaign Mail tags to let the postal workers know that it is a political mailing. If you do this, then by law the Post Office is supposed to deliver your mail immediately.

Earned And Paid Media

The goal here is to get the candidate’s name in the media as frequently as possible and to maximize campaign dollars for paid media, such as mail, radio, and print. For the metro area, only newspaper advertising should be considered. Radio advertising is too expensive and more people from outside your district would hear your ads than those from within who can actually vote for you.

Your **media coordinator** needs to be working on five things throughout the campaign:

- Draft press releases
- Get photos to the papers
- Create newspaper ads with the help of newspaper staff
- Create newspaper schedules for the last month of your campaign
- Know newspaper deadlines

Newspaper. Newspaper is not an effective way to spend what little money you have. However, it can be a useful campaign tool if used properly. This means that your newspaper ads must be "on message" and not cluttered with columns of text. Make sure your name is prominent and your ad is crisp and clean. If you decide to do ads, then your newspaper schedule should begin the 2nd or 3rd week in October depending upon your budget. Metro area candidates should advertise in the local papers, not in the Star Tribune or the Pioneer Press. Advertising in the metro-wide newspapers is a waste of your money.



Radio. Radio is not an option for everyone – it should only be used if you have a station in your district. For example, if you are running for mayor of Brainerd, you might consider using a station like WJJY. However, if you don't have a radio station in the district, it is not as cost effective as a direct mail plan. Twin Cities area candidates should never buy radio. It will never be as cost effective as mail.

Your radio schedule should begin during the 2nd or 3rd week of October depending upon your budget. Do not use ROS (Run of Schedule) slots! These time slots are the cheapest, but run during a twelve-hour period and may not hit your targeted audience. Buy only fixed times during the news hours and on weekends during broadcasts of high school activities and after church services.

Frequent press releases and letters to the editor get earned media exposure. Some notification events include:

- Announcement of candidacy
- Won endorsement
- Chose a Campaign Chair
- Any key community leaders or elected officials that are publicly supporting you
- Endorsement by key groups like the Chamber of Commerce
- Attending high profile community events

When creating a budget for media, remember that direct mail and phone banks are more effective than newspapers and radio.



BPOU CONVENTIONS

CONVENTION PLANNER

Convention Checklist

Getting Started

- Convention site
- Convention date
- Start time
- Convention speakers
- Convention budget
- Convention call mailed

Physical Arrangements

- Stage with podium & head tables
- Seating arrangement for delegates and guests
- Signs for precinct locations, etc.
- Registration area with tables
- Public address system checked
- Committee rooms assigned
- Computer for nametags and nominations list
- Forms for voting

Committee Appointed

- Rules
- Resolutions
- Constitution
- Registration/Credentials
- Nominations/Candidate Search
- Arrangements
- Hold convention planning meeting

Registration Credentials

- Lists of delegates/alternates prepared
- Name Badges in different colors for delegates/alternates
- Felt tip pens
- Change for registration fee



Convention Officials Appointed

- Convention Chair
- Convention Secretary
- Parliamentarian
- Chief Teller

Rules

- Rules prepared
- Printer's deadline
- Rules printed

Convention Chair

- Agenda set
- List of committee chairs/members
- List of convention staff

Media Coverage

- Press release issued
- Media invited

Resolutions

- List compiled from caucus resolutions
- Resolutions Committee meets
- Printer's deadline
- Resolutions printed
- Adopted resolutions to Congressional District Chair
- Resolutions to Congressional District Resolution Chair

Post-Convention

- District delegates and alternates information sent to Congressional District Chair
- State Central or State Convention delegates and alternates sent to State Party
- Elected BPOU Officers to Congressional District Chair and State Party

Program

- Speaker Invited
- Opening Ceremonies (Pledge/Invocation)
- Honor Guard
- Volunteer Recognition
- List of Dignitaries to be recognized
- Rules Committee Report
- Resolutions Report
- Nominating Committee Report
- Copy of Robert's Rules
- Cue Sheet complete



Getting Started

Read the contents of this manual for a description and explanation of each key element in planning a convention. After you have reviewed this material, you should appoint convention committees and hold a convention-planning meeting. Use the meeting to assign tasks, plan remaining activities, and to brainstorm ideas that will make your convention informative, motivating, and fun. Use the samples found in this manual for guidance and the Checklist to make sure each task is complete. If you need additional help, contact your Congressional District Chairs or the State Party office.

2021 Convention Dates

The date of caucuses and ranges of dates for 2021 BPOU and CD Conventions are set by the State Executive Committee. The approved convention date ranges are as follows:

BPOU Conventions: January 29 - February 28, 2021

Congressional District Conventions: March 1 – March 31, 2021

State Central Conventions: April 10, 2021 and December 4, 2021

Convention Committees

The number of committees you will need will depend on whether you are planning an election year (even-year) convention or a non-election year (odd-year) convention. Refer to the Best Practices BPOU Monthly Calendar Samples on pages 20-22 of this Resource Guide to determine the activities that take place in each year. In even years, you will need a Resolution Committee and in odd years a Nominating Committee for new BPOU Officers and delegates to the State Central Committee. The Constitution Committee (usually a standing committee) will present proposed constitutional amendments at the odd-year convention. Your Candidate Search Committee, charged with legislative candidate recruitment, should operate nearly year-round, both years.

As much as possible, you will wish to arrange for equal representation from each precinct in your BPOU Committees. This will not always be entirely possible if your BPOU contains some precincts with less active participation. Following is a list of the committees you will wish to consider establishing and their respective responsibilities:

Arrangements Committee

As its name suggests, the Arrangements Committee is responsible for making all the physical arrangements for your convention. Some things to remember:

- Make sure that the building is handicap accessible.
- Construct the signs required for the convention prior to the day of the convention. The following signs will be needed: sign for each precinct; sign for alternate section; sign



- for visitors section; signs for committee rooms; sign to identify registration area; sign for press area (if appropriate); signs to direct delegates to restrooms, lunch room, etc.
- Finalize arrangements for food and drink and decorate the hall.
- Arrange for the building to be unlocked early on convention day to allow the committee time for setup before delegates arrive.
- Set up chairs, tables, podium, microphones, etc. and arrange for United States flag and Minnesota flag, projection screens, blackboards, projectors, and other equipment that you will need.
- Install precinct signs for seating of delegates, alternates, and guests before convention convenes. (You will need a list of duly elected delegates and alternates to determine the necessary number of chairs.)
- Test public address system before the meeting begins, familiarize yourself with how the lights are controlled and determine where the building attendant can be located if there is a problem

Credentials Committee

The Credentials Committee is usually comprised of the Credentials Chair and as many assistants as necessary. (The Credentials Committee Chair receives the information for the Credentials Report from the Registration Committee Chair). The Registration Committee does the actual work of registering convention attendees.

Because these two committees work closely together, they will often have the same Chairperson, or the committees can be one committee with one Chair. Some things to remember:

- Get the elected delegate totals from the BPOU Chair
- Prepare a worksheet listing each precinct and the number of elected delegates (or use the ones provided)
- Use a Supply Checklist to be sure materials are available (e.g. worksheets, pens, calculators, etc.)
- Get the delegate and alternate count for your Credentials Report from the Registration Committee Chair
- Present Credentials Report to the Convention
- If a dispute arises, the Credentials Committee Chair has the authority with the BPOU Chair to settle the matter

The Credentials Committee Chair gives at least two reports to the convention. The first report is within a few minutes of the Call to Order, so the Credentials Chair needs to anticipate and have the report ready to prevent convention delays. Let the Registration Committee Chair or the members working at the registration tables know the approximate time the report is



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required. Go to the registration tables at approximately the time the convention is scheduled to convene.

Using Worksheet A (see below), fill in the numbers of delegates and alternates registered in each precinct and add the columns. Follow the Sample Script (see below) on Worksheet A for your report. Remember, disagreements or challenges to the Credentials Report, are never discussed from the podium.

After the first Credentials Report, the Convention Chair will ask the Precinct Chairs to seat alternates to complete their delegations. Since precinct delegates/alternates are elected to represent a specific precinct, cross seating (seating of an alternate from one precinct to fill out the delegation of another precinct) is not allowed and is contrary to the RPM Constitution.

The Agenda and the Rules determine the specific number of Credentials Reports required for the Convention. A second (or Final Report) needs to be made prior to conducting the official business of the BPOU. Using Worksheet B (see below), fill in the number of seated delegates and alternates. Also fill in the number of alternates who have registered but are not seated (they need to be counted as registered in the Credentials Report so they can be seated later in the day). Total the columns. Follow the Sample Script on Worksheet B for your report.

WORKSHEET A -- FIRST CREDENTIALS REPORT

PRECINCT	ELECTED DELEGATES	DELEGATE COUNT	REGISTERED ALTERNATES
Whitewater Township	12	10	3
Waukesha W-1	14	14	2
Waukesha W-2	10	8	3
Rhineland Township	9	5	3
Mukwonago W-1	14	14	2
Mukwonago W-2	17	10	5
Mukwonago W-3	14	12	4
Totals:	90	73	22

Sample Script

"At the Precinct Caucuses held on _____, a total number of _____ delegates were elected to this convention."

"Precinct _____ is allocated _____ delegates, and has _____ delegates present and registered alternates." (Continue listing each precinct)

"The total number of delegates elected was _____. We have a total of _____ delegates present, and _____ registered alternates."



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"If there is a problem or a discrepancy, will the delegation chair please see me at the registration table?" (Go out to the registration table and be available for approximately 10 minutes after the report is given.)

Worksheet B – Second or Final Credentials Report

PRECINCT	ELECTED DELEGATES	SEATED DELEGATES/ ALTERNATES	REGISTERED UNSEATED ALTERNATES
Whitewater Township	12	12	1
Waukesha W-1	14	14	2
Waukesha W-2	10	10	1
Rhineland Township	9	8	0
Mukwonago W-1	14	14	2
Mukwonago W-2	17	15	0
Mukwonago W-3	14	14	2
Totals:	90	87	8

Sample Script:

"The total number of delegates elected to this convention was _____.

"Precinct _____ is allocated _____ delegates; and has _____ seated delegates and alternates." (Continue listing each precinct.)

"The total number of delegates elected was _____. The total number of seated delegates and alternates is _____. There are also _____ alternates registered but not seated.

"If there is a problem or discrepancy, will the delegation chair please see me at the registration table?" (Go out to the Registration table and be available for approximately 10 minutes after the report is given)

Registration Committee

Responsibilities of Registration Committee Chair include:

- Obtain a list of duly elected delegates and alternates from the BPOU Chair about a week before the convention.
- Select Registration Committee members if the BPOU Chair has not already done so. The delegate/alternate lists serve as a good source for volunteers. The number of committee members needed will depend on the size of the delegation. A safe guideline is usually one person for each 50 delegates to be registered.
- Use a Supply Checklist to be sure necessary materials are available:
- Registration tables (Let Arrangements Committee know the number of tables needed)
- Official delegate/alternate lists (These may be computer spreadsheets or copies of the handwritten lists from caucus evening)
- Adequate money to make change if you have a registration fee or are handling meal tickets
- Name badges in different colors for delegates/alternates and felt tip pens
- Calculator



Registration Committee Responsibilities:

- Register delegates and alternates as they arrive
- Collect the registration fee
- Issue name badges, official convention materials and other information as instructed by the Registration Committee Chair
- Coordinate with Credentials Committee Chair and Registration Committee Chair to have delegate/alternate count ready for Credentials Report
- Accuracy is extremely important since these records are the basis for how many votes are allowed for each precinct. Therefore, as delegates/alternates register, registrars should check off the name on the list in the manner that has been determined. Count the number of registered delegates and alternates in each precinct prior to each Credentials Report, which may require momentarily stopping the registration line. Following the first Credentials Report, Precinct Chairs will tell you which alternates they have seated.

Rules Committee

The purpose of this committee is to prepare a Rules Report (includes the proposed rules and agenda) for the convention.

BPOU Chair Responsibilities

- Appoint a Chair and members for this committee. Ask for volunteers. You can also allocate one member per precinct or you can seek qualified volunteers to serve on this committee from throughout your BPOU.
- Give sample rules from your previous conventions to the Chair of the Rules Committee.
- Set a deadline for the report to be completed.
- Provide a set of instructions for printing and distribution of the report.
- Ask the BPOU Executive Committee to approve necessary finances for printing.

Rules Committee Responsibilities

- Obtain list of names, addresses, and phone numbers of members from BPOU Chair(s).
- Call a committee meeting with proper notice given, which may require looking at the BPOU Constitution or Bylaws to determine requirements for such meetings.
- Bring sample rules and proposed agenda to the meeting and distribute copies to committee members.
- When proposed rules are complete, then prepare the Rules Report and print and distribute per instructions from the BPOU.
- Give the Rules Report at the convention. Remember that the convention has the right to amend or replace the rules you propose for the convention as long as such amendments do not contravene existing State Party or BPOU Constitutions.



- If applicable to the convention, give a copy of the rules to candidates seeking endorsement so they are fully aware of the proposed rules.
- Give a copy of the Rules Report to the Convention Chair(s) a few days before the convention.
- Work with the BPOU Chair(s) in preparing the agenda items.

Resolutions/Platform Committee

The purpose of this committee is to handle the process of receiving resolutions and then compiling/preparing them in a report for the convention to vote on. It is not the responsibility of the committee to vote on individual resolutions to determine if they will be included in the report. The result of all our adopted resolutions is the State RPM Platform. At BPOU and Congressional District levels, the committee is named the Resolutions Committee. At State and National Party levels, this committee is called the Platform Committee. The Resolutions/Platform Committee has wide latitude in which resolutions it chooses to forward to the full convention for consideration and not all resolutions adopted at precinct caucuses are forwarded.

BPOU Chair Responsibilities

- Provide Resolutions/Platform Committee Chair the names, addresses, telephone numbers, and email addresses of appointed committee members.
- Provide a copy of all resolutions adopted at the precinct caucuses to the Committee Chair.
- Determine if the BPOU Executive Committee desires to mail the report to delegates and alternates in advance of the convention.
- Set a deadline for the Committee Chair to have the final report ready to be printed.
- Authorize an appropriate expenditure for the production of the report.

Resolutions/Platform Committee Responsibilities

- Call a committee meeting.
- Be ready for your committee meeting by bringing the resolutions and all necessary materials to the meeting.
- Have a process in mind to handle the preparation of the report.
- Number each line consecutively throughout the report to facilitate identification of language during the discussion process. Do not begin numbering over on each new page.
- Arrange for the report to be printed.
- Mail out, if required
- Present the report at the convention.

Resolutions/Platform Committee Responsibilities

- Attend meetings.



- Contribute to the work as requested by being an involved and active participant.

Additional suggestions

- Resolutions for BPOU conventions will usually require 2-3 evenings of work.
- At the first meeting, set aside all duplicate resolutions. It is important to keep all original resolutions intact until the convention is over.
- Sort resolutions into general categories, following the same topic sections as the current State Platform.
- Simplify resolutions and consolidate resolutions while keeping essential meaning the same.
- Rewrite resolutions when necessary to correct grammar and to provide consistent wording.

Constitution Committee

The purpose of the Constitution Committee is to prepare a Constitution Report for the convention. The report will include the current Constitution and amendments proposed by the committee. Recommended additions should be underlined and deleted sections should have a dashed line through them so that changes to the original document are clearly discernible. Pages are numbered and each line should be numbered to facilitate discussion. The numbering should be consecutive from the beginning of the report and not start over with each page.

BPOU Chair Responsibilities

- Provide the Committee Chair with a copy of the current constitution and any other information that would be helpful.
- Provide the Committee Chair with the names, addresses, phone numbers, and e-mail addresses of members appointed to serve on the committee.
- Give the Chair a copy of the information in this manual pertaining to the Constitution.
- Authorize money for printing of the committee report and postage, if needed to send an advance copy to delegates and alternates.
- Set a deadline for the report to be completed and ready for printing.
- Give the Committee Chair any directives from the BPOU Executive Committee.

Constitution Committee Chair Responsibilities

- Call a meeting of the committee
- Obtain a list of committee members from the BPOU Chair
- Provide a copy of the current constitution to each member
- Prepare a report for the convention
- Present the report at the convention



Constitution Committee Responsibilities

- Attend meetings of the committee
- Actively participate in the committee and offer your assistance with the work

Nominating Committee

The Nominating Committee is not a necessary part of the BPOU structure unless it is required in your BPOU Constitution or Bylaws. Nominations from the floor of the convention are sometimes allowed. The BPOU Leadership needs to research their Constitution and Bylaws to see if either document addresses this subject.

If you do not have a Nominating Committee, it is appropriate for anyone to inquire of others if they desire to serve as BPOU officers, delegates, or alternates. The “BPOU Administration” section of this manual contains job descriptions for BPOU officers. It is helpful to copy these job descriptions and distribute them to interested persons or include in the BPOU Convention Call.

Legislative Research Committee

The Legislative Search Committee is a standing committee that should become active at least one year prior to the scheduled election for the office. The chair of this committee and at least two other members should have had previous experience on a search committee and be a good judge of people. If the BPOU has an incumbent Republican legislator in office, the committee should visit with him/her from time to time in order to learn of any changes in plans to run for re-election. The purpose of this committee is to meet with persons seeking endorsement, review their qualifications and background, and may also determine the potential candidates’ views on current issues and the Platform. The committee should make its first report to the BPOU at the January executive committee meeting.

At the endorsing convention in even numbered years, the Search Committee will report to the convention the names of those persons who have sought RPM endorsement and are qualified for the position sought.

Party Position Search Committee

The Party Position Search Committee for BPOU officers should hold their first meeting in October of even numbered years. The committee seeks and interviews candidates to run for the various BPOU offices at the following odd numbered year convention. They should also keep informed of incumbent officers’ plans to run for re-election. It is not essential for the members to have prior experience on the committee, but they should be knowledgeable



of BPOU operation. The committee reports the names of those persons it has identified as qualified to run for the various offices at the odd year convention.

Convention Media

The Earned Media Coordinator, who can be either a BPOU Chair or another member of the Executive Committee, should handle any media coverage. Use your judgment as to how much coverage a media source is likely to provide. In small cities, the media will tend to give full coverage. In medium-sized cities, there is likely to be less coverage and there may be little or no coverage in metropolitan areas by the major media sources. Therefore, be certain to utilize community weeklies, radio stations, and public access television for publicity. With this in mind, the Earned Media Coordinator should try to make the acquaintance of local reporters and invite them to the convention.

Three to four weeks before the convention, the Earned Media Coordinator should issue the first news release. This short release will announce the date, time, and location of the convention and the general business to be conducted.

The second release should be faxed, or delivered to the media about 48 hours before the convention. It is an advisory or reminder to the media that the event is about to take place. This release will contain more details about the convention: the name of the Convention Chair, the keynote speaker, and the names of the announced candidates for endorsement.

A third release to announce what happened at the convention is sent within 48 hours after the convention. This release would announce the name of officers elected and/or candidates endorsed with perhaps an appropriate quote from their acceptance speech. We have included an example of such a release.

When preparing news releases, remember to answer the questions: who?, what?, where?, when?, and why? in as concise a manner as possible. Remember: Double Space All Releases – Use Wide Margins – Use White Paper.

See “Sample News Release” in the *BPOU Communications* section of this Resource Guide.

Convention Logistics

Planning Meetings

The first convention-planning meeting is likely to be at the regular BPOU meeting at which the various committees are appointed. A general discussion can take place at this meeting as to how the convention will come together. There is usually not enough time at a BPOU



meeting, however, to go into all the details unless your BPOU is one that adjourns after midnight.

After the committees have been appointed, hold a special planning meeting. Attendees at this meeting should be all the committee chairs, the convention chair, secretary, and parliamentarian. Here is a suggested agenda for this meeting:

- Distribute a copy from this manual of the job description for each committee and each appointed position. (If possible, do this in advance of the meeting so the members have time to review the material)
- Discuss the responsibilities of each committee or appointee and make sure they understand their responsibilities. Set deadlines for getting materials to the printer, completing arrangements, and completing materials for the convention. Have the chairs report when they have completed their area of responsibility.
- Firm up the date, time, and place of the convention.
- Discuss the budget for the convention by identifying/estimating all expenses for the convention. Establish a registration fee that will cover the expenses.
- Make assignments for contacting the keynote speaker, honor guard, leader of the invocation and other required arrangements.

Discuss how committee reports will be made at the convention. Have the Rules Chair go over key rules for the convention. Have the Parliamentarian discuss how agenda items will be handled according to Robert's Rules.

Budget

The BPOU Monthly Planner suggests adoption of an annual budget in January. The budget should provide for adequate funds for a convention. BPOUs should plan to make their conventions self-financed; that is, covered by the registration fees. However, there are certain front-end costs for which funds must be available. Such costs include printing and postage expenses for mailing the convention call, any required deposit on the meeting facility, nametags, signage, equipment rental, and the cost of refreshments.

Be conservative in estimating the number of delegates and alternates you expect to attend. It is better to turn over a profit to your BPOU than to have a debt to pay off. A convention budget might look like this:

Sample Convention Budget (Assuming 200 Attendees)

ESTIMATED EXPENSES	ESTIMATED INCOME
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Deposit on meeting rooms*	\$90.00	Registration Fee (200 @ \$8.00)	\$1,600.00
Meeting room balance	135.00	Lunch Tickets (110 @ \$5.00)	\$ 550.00
Printing expense*	270.00		
Postage*	150.00		
Caterer for lunch*	500.00		
Honorarium for Speaker	25.00		
Janitorial fee	70.00		
Equipment Rental*	60.00		
TOTAL	\$1300.00	TOTAL	\$2,150.00

* Expenditures due on or before convention date – ☐ \$1070.00

This budget projects a net profit of \$850 for the BPOU, but the Treasurer must provide \$1070.00 in front end money until the fees are collected. If the convention is held in a hotel and food is being provided, be sure to ask the manager to itemize in advance all the extra charges that will be on the bill. Some meeting planners have been surprised by special hotel taxes and “service charges” that are added to the bill. If you plan to bring in food, check with the hotel to confirm it is permitted.

BPOU Delegate Apportionment

One of the basic decisions is to determine how many delegates and alternates will attend the BPOU Convention. Who determines the number of delegates and alternates that can attend?

The number of allotted delegates depends on the preceding election results. In a presidential election year, the number of delegates is based on the number of Republican presidential votes cast in each precinct. In a gubernatorial election year, the number of delegates is determined by the number of gubernatorial votes cast in each precinct for the Republican candidate. Thus, precinct workers who work hard and turn out a large Republican vote in their precinct have more delegates to represent them. The BPOU full committee sets the number of delegates at the November meeting preceding an election year. Here is an example of how the numbers can be determined:

Senate District 99 desires an attendance of about 200 at their convention including delegates and alternates from HD 99A and HD 99B. Nine thousand (9000) Republican votes were cast for president. By allocating one delegate for each 60 presidential votes in that senate district, they would have 150 delegates. Assuming that an equal number of alternates are elected of which one-third show up at the convention, the total number of delegates and alternates would be 150 plus 50 equals 200, the desired number of attendees.

ALLOTMENT OF DELEGATES FOR HD 99A

PRECINCT NO.	PRESIDENTIAL VOTE	TRIAL NO. <u>OF</u> DELEGATES	FINAL NO. <u>OF</u> DELEGATES
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1-1	363	6.05	6
1-2	226	3.77	4
2-3	215	3.58	4
2-4	378	6.30	6
3-1	468	7.80	8
3-2	397	6.62	7
4-1	191	3.18	3
4-3	378	6.30	6
4-4	252	4.20	4
5-1	316	5.27	5
5-2	319	5.32	5
5-3	235	3.92	4
5-4	305	5.08	5
5-5	385	6.42	7
TOTALS	4428	73.81	74

In the table above, the precincts for House District 99A are listed in Column 1 along with the presidential vote [by precinct] in Column 2. Divide the vote in Column 2 by 60 and record the result in Column 3. These results are rounded to whole persons in Column 4. (Precinct 5-5 was rounded up to 7 in order to make the total 74, since their fraction of a delegate [.42] was closest to .5. The numbers in Column 4 are the number of delegates that would be elected in each precinct at the caucuses for HD 99A. The 76 delegates from HD 99B would be proportioned in a similar manner. The total number of delegates from the two House Districts is 150.

Special Situations

A special situation sometime arises when a county organization is comprised of several house districts or senate districts, which did not use the same number of votes per delegate in determining the allotted number of delegates. Republican Party of Minnesota State Constitution Article V, Section 3.F.7 addresses this situation:

Should the BPOU Delegates and Alternates qualified to vote at the county or county district convention not all be elected based on the same Republican Party vote count, then the Delegates and Alternates elected based on the highest vote count shall be counted as one (1) vote and those Delegates and Alternates elected on a lesser vote count shall have the percentage of one (1) vote based on their percentage to the highest elected vote count.

Avoid this situation by using the same number of votes per delegate throughout the organizational area. If redistricting occurs, however, this strategy may be foiled since the organizational area may be redefined. It is strongly recommended that multiples of 15 votes be used in arriving at the number of delegates to be allotted. For example, use 30, 45, 60 or 90 votes per delegate allotted. This will facilitate reconciling the allotment in these situations.

Selecting A Facility



Reserve your facility early, as good facilities are in high demand – especially free ones! Schools, municipal halls, and county government centers are popular choices since they are often free or nominally priced. In addition to the convention hall, be sure to reserve rooms for the various committees to meet.

Inspect the facility and plan accordingly before making a commitment. Ask if any other meetings will be in session during your convention. Arrange for the tables, chairs, and audio-visual equipment that you will need.

Minnesota state statutes for precinct caucus meeting places require a facility with provisions for the disabled and it is strongly suggested that your convention facility also meet this requirement. This means that the facility must have provisions for the disabled as follows:

- Restrooms must be equipped for the disabled.
- If the meeting rooms are not on the entrance level, there must be an elevator or ramp to provide access.

Confirm all arrangements in writing. Once the facility is selected, review with the Arrangements Committee the list of things that must be done before the convention begins.

Convention Officials

Want to have a smooth running convention? One way to assure this is to select your convention officials well in advance. In addition to your committees, you will need to fill the following positions:

- Convention Chair (or Chairs)
- Convention Secretary
- Parliamentarian
- Sergeant-at-Arms
- Timekeeper
- Chief Teller and additional tellers
- Keynote Speaker
- Leader for Pledge of Allegiance and Invocation
- Troop to present colors (Optional)

The Convention Chair

The job of the convention chair is to keep the convention in order and to complete the agenda. The convention chair needs to have a thorough grasp of the agenda, including the order of events, the inclusion of guest speakers, election of delegates, adherence to the rules, and the general efficiency of the convention.

The chair's role is to guide the convention, to ensure compliance with the rules, and to allow for discussion and debate. The chair's role is not to determine the outcome of substantive



agenda items. The chair ensures that all sides' rights are preserved and that debate is fair, that balloting is done with integrity, and that the rules are followed. The chair should not take positions on matters before the convention, except to enforce rules and issues of parliamentary procedure.

The Keynote Speaker

A good keynote speaker can help you achieve several desirable goals for your convention:

- Focus volunteers on GOP goals and motivate them to go out and work hard
- Inform delegates of activities going on within the Party
- Inform delegates about issues – local, state, or national
- Make your convention more interesting and entertaining
- Encourage the rank and file when the going is tough
- Encourage delegates and alternates to attend the convention

Try to find a speaker who can achieve most of the above goals. Some possible sources for speakers are:

- State Representatives and Senators
- U.S. Representatives and Senators
- State Commissioners and Constitutional Officers
- County Commissioners, Mayors
- Chairs of Civic Organizations

Good speakers' schedules are usually booked a month or two in advance, so you should contact prospective speakers early. Remember that the speaker will incur some expense in attending your convention. Although BPOUs are often not in a position to offer large honorariums, it may be necessary to offer to cover speakers' traveling expenses if they come from a significant distance.

The Convention Secretary

It is essential to have a good secretary for any convention as their responsibilities encompass much more than merely recording minutes. Their record is the final word on what happened at the convention. The Secretary of your BPOU Committee may be a logical choice for this post, but whoever is chosen, must be able to produce accurate records in an expeditious manner. In a full day convention, you will also need to have someone who can step in and give the secretary a break.

The secretary does not keep detailed notes on every speech and debate, but there are certain proceedings at the convention, which require accurate documentation. These include the following:



- Rules Adoption: The secretary should have a set of the proposed rules at hand. Any amendments to the rules must be recorded by the secretary and the secretary must be prepared to read back the final version that is adopted.
- Resolutions: In even years, there will be resolutions to process. The secretary should have a copy of the Resolutions Committee Report, and any additional resolutions brought before the committee on the day of the convention. If resolutions are accepted from the floor, a written copy should be given to the secretary.
- The secretary records the final version of amended resolutions and records whether each resolution passed, failed, or was tabled. The secretary may be directed to forward a copy of the surviving resolutions to the Congressional District. A copy is kept for BPOU records.
- Elections in even years: Delegates and alternates to the district and state conventions are elected in even years. The secretary must compile a list of those elected with the corresponding vote totals. See the suggestion for easing this job with the aid of a personal computer under *Balloting the Easy Way*.
- Elections in odd years: The BPOU officers and delegates to the State Central Committee are elected in odd years. The list of those elected and the vote totals are recorded in the same manner as discussed above.
- Motions: Any special motions passed at the convention must also be recorded along with the action taken. The name of the person making the motion should be recorded along with the name of the person who seconded the motion, or if the latter is not available, at least the fact that the motion was seconded. Should a dispute arise in the seating of delegates, a record should be kept of the action taken.
- Other records: The secretary should record the time the convention convened and adjourned. The Credentials and Treasurer's reports should be recorded. (These chairs should provide a copy of their reports to ease the secretary's burden.)

At the conclusion of the convention, the secretary must complete all necessary forms and forwards the appropriate forms promptly to RPM State Headquarters and the Congressional District office. Be sure to provide a copy of all documents to the BPOU Secretary.

Use the following checklist to make sure you have completed all requirements:

- Supply of paper, pens and pencils
- Record time convention convened
- Copy of Resolution Committee Report
- Copy of Constitution Committee Report
- Copy of proposed rules
- Copy of Credentials Committee Report
- Record time convention adjourned
- Fill out forms certifying election results



The Parliamentarian

The parliamentarian is an experienced consultant who advises the chair on matters of parliamentary procedure and the interpretation of the convention rules. It is the parliamentarian's duty, as inconspicuously as possible, to call the chair's attention to any error in the proceedings that may affect the substantive rights of any delegate or may otherwise do harm. The parliamentarian's role in a convention is advisory; it is the chair's responsibility to rule on the points that are raised. A thorough understanding of the rules of the convention, parliamentary procedure, and the ability to use reference materials quickly is necessary for this position.

Good persons to tap for this position are legislators (past or present), attorneys, or persons who have been involved with legislative bodies that employ parliamentary procedure. Find the parliamentarian well in advance and provide him/her with a copy of the proposed rules, the agenda, and the BPOU Constitution and Bylaws. The parliamentarian should be invited to attend meetings of the Rules Committee. If any challenges or special problems are expected to arise in the convention, the chair should meet in advance with the parliamentarian to determine a fair and correct method of handling the matter.

Balloting

One of the more laborious and time consuming tasks at a convention is the election of a large slate of delegates and alternates, the counting of ballots, and getting the results to the convention floor in a timely manner. Technology can take the toil out of this job and obtain fast results by streamlining the candidate list preparation, and counting ballots electronically. However, technology sometimes fails and a manual backup process should always be planned and available.

Nominations and Preparing the List of Candidates: The convention should include a process for delegate and alternate position candidates to sign up early to receive a voting number assignment. Floor nomination candidates are later added to the list. This minimizes the delay between nominations and display of the entire candidate list with voting numbers.

Manual Balloting: While the candidates are making their one-minute speech, the convention staff can print copies for each voting delegate to use as a ballot. The ballots are counted and results are given to the computer operator. The results are added to the database, a sort is made to rank alternates by the votes received, and the results are projected on the screen. A number of copies can also be run off for officers and those wishing to take a copy home.



Counting the Ballots Electronically: There are several technologies available for electronic balloting.

- An optical scanner can make counting the ballots easy. The necessary equipment can be rented or, in some cases, can be borrowed free of charge from school media centers. Special cards are purchased that are compatible with the scanner. The ballots are collected and run through the scanner. The scanner flags any ballot that does not contain exactly the required number of votes. These are spoiled ballots. Then a tally sheet is run through the scanner. The results are input to the computer and projected on the screen.
- Wireless electronic voting systems are also available and for rent that displays results instantaneously as candidates are selected in the hand-held device.

If there is a list of 47 candidates, from which the convention will elect 20 delegates and the next 20 receiving the highest votes are to become alternates, the convention voters each select 20 candidates and mark their choices on special scan cards or select the candidates using the hand-held wireless voting tool. The 20 candidates receiving the most votes become delegates. Preserve the scan ballots (as you would with paper ballots) or files of wireless voting in case of a dispute.

Manual Balloting: If you live in an area where electronic balloting is not readily available or has failed to operate correctly, you will use manual balloting. The Chief Teller prepares envelopes and ballots for each precinct in advance. Following the Credentials Report, the teller places a number of ballots into each envelope equal to the certified voting strength of that precinct and writes the number on the envelope. The envelopes are delivered to the precinct chairs, who then distribute the ballots to each delegate and seated alternate in the delegation after verifying the number of ballots. If delegates are missing from the floor, their ballots are returned to the envelope as blank ballots. After voting is completed, the precinct chair verifies that the same number of ballots are returned to the envelope and then delivers the envelope to the teller. Once all the ballots have been collected, the tellers co-mingle the ballots, tally the votes and report the results to the convention

SAMPLE TELLER'S REPORT

Here are the election results. There were 197* delegates and seated alternates present according to the last report of the credentials committee. A total of 197* ballots were cast including 190* marked ballots, 4* blank ballots and 3* spoiled ballots. The following 20* candidates were elected as Delegates to the RPM State Convention: (Reads list.) The following 20* candidates were elected as Alternates to the RPM State Convention. I will read their names in the order of the votes received. (Reads list.)

* Insert the applicable numbers.



The Chief Teller tabulates the delegates and alternates elected and the ranking of the alternates to the BPOU Chairs. This list, used to complete the forms sent to the State Party, is also used to seat delegates and alternates at the convention.

Convention Calls

Preparing the Convention Call

The Convention Call is the official invitation to elected delegates and alternates to attend the convention. It is a required document. The Call must contain certain information in order for to hold a valid convention. Do not deviate from the standard format without consulting the State Party office.

The goal is to get all delegates and alternates (and other interested caucus attendees) to the convention. This will help ensure having an adequate resource pool from which to draw volunteers throughout the two-year election cycle. This mailing is an opportunity to include an attention getting flyer or newsletter to promote grassroots interest!

For BPOUs that are NOT complete house or senate districts, an endorsing convention is separate from the regular convention and is composed of a mix of delegates from more than one BPOU.

Things To Do Before Mailing Your Call

Time the preparation and mailing of the Call to meet the 10-day notification requirement of the RPM State Constitution (exceptions for post-primary endorsement or special elections).

Distributing the Call at the precinct caucuses will facilitate meeting this requirement during caucus years. If possible, each Call recipient should sign a receipt form to ensure a written record exists that Calls were properly distributed. Mail Calls to all delegates and alternates who have not previously signed the receipt form.

Remember to follow the format of the Sample Call, and include complete information on the date, time, and location (with map) of the convention. Identify all items of business that will be taken up at the convention in the Call, and include a return address to you know if the call was undeliverable with a phone number to call for additional information.

Finally, remember to sign the convention call. For a BPOU Convention (non-endorsing convention) the BPOU Chair(s) sign the call. Likewise, in complete House or Senate District BPOUs (endorsing convention), the BPOU Chair(s) sign the call. In a convention that crosses BPOU lines (endorsing convention), if all units are totally within a Congressional District, the Congressional District Chair(s) sign the call. However, if any of the units cross Congressional District lines, the State Party Chair signs the call.



Official Convention Call

TO: THE DELEGATES AND ALTERNATES OF SENATE DISTRICT 99

Pursuant to the provisions of the Constitution of the Republican Party of Minnesota and pursuant to the 2022 Call for Republican Party Basic Political Organizational Unit conventions, issued by the Republican State Executive Committee on the 10th day of July, 2021, the Senate District 99 Convention is hereby called to meet at:

*EISENHOWER ELEMENTARY SCHOOL
1740 Lincoln Ave
Blue Lake, MN,
on
Saturday, March 14, 2022, at 9:00 am.*

The Senate District 99 Convention shall be composed of the delegates and alternates elected at the precinct caucuses in 2022 designated as lying within the boundaries of House Districts 99A and 99B.

The Senate District Convention shall be held for the purpose of:

- 1) Election of Delegates & Alternates to the 9th Congressional District convention*
- 2) Election of Delegates and Alternates to the RPM State convention.*
- 3) Endorsement of legislative candidates for House Districts 99A and 99B Adoption of resolutions.*
- 4) Transaction of such other business as may properly come before the convention.*

Issued at the City of Blue Lake, County of Washington, Minnesota, this 5th day of February, 2022.

*Tom Jefferson
Chairman
Senate District 99*

*Debbie Franklin
Chairwoman Senate
District 99*

*REGISTRATION OPENS AT 8:00 AM - CLOSING AT 9:30 AM
REFRESHMENTS AVAILABLE*

REGISTRATION FORM



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Please send registration to the attention of:

Michelle Vant - Ph: 218-900-9000

211 Hale St Wyoming,

MN 55000

NAME _____

PRECINCT _____

Registration Fee \$8.00

Make checks payable to Senate District 99.

Below are sample agendas used successfully by BPOUs in the past. The Rules Committee can use this sample to develop an agenda in consultation with the BPOU Chair(s) and the Parliamentarian. Note the different conventions:

Republican Party of Minnesota - Odd Year Convention

Senate District 99

Party Officer/State Central Convention

1. ***CALL TO ORDER by BPOU Chair***
2. ***INVOCATION***
3. ***PRESENTATION OF COLORS and/or PLEDGE OF ALLEGIANCE.*** (You may want to use the services of a local Scout Troop, Youth Group, VFW, American Legion, or Civil Air Patrol.)
4. ***READING OF THE CONVENTION CALL by BPOU Secretary*** (A motion from the floor to dispense with the reading to save time is in order)
5. ***SEATING OF PLATFORM GUESTS*** (Invite special guests and officers to platform for introduction. This would include elected officials, district or state officers present, BPOU officers and others.)
6. ***INTRODUCTION OF PLATFORM GUESTS*** (Chair introduces platform guests. Those taking part in the convention [parliamentarian, secretary, etc.] remain. Others return to their seats on the floor after introduction.)
7. ***ELECTION OF TEMPORARY CHAIR OF THE CONVENTION***
8. ***ELECTION OF TEMPORARY SECRETARY OF THE CONVENTION***
9. ***MOTION AUTHORIZING THE TEMPORARY CHAIR TO APPOINT A PARLIAMENTARIAN, SERGEANTS-AT-ARMS, TELLERS, PAGES***
10. ***MOTION AUTHORIZING THE TEMPORARY CHAIRMAN TO APPOINT THE FOLLOWING COMMITTEES:***
 - (a) ***Credentials***
 - (b) ***Rules***
 - (c) ***Resolutions***



(d) Constitution (if needed)

(This motion is to formally appoint the committee members who have been officially appointed and who have been holding meetings before the convention convened.)

11. **KEYNOTE SPEAKER**
12. **COMMITTEE MEETINGS** *(Announce rooms and times for the various committee meetings. While these meetings are going on, the convention should not recess but have reports from Treasurer, Finance Chair, BPOU Chairs, and Nomination/Search Committee. The purpose of the committee meetings at this time is to allow additional input from the delegates and to adopt their report in final form following the official appointment of the members by the convention.)*
13. **PRELIMINARY CREDENTIALS COMMITTEE REPORT** *To establish a quorum.*
14. **MOTION NOW IN ORDER TO MAKE THE TEMPORARY ORGANIZATION PERMANENT** *(for this convention only)*
15. **ADOPTION OF RULES** *(Adopt that portion of the Rules Committee Report providing for the seating of alternates.)*
16. **CAUCUS TO FILL DELEGATIONS**
17. **ADOPTION OF RULES** *(Adopt the balance of the Rules Committee report.)*
18. **FINAL CREDENTIALS COMMITTEE REPORT** *(To establish the permanent Roll of the Convention for voting.)*
19. **CONSTITUTION COMMITTEE REPORT**
20. **BPOU FINANCE CHAIR REPORT** *(A report on fundraising to date for the current calendar year. Also, the convention is motivated to pitch in and help complete the campaign to meet the goal for the year.)*
21. **VOLUNTEER RECOGNITION** *(Certificates and awards are presented to volunteers for their participation during the past year. The committees who prepared for the convention may also be recognized at this time.)*
22. **ELECTION OF BPOU OFFICERS** *(Occurs in odd years only. Election of new chair(s), vice-chairs, secretary, treasurer, etc.)*
23. **ELECTION OF STATE CENTRAL DELEGATES AND ALTERNATES** *(Occurs in odd years only.)*
24. **OTHER BUSINESS**
25. **ADJOURNMENT**



NOTE: A recess may be called for lunch if applicable. The Chair has the discretion to change the order of business to allow distinguished guests to speak.

Republican Party of Minnesota - Even Year Convention
Senate District 99
Election of Delegates/Alternates/Resolutions Convention
(Endorsing can be done at this convention or a separate one.)

1. **CALL TO ORDER by BPOU Chair**
2. **INVOCATION**
3. **PRESENTATION OF COLORS and/or PLEDGE OF ALLEGIANCE.** (You may want to use the services of a local Scout Troop, Youth Group, VFW, American Legion, or Civil Air Patrol.)
4. **READING OF THE CONVENTION CALL by BPOU Secretary** (A motion from the floor to dispense with the reading to save time is in order)
5. **SEATING OF PLATFORM GUESTS** (Invite special guests and officers to platform for introduction. This would include elected officials, district or state officers present, BPOU officers, and others.)
6. **INTRODUCTION OF PLATFORM GUESTS** (Chair introduces platform guests. Those taking part in the convention [parliamentarian, secretary, etc.] remain. Others return to their seats on the floor after introduction.)
7. **ELECTION OF TEMPORARY CHAIR OF THE CONVENTION**
8. **ELECTION OF TEMPORARY SECRETARY OF THE CONVENTION**
9. **MOTION AUTHORIZING THE TEMPORARY CHAIR TO APPOINT A PARLIAMENTARIAN, SERGEANTS-AT-ARMS, TELLERS, PAGES**
10. **MOTION AUTHORIZING THE TEMPORARY CHAIRMAN TO APPOINT THE FOLLOWING COMMITTEES:**
 - (a) **Credentials**
 - (b) **Rules**
 - (c) **Resolutions**
 - (d) **Constitution (if needed)**

(This motion is to formally appoint the committee members who have been officially appointed and who have been holding meetings before the convention convened.)
11. **KEYNOTE SPEAKER**
12. **COMMITTEE MEETINGS** (Announce rooms and times for the various committee meetings. While these meetings are going on, the convention should not recess but have reports from Treasurer, Finance Chair, BPOU Chairs, and



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Nomination/Search Committee. The purpose of the committee meetings at this time is to allow additional input from the delegates and to adopt their report in final form following the official appointment of the members by the convention.)

13. **PRELIMINARY CREDENTIALS COMMITTEE REPORT** *To establish a quorum.*
14. **MOTION NOW ORDER TO MAKE THE TEMPORARY ORGANIZATION PERMANENT** *(for this convention only)*
15. **ADOPTION OF RULES** *(Adopt that portion of the Rules Committee Report providing for the seating of alternates.)*
16. **CAUCUS TO FILL DELEGATIONS**
17. **ADOPTION OF RULES** *(Adopt the balance of the Rules Committee report.)*
18. **FINAL CREDENTIALS COMMITTEE REPORT** *(To establish the permanent Roll of the Convention for voting.)*
19. **BPOU FINANCE CHAIR REPORT** *(A report on fundraising to date for the current calendar year. Also, the convention is motivated to pitch in and help complete the campaign to meet the goal for the year.)*
20. **VOLUNTEER RECOGNITION** *(Certificates and awards are presented to volunteers for their participation during the past year. The committees who prepared for the convention may also be recognized at this time.)*
21. **ELECTION OF DELEGATES TO THE STATE CONVENTION** *(Nominations may come from a committee or from the floor (determine the method)*
22. **ELECTION OF ALTERNATES TO THE STATE CONVENTION**
23. **ELECTION OF DELEGATES TO THE CONGRESSIONAL DISTRICT CONVENTION**
24. **ELECTION OF ALTERNATES TO THE CONGRESSIONAL DISTRICT CONVENTION**
25. **ADJOURNMENT**

NOTE: *A recess may be called for lunch if applicable. The Chair has the discretion to change the order of business to allow distinguished guests to speak.*

Endorsing Convention

The agenda for an Endorsing Convention would have only the following changes from the Even Year Agenda.

- Eliminate agenda items # 21-24.
- New Agenda item #22 will read: ENDORSEMENT OF CANDIDATES FOR LEGISLATIVE OFFICE.



Convention Rules

SAMPLE CONVENTION RULES – ODD YEARS

SD 99 REPUBLICAN CONVENTION - March 17, 2021

PROPOSED RULES

GENERAL

1. *The order of business of this convention shall be as listed in the official agenda of the convention, subject to the discretion of the presiding Chair.*
2. *Robert's Rules of Order, Newly Revised, shall be the parliamentary authority on all points not covered by the Constitution of the Republican Party of Minnesota, the Statutes of the State of Minnesota, the Official Convention Call of the Convention, or the Rules adopted by this Convention.*
3. *A quorum shall consist of a majority of the duly elected delegates registered for the convention as given in the preliminary report of the Credentials Committee and shall be superseded by a majority of the duly elected delegates and seated alternates as given in the final report of the Credentials Committee. Once a quorum of 50% plus one of the delegates seated in this Convention has been established, there shall be no further question as to the quorum.*
4. *These rules shall not be amended nor suspended except by a two-thirds vote of the convention.*

SEATING OF DELEGATES AND ALTERNATES

5. *The permanent roll of the convention shall be constituted as follows:*
 - a. *The duly elected delegates of each precinct who are actually present.*
 - b. *If any duly elected delegate to this Convention is absent, then a duly elected alternate from that precinct shall be seated in their stead.*
 - c. *If no duly elected delegates or alternates from a precinct are present, that precinct shall have no representation.*
 - d. *When a registered delegate returns to the floor of the convention, they shall be immediately seated.*
 - e. *The order of seating of alternates shall be as follows:*
 - (1) *If the alternate vote count from the precinct caucus is available, alternates shall be seated in order of the votes received.*



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- (2) *If the vote count is not available, the vacancy shall be filled by a majority vote of the seated delegates of that precinct.*
 - (3) *If no delegates are present and seated, the Full Committee Chairman and/or Chairwoman shall fill the vacancy.*
6. *The voting strength of each precinct shall be the number of delegates and seated alternates present on the floor.*
7. *The Credentials Committee shall report any changes in the delegations prior to election of officers or delegates or ratification of the platform or when requested by the Chair.*
8. *No delegate or alternate shall be permitted to register with the Credentials Committee after the final report of that committee is adopted.*

SPEAKING

9. *A delegate or seated alternate wishing to speak shall rise, address the Chair, state his/her name and precinct, and the purpose for which he/she rises.*
10. *Debate on any motion or subject shall be limited to two (2) minutes by each speaker. No person shall be allowed to speak more than twice upon the same subject. No person shall be allowed to speak a second time until all those desiring to speak have had a first opportunity to do so.*
11. *The Convention Chair shall appoint a timekeeper for the purpose of timing discussion, debate and speeches during the Convention.*
12. *The Convention Chair at any time may invite any office holder, candidate or distinguished guest to address the Convention for a period not to exceed five (5) minutes.*

VOTING

13. *There shall be no voting under the unit rule at this Convention.*
14. *Only delegates and seated alternates registered and present at this Convention shall be permitted to vote.*
15. *The vote on all questions shall be by acclamation subject to the following restrictions:*
 - a. *A rising vote shall be taken if requested by any delegate, or at the discretion of the Chair.*
 - b. *A roll call vote by precinct shall be taken if requested by five or more precincts.*
 - c. *Voting for officers, delegates and alternates, and for endorsement of candidates shall be by secret ballot for all contested elections.*



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16. *If there is a dispute as to the vote of any precinct, the Chair of the Convention shall appoint a judge and two tellers to canvass the vote of said precinct, and the judge shall report the same to the convention.*
17. *No second shall be required to a motion to adopt the majority report of any committee. A minority report of any committee may be offered for substitution for the majority report if signed by three committee members.*
18. *When the previous question has been ordered on any proposition on which there has been no debate; it shall be in order, before the final vote has been taken, to debate the proposition for three minutes with one-half of that time allotted to those in favor, and one-half to those in opposition to the proposition. The same right of debate shall be allowed whenever a motion to lay on the table has been made on any proposition on which there has been no debate.*

ELECTION OF OFFICERS

19. *Each person seeking election as a basic political organization unit officer must appear before the Nominating/Search Committee. Each person seeking an office shall understand the duties of that position and be willing to fulfill them.*
20. *The Nominating/Search Committee shall remain in session for at least one-half hour after adoption of these rules.*
21. *The Nominating/Search Committee shall report the names of all qualified persons who appear before them.*
22. *Nominations may be made from the floor providing that the nominee has made an appearance before the Nominating/Search Committee. The precincts shall be recognized in alpha-numerical order for the placement of names in nomination. A precinct when recognized may place a name in nomination, pass or yield the floor to another precinct. A delegate may yield to a non-delegate for nomination. Nominations need not be seconded. Nominating speeches for candidates shall not exceed ten minutes. Seconding speeches shall be included in the time allotted for nominating speeches.*
23. *If there are more than two candidates running for an office and no candidate receives a majority of the ballots cast, the candidate with the lowest vote total shall be eliminated from the ensuing ballots.*
24. *The Convention shall divide into House Districts before balloting to elect any candidate for House District Offices. Only those delegates residing in the Candidate's House District may vote in his/her election.*
25. *Any candidate who receives a majority vote shall be considered elected.*
26. *Any candidate not elected to a higher office may be nominated to a lower office from the floor without reappearing before the Nominating/Search Committee.*

ELECTION OF DELEGATES AND ALTERNATES TO THE STATE CENTRAL COMMITTEE



27. *Each person seeking election as a delegate or alternate to the State Central Committee must appear before the Nominating/Search Committee. Each person seeking a delegate or alternate position shall understand the duties of that position and be willing to fulfill them.*
28. *Rules 21, 22, and 23 apply to the election of delegates and alternates to the State Central Committee except that candidates shall be allowed to speak for two minutes before a vote is taken*

SAMPLE CONVENTION RULES – EVEN YEAR SD 99

REPUBLICAN CONVENTION - March 25, 2022

PROPOSED RULES

GENERAL

1. *The order of business of this convention shall be as listed in the official agenda of the convention, subject to the discretion of the presiding Chair.*
2. *Robert's Rules of Order, Newly Revised, shall be the parliamentary authority on all points not covered by the Constitution of the Republican Party of Minnesota, the Statutes of the State of Minnesota, the Official Convention Call of the Convention, or the Rules adopted by this Convention.*
3. *A quorum shall consist of a majority of the duly elected delegates registered for the convention as given in the preliminary report of the Credentials Committee and shall be superseded by a majority of the duly elected delegates and seated alternates as given in the final report of the Credentials Committee. Once a quorum of 50% plus one of the delegates seated in this Convention has been established, there shall be no further question as to the quorum.*
4. *These rules shall not be amended nor suspended except by a two-thirds vote of the convention.*

SEATING OF DELEGATES AND ALTERNATES

5. *The permanent roll of the convention shall be constituted as follows:*
 - a. *The duly elected delegates of each precinct who are actually present.*
 - b. *If any duly elected delegate to this Convention is absent, then a duly elected alternate from that precinct shall be seated in their stead.*
 - c. *If no duly elected delegates or alternates from a precinct are present, that precinct shall have no representation.*
 - d. *When a registered delegate returns to the floor of the convention, they shall be immediately seated.*



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e. The order of seating of alternates shall be as follows:

- (1) If the alternate vote count from the precinct caucus is available, alternates shall be seated in order of the votes received.*
 - (2) If the vote count is not available, the vacancy shall be filled by a majority vote of the seated delegates of that precinct.*
 - (3) If no delegates are present and seated, the Full Committee Chairman and/or Chairwoman shall fill the vacancy.*
- 6. The voting strength of each precinct shall be the number of delegates and seated alternates present on the floor.*
 - 7. The Credentials Committee shall report any changes in the delegations prior to election of officers or delegates or ratification of the platform or when requested by the Chair.*
 - 8. No delegate or alternate shall be permitted to register with the Credentials Committee after the final report of that committee is adopted.*

SPEAKING

- 9. A delegate or seated alternate wishing to speak shall rise, address the Chair, state his/her name and precinct, and the purpose for which he/she rises.*
- 10. Debate on any motion or subject shall be limited to two (2) minutes by each speaker. No person shall be allowed to speak more than twice upon the same subject. No person shall be allowed to speak a second time until all those desiring to speak have had a first opportunity to do so.*
- 11. The Convention Chair shall appoint a timekeeper for the purpose of timing discussion, debate, and speeches during the Convention.*
- 12. The Convention Chair at any time may invite any office holder, candidate, or distinguished guest to address the Convention for a period not to exceed five (5) minutes.*

VOTING

- 13. There shall be no voting under the unit rule at this Convention.*
- 14. Only delegates and seated alternates registered and present at this Convention shall be permitted to vote.*
- 15. The vote on all questions shall be by acclamation subject to the following restrictions:*
 - a. A rising vote shall be taken if requested by any delegate, or at the discretion of the Chair.*
 - b. A roll call vote by precinct shall be taken if requested by five or more precincts.*



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- c. Voting for officers, delegates and alternates, and for endorsement of candidates shall be by secret ballot for all contested elections.*
- 16. *If there is a dispute as to the vote of any precinct, the Chair of the Convention shall appoint a judge and two tellers to canvass the vote of said precinct, and the judge shall report the same to the convention.*
- 17. *No second shall be required to a motion to adopt the majority report of any committee. A minority report of any committee may be offered for substitution for the majority report if signed by three committee members*
- 18. *When the previous question has been ordered on any proposition on which there has been no debate; it shall be in order, before the final vote has been taken, to debate the proposition for three minutes with one-half of that time allotted to those in favor, and one-half to those in opposition to the proposition. The same right of debate shall be allowed whenever a motion to lay on the table has been made on any proposition on which there has been no debate.*

RESOLUTIONS

- 19. *Any person wishing to submit a resolution shall appear before the Resolutions Committee prior to the time that they make their report to the Convention. Resolutions shall be submitted in writing. Resolutions shall be accepted from the floor of the Convention only upon a two-thirds vote consent of the Convention.*

ELECTION OF DELEGATES AND ALTERNATES

- 20. *Each person seeking election as a delegate or alternate must appear before the Nominating/Search Committee. Each person seeking a delegate or alternate position shall understand the duties of that position and be willing to fulfill them.*
- 21. *The Nominating/Search Committee shall remain in session for one-half hour after adoption of these rules.*
- 22. *The Nominating/Search Committee shall report the names of all qualified persons who appear before them.*
- 23. *Nominees for delegate or alternate may address the convention for the purpose of stating their qualifications and stands on issues or candidates for a period not to exceed one minute.*
- 24. *The Convention shall decide upon a method of voting. If the Convention decides to vote on delegates and/or alternates on a single ballot, then each ballot cast shall contain a different name for each available position or it shall be declared invalid.*



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This sheet is used by the BPOU Chair to call the convention to order and complete the first seven items on the agenda at which point the Temporary Chair takes over and completes the agenda. It is merely a guide to help expedite the work of the convention and does not cover all situations that may arise. Conduct the convention in a democratic manner so that delegates do not feel that motions are being railroaded through. (The blanks should be filled in before the convention convenes.)

- *Call to order by the Chair of the _____ BPOU.*
- *Presentation of colors by _____. The Pledge of Allegiance will be led by _____.*
- *The invocation will be led by _____.*
- *Reading of the Convention Call by _____, the Secretary of the BPOU Committee. (Entertain a motion from the floor to dispense with further reading of the call. Ask for a second, and then vote.)*
- *Seating of platform guests. (You may want to have the guests gather outside the convention hall and have them come down the main aisle to the platform.)*
- *The Chair(s) of the BPOU (or person designated) will now introduce our platform guests.*
- *The next order of business is the election of a Temporary Chairman. (Arrange for someone to rise at this point and place the Temporary Chair's name in nomination.) The Chair asks for a second. The Chair asks if there are any other nominations. _____ moves that nominations be closed and that the Secretary be instructed to cast a unanimous ballot for _____. The Chair asks the Temporary Chairman to come to the platform. (At this point you are advised to offer the Temporary Chairman the opportunity to give a few brief remarks to the Convention.) The chair hands the gavel to the Temporary Chair.*
- *The next order of business is the election of a Temporary Secretary. (Arrange for someone to rise at the appropriate points and place the Secretary and other convention officers' names into nomination.) _____ nominates _____ as Temporary Secretary. The Chair asks for a second. The Chair asks if there are any other nominations. _____ moves that nominations be closed and that the Secretary be instructed to cast a unanimous ballot for _____. The Chair asks the Temporary Secretary to come to the platform.*
- *The Temporary Chairman then asks for a motion empowering him to appoint a Parliamentarian, Sergeant-at-Arms, Chief Teller, and other necessary officers for the convention. Call for a second. Vote. The Temporary Chairman then appoints the Parliamentarian and other officers in turn. (The Parliamentarian is then requested to come to the platform and be seated at the head table. The Temporary Chairman appoints the Tellers from a list furnished by the Chief Teller or the BPOU Chairs. If no Tellers have been designated in advance, the Chair may appoint volunteers from among the unseated delegates and guests.)*



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- *The Chair announces that the next order of business is the appointment of Convention Committees. The Chair explains that nominations have been made in advance by the BPOU committee to expedite the work of the committees. The Chair then entertains a motion authorizing the Chair to appoint the following committees: Credentials and Registration, Rules, Resolutions (if needed), Constitution (if needed) and Nominating (if used). _____ moves that the Convention Chairman be authorized to appoint the members of these committees. Call for a second. Vote. The Chair then announces the appointments of the above-mentioned committees from the roster supplied by the BPOU Chairs. The Chair then calls on the Chairman of the Rules and Resolutions Committees for any announcements about time and place of committee meetings.*
- *The Chair then introduces _____ who introduces the keynote speaker. (Other guest speakers and the BPOU Chairs' reports are introduced at appropriate points in the Agenda. These speeches are usually scheduled to occupy the time required to complete the Credentials Report, ballot counting or to accommodate the schedule of the guest speaker. The Treasurer's Report and the Finance Chair's Appeal should also be scheduled to keep the convention moving. However, each speaker is important and should not be considered as filler. The goal is a smooth running convention.)*
- *The Chair then calls on _____ for the report of the Credentials Committee. The Chair then states that as a result of the report of the Credentials Committee, we have a quorum and are now ready to make the Convention organization permanent.*
- *_____ moves that the Temporary Organization of the (year) _____ BPOU Convention now be made permanent. Call for second, and then vote.*

(There will be other business on the agenda such as a Resolutions Committee Report. These items are handled in a manner similar to the above. Also, be sure to thank the volunteers.)

Sample Preface To The Resolutions Committee Report

Dear Delegates/Alternates,

We thank you for participating in this very important process of developing the party platform. We have completed our report in time to mail it to delegates and pre-registered alternates before the convention so you will have time to read it before the convention. We will have a very limited number of copies at the convention, so be sure to bring this copy with you! You will not be guaranteed a second copy at the convention.

We would like to share with you some thoughts on the process of developing the Republican State Party Platform. It begins with approximately 4,000 precinct caucuses and is finished at the State Convention in May. There is absolutely no way that all original wording can be retained throughout this process for most resolutions. There will be a



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merging as the resolutions proceed through the levels from precinct to BPOU to congressional district to state.

The focus needs to be on the general Republican philosophy and using resolutions as guidelines for our elected Republican officials. That is a very challenging task and not for faint hearts. It is somewhat like the legislative process itself but without the force of law. That is what we need to remember. We are making a philosophical statement, not laws. A platform is a part of the process of impacting our government, not the end.

There are several points we would like you to remember as you work to develop the party platform. First, common courtesy should rule. Having an opinion is no justification for being rude. Second, please debate the issues, not the person.

Third, we all have our own opinions. Remember to make a distinction between your opinion and your facts. We need to have mutual respect for each other's opinions and/or facts and each other's right to speak to the issues and be respectfully heard. Two members of a family cannot agree on everything, so please do not expect the delegation to do so either. Fight for what you believe in, but no hitting below the belt. Good sportsmanship isn't just for sports.

And finally, we are not making laws so do not prolong the process over very minor technical issues. We will not allow any grammatical amendments to the resolutions. Keep your amendments to substantive changes of the intent of the resolutions and keep the changes as simple as possible. Think ahead to the best wording.

Thank you,

The committee members

Precinct Caucuses

The basic purpose of the precinct caucus is to give Party members an opportunity to be heard and to hear the views of others. It is the first step in the process that ultimately adopts the State Party Platform, selects the party's officers and endorses candidates for state and national offices. The precinct caucus should be conducted with ample opportunity for discussion. The atmosphere should be one that will encourage an exchange of ideas like a neighborhood meeting. The rights of all those participating should be treated with fairness and respect.

The 2020 precinct caucuses were a tremendous success. Thousands of caucus attendees turned out statewide in 2020 to show their support for our Republican officials. In 2022, our goal should be to grow that number even further. Why?



First, caucuses are a great source of volunteers. Anyone willing to support the party on a Tuesday evening in February will likely be willing to help with literature drops and get-out-the-vote telephoning in October.

Second, caucuses are a great place to find Republican election judges and poll challenger volunteers. Our goals should be to have a Republican election judge in every single precinct in the state. In addition, strong turnout at caucuses will offer more fundraising prospects, a big PR victory, and it will help demoralize the Democrats.

The precinct caucus is one of the party activities that is required by law and has several specific laws that have to be followed. You will be informed of these in the future materials coming from the State Party.

Precinct caucuses are held every state general election year, and in 2022 will fall in February 1, 2022, at 7 pm.

Getting Ready For The Precinct Caucuses

September/October, 2021

- Begin to reserve caucus locations
- Appoint Precinct Caucus coordinator
- Have BPOU Committee develop a plan for precinct leader training
- Use Convention Planner in this Resource Guide
- Notify State Party of all caucus locations

December, 2021

- Set delegate/alternate apportionment (see section in Convention Planner)
- Recruit caucus conveners and, if possible, caucus secretaries for each precinct (do this as early as possible)
- Schedule convener training
- Use Convention Planner in this Resource Guide
- Use BPOU Booklet for Precinct Caucus
- Prepare materials for the precinct caucus (BPOU Booklet and Convener Booklet)
- Set Precinct Officer training dates and locations

Early January, 2022

- Submit notice to local County Auditor providing location, date, and time of each precinct caucus (must be received 20 days prior to caucuses)
- Send out Precinct Caucus Call (must be received 20 days prior to caucuses)

Late January, 2022



- Place newspaper advertisement for precinct caucuses (State law requires public notice at least six days prior to caucus)

February, 2022

- Hold Precinct Caucuses
- Gather all precinct caucus materials and take care of them as needed or required

Precinct officer Job Descriptions

- Fill the delegation for the BPOU conventions during your 2-year term. There is usually one convention per year, however, during the even years, there may be two conventions - one for endorsing, and one for electing delegates, alternates and voting on resolutions.
- Attend precinct officer training session provided by your BPOU for which an invitation may come in the mail or be handed out at the precinct caucuses.
- Assist with Republican Party activities by serving on committees, donating money, working on lit drops, lawn sign work, etc.
- Support your Republican candidates through letters to the editor, etc.

Precinct Delegate Job Description

- Attend conventions
- Pre-register when possible, arrive early to read packet of registration materials and stay as long as needed to finish the business of the day
- Notify precinct chair for either “yes” or “no” attendance at the BPOU Convention
- Help to elect BPOU officers
- Endorse candidates and work to get them elected
- Help to elect delegates/alternates to Congressional District and State Conventions and to State Central
- Vote on resolutions to help the process of developing the State Party Platform

Precinct Alternate Job Description

- Attend BPOU Convention if delegate is unable to attend and fulfill the above tasks
- May attend convention even if not serving in place of a delegate
- Endorse candidates and work to get them elected

Sample Precinct Leader Workshop Agenda

- Pledge of Allegiance
- Introductions of trainer and attendees
- How the precinct and BPOU is organized
- How do precinct leaders fit into the structure of the BPOU
- What you can do to help our candidates get elected
- Job Description sheet
- Programs of the BPOU: Campaigns – Fundraising – Meetings
- Republican platform
- Adjournment



VOLUNTEER RECRUITMENT, GET-OUT-THE-VOTE & ELECTION PROTECTION

Volunteer Recruitment

People volunteer for many reasons and it might be hard to understand why people would work long hours for no pay, and sometimes very little recognition. Considering the reasons that people choose to volunteer enables you to motivate others to volunteer and reward those who have already volunteered.

Why People Volunteer

- **Policy/Issue Concern** – Some people volunteer because they are deeply concerned with a single issue, or a set of issues, and are excited to work for the Republican Party and our candidates as a result. These volunteers are likely to be the most committed and active of our volunteer base.
- **Social** – Some people will volunteer because it is a way to meet other like-minded people and extend their social network. Creating an environment where people feel accepted and comfortable is important.
- **Partisan** – Some people volunteer because working for the Republican Party is something they have done year-in and year-out.
- **Opportunity** – Some people volunteer because they want something from the organization or candidate, such as a job, money, or school credit.
- **Personal Connection** – Some people volunteer because of their personal connection to the organization, candidate, staff, or other volunteers. Never underestimate the ability to get friends and family to help.
- **Recognition** – Some people volunteer because it earns the respect of others, increases their self-esteem, or offers a change from the routine of their lives. Giving these people recognition and credit will keep them active.

Where Are The Volunteers?

There are many places for BPOUs and campaigns to recruit volunteers, including:

- Precinct caucus attendees
- Delegates and alternates to BPOU, Congressional District, and State conventions
- Existing or previous campaign databases
- School and community activity fairs
- Like-minded and allied organizations, such as the local chamber of commerce
- Via a website



Volunteer Organizing Action Steps

Recruitment

- **Know your audience** – Whom are you trying to recruit? What will motivate and keep them interested? Before setting out to recruit new volunteers, it would not be a bad idea to speak to current volunteers to find out what has kept them active and interested.
- **Do not assume anything** – Just because someone may have volunteered last year at the annual picnic, they may not automatically be interested in helping again this year. Give them the chance to provide feedback about their previous experience and find out what it will take for them to be involved this year.
- **Prioritize requests** – Limit what you are asking of volunteers by finding the one or two areas where they most want to help. Do not overburden willing and interested volunteers with too many requests.
- **Sell the activity** – Asking is not enough. Make sure people understand why they should volunteer. What can they help with? Why is their time important? What might happen if they do not volunteer?
- **Hard counts and reminders** – Record the name, address, phone number and email address of everyone who agrees to volunteer for a specific activity. Remind them at least twice, including the day before they are scheduled, to volunteer. People are busy and likely to forget and fewer than half will ever show up. Therefore, you must over-recruit for every event. Follow up with those volunteers who do not show up and remove them if they miss three events without notifying you in advance.

The Volunteer Experience

- **Welcome, train, and motivate** – Greet volunteers the moment that they arrive at the event. Explain the task to make sure they understand their role and what is being asked of them and why it is so important for them to be helping. Throughout the event, provide positive and constructive input and make sure to take time to ask and answer questions.
- **Fun** – Reward your volunteers for their time and effort. Make the atmosphere relaxed and make sure everyone has an enjoyable time.
- **Participate** – Make sure to take part in the activity by doing anything that you may ask a volunteer to do. Volunteers are the most important part of a campaign.

Volunteer Follow-up

- **Sign-up for the future** – Ask them to volunteer again immediately. No volunteer should leave before asked to come back on a specific date. Capitalizing on the feelings of goodwill of the day will make it easier than asking them after they leave.
- **Recognition** – Recognize volunteers' contributions by making sure they know how much they have helped and how crucial it is. Thank you notes, emails, and phone calls should be almost automatic after an event.
- **Communicating between events** – Do not just contact people when you need something. Keep your volunteer base engaged with your BPOU or campaign by subscribing them to your newsletter or email list serves.



In addition to the topics covered above, some important things to remember when successfully recruiting volunteers include an **organized plan**, **volunteer database**, **flexibility**, and a **long-term volunteer strategy**.

An **organized plan** will help your BPOU best utilize and maximize limited volunteer resources. Compiling a comprehensive **volunteer database** with complete contact information for each volunteer and the activities in which they participate will make it easy when you might need volunteers quickly. **Flexibility** is important. Be ready, and able, to shift course when circumstances make that necessary. Finally, a **long-term volunteer strategy** is crucial, since your BPOU is an organization that exists year-in and year-out.

Get Out The Vote

While a traditional get-out-the-vote (GOTV) program is organized and implemented in an election year, recent elections have emphasized the importance of this program and the need for preparation that begins in advance of the election year. As a result, we must institutionalize GOTV, building permanent organizations at the BPOU level.

Democrats have historically had an edge in voter turnout programs, largely due to heavy union involvement and other advantages. However, Republicans have made gains in recent cycles because of our renewed focus on grassroots organization and the success of the 72-Hour Task Force. To build on these recent successes, BPOUs must become more systematic and deliberate in the early planning and implementation of GOTV.

The 72-Hour Task Force is essentially a more focused GOTV effort in response to extraordinary Democrat grassroots activities that previously shifted much of the advantage to Democrat candidates.

For each BPOU, a GOTV/72-Hour plan should include volunteer phoning, literature drops, door knocking, rides-to-polls, and election protection. In addition, certain BPOUs will wish to consider additional 72-hour programs and strategies, such as precinct flushing for carefully identified and pre-selected precincts. The key to implementing a quality GOTV/72-Hour program is extensive planning long before the election.

Components Of An Effective GOTV Plan

- Volunteer phone banks
- Literature drops
- Door knocking
- Volunteer recruitment
- Rides-to-the-polls
- Election Protection

Basic GOTV Steps

- **Plan:** Develop a comprehensive plan. By choosing task-oriented leaders in your BPOU (i.e. phone bank vice chair, election protection vice chair, lawn sign vice chair, etc), you have



the ability to implement a GOTV plan that will successfully maximize voter contact before Election Day. Each task-oriented leader creates a detailed plan in their area of focus.

- **Volunteers:** Recruit, train, and retain volunteers. Call delegates and alternates from your BPOU. A list of local caucus attendees is also an effective tool. The first task each volunteer should be given is to recruit additional volunteers. Hold training sessions in person when possible (especially if task requires explanation), or over phone for more simple tasks.
- **Systems:** Establish systems best suited for your area. Some BPOUs are not ideal for certain GOTV activities, such as door knocking. Focus on those things that suit your area and that you can do efficiently, and put all your effort into them.
- **Coordination:** Work with other party organizations, candidates, and caucuses. Coordinate! Ideally, a voter is contacted at least seven times prior to an election in order to get your candidate's message out. Accomplishing this efficiently will require coordination on phone banks, lit dropping, and other GOTV activities.
- **Lists:** Your Data Center Coordinator can access lists. Lists re printed for phoning, lit dropping, or door knocking. Because of extensive Voter ID efforts by the State Party and local activists, you have the ability to target very specific groups (i.e. pro-life, pro-2nd Amendment, etc.).
- **Scripts:** Develop scripts. Whether phoning or door knocking, make sure volunteers have a script. A script will help a volunteer be more relaxed and confident when making those calls or go door-to-door. Most voters respond more favorably to a volunteer. Identifying as such is a good place to start.

Volunteer Phone Banks

Who participates in this program?

- BPOU
- Congressional districts
- State Party
- Candidate campaigns
- Republican caucuses

Special issue groups also do GOTV programs separate from any political party.

When should phone banks be set up?

- Prior to general election
- Prior to primary election
- Prior to special election

Phone banks should be set up to benefit all Republican-endorsed statewide candidates, Congressional candidates, and State House and Senate candidates.

How To Establish A GOTV Phone Bank

In order to win elections at any level (from city council to State Senate to Governor or Congress), a well-organized volunteer phone bank effort will be a necessity. The following format will help to ensure a successful effort.



- **Facility:** Seek out a business that supports your efforts and the management will allow you to come in after business hours to use their phones for a nominal rental fee (e.g., \$2.00/phone/day used). A three-hour phoning session will cover 100 calls per session from each phone (approx. 33 calls per hour). Thus, if the goal is to reach 1200 households from a single phone, 12 phone sessions will be needed (it could be one person for ten three-hour sessions, ten people for one three-hour session, or any combination thereof). Because someone else's property is used, the phone bank should have a responsible manager who will ensure all things are left as they were found and that the building is properly secured upon departure.
- **Manager:** A phone bank manager has several tasks: find a phoning location, recruit phoners, set up the schedule, and oversee the phoning and use of lists. Because someone else's property is used, the manager must ensure that all things are left as they were found and that the building is properly secured upon departure. The manager should attend each phoning session. Phone bank manager should be a full-time position during phoning.
- **Phoners:** Recruit phoners from a list of volunteers for the candidate or from your BPOU delegate and alternate list. Local caucus attendees are also a good source of volunteers. The manager should call each volunteer the night before scheduled to make sure they will arrive for their shift.
- **Lists and Script:** Develop all the phone lists needed with Data Center. The Data Center coordinator for the area should be able to help with this. Any introductory conversation may be used, but it should be short and to the point. For example, "Hello, Mr. Anderson. I am a volunteer for Harry Smith for County Commissioner (or State Representative, or US Senate). I know Harry, and because of his integrity, I know he will make a great county commissioner. May I count on your vote for Harry next Tuesday?" The phone list developed from Data Center will provide a chart to indicate the response to the call.
- **List Completion:** Go through all of the lists at least twice. On the first pass, clearly mark on the call sheet those calls where no one answers and there is no answering machine, there is a busy signal, or only children are at home. Highlight these calls for the second round.
- **Accountability:** A central phone bank where lists are monitored will yield far better results than assigning lists for home phoning. If home phoning does take place, the phone bank manager must do a daily check-up to make sure all the names were actually called.

Literature Drops

See "Literature Drops" in the "Candidate Search" section.

GOTV Door Knocking

See "Door Knocking" in the "Candidate Search" section.

Volunteer Recruitment

The best sources for volunteers are BPOU Convention delegates & alternates, caucus attendees, volunteers from past campaigns (successful and unsuccessful), and voter identification programs.



Make sure there are volunteer sign-up sheets at meetings, fair booths, and parades. Regardless of what task volunteers are signing up for, make sure to be task specific (i.e. Friday evening get-out-the-vote phoning at local insurance company).

Election Protection

There are two main components to election protection – election judges and poll challengers. The key to ensuring the integrity of the election process is to have Republican election judges and poll challengers in each precinct.

Election Judges

Each precinct is supposed to have an equal number of election judges recruited from both parties. Election judges go through a short training program by the county and serve all day on Primary and General elections. However, a Primary election judge need not serve in the General election. Similarly, an individual can be an election judge in the General election without having previously served in the Primary election. Election judges are appointed by the county auditor (or city clerks in some areas) from lists submitted by the local political parties.

Recruitment. At the Precinct Caucuses, distribute a sign-up sheet to each precinct asking those who are willing to serve as election judges. If fewer than three or four people per precinct are willing to serve, the BPOU Leadership needs to call the caucus attendees and try to recruit more people. Remember, election judges do not have to attend the precinct caucuses – they can be friends, family, neighbors, etc. Once enough people are recruited, submit their names, addresses, phone number, and precinct to the local county auditor. It is best to get this done early – no later than the end of May.

Qualifications. Election judges should be eligible to vote in the county, affiliated with a major political party, and able to read, write, and speak English. They are appointed by the appointing authority (county, city, township, or school board), and should be trained and currently certified as an election judge. An election judge cannot be a candidate in that election, the husband, wife, parent, child, brother, or sister of a candidate or another judge in the same precinct, or anyone who cannot read, write or speak the English language.

Poll challengers

By Minnesota law, at any election where partisan offices are to be filled, the chair of an authorized committee of each political party may appoint, by written certificate, voters to serve as poll challengers, for each precinct to be in the polling place while the election is being held. Such persons can remain until the votes are counted and the results declared. Although poll challengers may work in shifts, not more than one challenger from each party may be in the polling place at any given time. Candidates for non-partisan offices may also appoint poll challengers, and again not more than one at a time, for any given candidate, may remain in a polling place.



Although the election law specifies only that such persons are present to challenge voters, poll challengers can perform other important functions to the party and to the candidates standing for election. Since they are allowed to be present during the conduct of the entire election procedure, they are in a position to observe the voting process for compliance with the election laws. By reporting irregularities to local party headquarters as soon as they are noticed, a poll challenger helps ensure a fair election. A poll challenger's observations also can provide invaluable information in the event an election contest is instituted either by or against a Republican candidate after the election.

Each poll challenger, **must be a resident in the State of Minnesota**, and should have written certification, a keen eye, a working knowledge of the laws governing the conduct of the election, a notebook, and pencil for recording observations, a cell phone, and a list of necessary phone numbers.

If a challenge is made, the challenger must state the basis of the challenge and the voter must then answer under oath questions regarding his/her qualifications before they are entitled to vote. A poll challenger may also challenge any absentee ballot before it is co-mingled with the other ballots. In this way, deficiencies that might be overlooked or ignored by the election judges can be brought to their attention. Unless the absent voter was not qualified to vote by absentee ballot in the precinct, deficiencies in the voter's certification on the return envelope are most likely not subject to attack once the ballot has been co-mingled.

Suggestions for Poll Challengers

- Make certain that you have your written certification as a challenger.
- Minnesota law provides that when a voter needs assistance, one election judge from each party should accompany the voter into the voting booth. Since the election judges must declare their party affiliation, variations from this procedure can be detected and should be called to the attention of the election judges present and immediately reported to headquarters.
- Make certain that only one challenger per party is present in the polling place at any given time. Report any irregularities to an election judge.
- Any jamming of voting machines should be reported immediately to headquarters. Delays create long lines that will discourage voting.
- Attention should be given to absentee ballots, which are commonly a good source of Republican votes. They will be delivered to the polling place intermittently during the day by the Postal Service or by the municipal clerk and may be processed for acceptance or rejection by the election judges as they arrive. Under existing law, the counting of the ballots contained in the ballot envelopes may begin after the last regular mail delivery has arrived. Again, effective challenges must be made at the time that the decision to accept or reject a ballot is being made, before co-mingling of ballots begins.
- Watch carefully the counting of absentee ballots and other paper ballots by the election judges. Suspicious movements should be challenged and reported immediately to headquarters.



- If possible, visually inspect the vote tabulators on each machine as totals are called off and record the vote on your own tally.
- Observe the hand counting of ballots after the polls have closed. This process is public. Please note, however, that most precincts use voting machines to tally votes. Only in small precincts, or under special circumstances, are votes counted by hand.
- When the tallying has been completed, thank the judges for their cooperation.
- Save any notes that you have made regarding the conduct of the voting for at least three months following the election.
- If you have any questions whatsoever, call State Party Headquarters at (651) 222-0022.

Poll Challenger Location

Ideally, poll challengers would be in every precinct in the state. However, with about 4,000 precincts in Minnesota, this is an unreasonable goal. Therefore, you should prioritize precincts based on certain criteria:

- High number of registered voters in precinct
- High percentage Democrat vote
- High percentage same-day voter registration
- History of reported voter fraud

Note: Most of this information can be obtained from the Secretary of State's office.

Poll Challenger Tips and Guidelines

The main job as a poll challenger is to observe and be seen. Mere presence of a challenger will normally be enough to prevent election fraud. Remember that there may only be one poll challenger from each political party and campaign. Following are some other tips and guidelines for poll challengers:

- Upon arrival at the polling place, make sure the flag is up and the location is clearly marked as a polling place.
- Make sure there are no political posters, signs, etc., within 100 feet of the entrance to the polling place.
- When entering the polling place, introduce yourself to the judge, and show your credentials.
- Make sure the instructions for voting are prominently displayed.
- When leaving, thank the judges for their cooperation.

Challenging a Voter

Under state law, an election judge or poll challenger may challenge the eligibility of a person to vote. However, challengers are limited in what they can do. Challenges must be based on knowledge or reasonable suspicion that the person being challenged is not qualified.



Challengers may not handle or inspect voter registration lists, or make a list of voters who have or have not voted. Challengers may not attempt to influence voting, nor may they vouch for a voter.

There are several reasons a voter may be challenged:

- Age – reasonable belief he or she is under 18
- Citizenship – reasonable belief he or she is not an American citizen
- Residency – reasonable belief he or she does not live in the precinct in which they are attempting to vote
- Mental state – example: it is illegal for a person who is intoxicated or under the influence of drugs to vote

Challenging Procedure

If a voter is challenged, the judge will ask the voter to respond to the following: *"Do you solemnly swear (or affirm) that you will fully and truly answer all questions put to you concerning your eligibility to vote at this election?"*

The election judge shall then ask the challenged individual sufficient questions to test that individual's residence and right to vote. If the voter answers the questions to the satisfaction of the judge, they are allowed to vote. If they do not, they are denied.

When the challenge is over, write down careful notes on the incident and report it to the State Party office (651-222-0022). Lawyers will be standing by to answer your questions and help you with any problems.

Vouching

Under Minnesota Law, eligible voters may register on Election Day. In order to do so, they must prove their residency by providing identification that proves they live in that precinct. However, if they have no way to prove they live in that precinct, another voter may "vouch" that the person lives in the precinct.

Vouching is legal; however, abuse of vouching is the most obvious form of fraud you may encounter on Election Day. According to state statute, "A voter who is registered to vote in the precinct may sign up to 15 proof-of-residence oaths on any election day." Abuse of vouching involves one person vouching for the residency of many people who the voucher does not really know.

If one person is vouching for many people, the challenger should challenge those voters. However, do not make a challenge if a person is obviously vouching for a friend or spouse. Poll challengers are legally bound not to interfere with lawful voting. In short, challenge when absolutely necessary, but do not abuse the right to challenge.

Laws and Regulations



There are many laws and regulations governing voting on Election Day. They include:

- Polling places and booths shall be open and available.
- No intoxicating liquors may be brought to, or consumed, within a polling place.
- No person other than voters and election officials are permitted within 6 feet of voting booth.
- Persons engaging in disorderly conduct may be arrested.
- Police are not permitted to remain in polling places except at request of election judges
- No one, including voters, can congregate in any numbers within 100 feet of the entrance of a polling place. Only election officers and voters waiting to vote are permitted to stand within 50 feet of polling places.
- At closing time, all voters waiting to vote in the polling place or in line outside are entitled to vote and polls are to remain open to allow them to vote.
- Election judges, voters about to cast their ballot, election officials, and challengers are the only persons authorized to remain in the voting place.
- Challengers cannot handle or inspect registration cards or lists and cannot attempt to influence voting.
- Voters may be challenged as to their right to vote by the judges or the appointed challengers present. A challenged person must answer questions under oath as to his/her qualifications. If they do so, and answers properly, they are entitled to vote in spite of the challenge. A challenged person cannot leave the polls and return later to take the oath.
- A disabled person may request aid in voting from the judges or from any voter present. Unless the voter requests otherwise, a judge from each party should aid him in the booth. If a voter aids him, the judges are not allowed to enter the booth. A person aiding who is not an election judge must be a voter in the same precinct and may assist no more than three voters.
- Three minutes is the maximum time allowed for a voter to remain at a voting machine. The judges are directed to use good judgment and to call their city clerk if they run into difficulty.
- Campaigning within 100 feet of the entrance to a polling place on Election Day is prohibited.
- Literature, cards, and signs for candidates cannot be distributed within 100 feet of the entrance to the polling place on Election Day. Candidates' buttons cannot be worn into the polling place.

General Voting Questions and Answers

Question: WHO IS ELIGIBLE TO VOTE? **Answer:** Any person who at the time of any election is 18 years of age or older, is a citizen of the United States, and has resided in Minnesota for at least twenty days, is eligible to vote, unless such person has been convicted of treason or any felony and has not had his civil rights restored, is under a guardianship or has been adjudicated to be insane. -- Minnesota Statutes, 200.02, Subd. 25.

Question: HOW ARE VOTERS REGISTERED? **Answer:** Persons may register to vote in one of two ways. First, an eligible voter or any person who will have the qualifications of an eligible voter at the next election may register as a voter in the precinct in which he resides



at any time prior to the 20th day preceding any election by completing a registration card and submitting it to the county auditor of the county where they reside.

Second, it is also possible for a person who is otherwise eligible to vote, but who is not registered, to register on Election Day at the polling place for the precinct in which they live. A person may register on Election Day by completing a registration card, taking an oath in the form prescribed by the office of the Minnesota Secretary of State, and providing proof of his/her residence. Residence may be proved by showing a driver's license or a Minnesota Identification Card issued by the Minnesota Department of Public Safety, or by having an individual who is registered to vote in the precinct sign an oath in the presence of an election judge that they personally know the applicant is a resident of the precinct. The law also allows for other forms of identification as approved by the Secretary of State. This currently includes select recent utility bills, select tribal identification cards, and in certain circumstances some post-secondary student identification. The law now provides that anyone who registers by having a voter vouch for his residence, may not, in turn, vouch for the residence of any other voter registering on Election Day. Minnesota Statutes 201.061; 1980 Minnesota Election Laws. Note: While a voter must have been a resident of the State of Minnesota for at least twenty days by Election Day, it is necessary only that he be a resident of the precinct on Election Day in order to vote in that precinct.

Question: WHAT ARE POLL CHALLENGERS? **Answer:** Poll challengers are **Minnesota residents** appointed by political parties or candidates to be present in polling places on Election Day to act as challengers of voters. The law provides that at any election where partisan offices are to be filled, the chairman of an authorized committee of each political party may appoint, by written certificate, voters to be present in the polling place while the election is being held and to remain with the election board until the votes are canvassed and the results declared to act as challengers of voters. At any election, each nonpartisan candidate may also appoint by written certificate such poll challengers. No more than one challenger from each political party or one challenger for each nonpartisan candidate may be present in any precinct at any time. -- Minnesota Statute 204C.07

Question: WHAT IS THE FUNCTION OF POLL CHALLENGERS? **Answer:** Challengers are allowed to be present at the polling place for the purpose of challenging any person known or suspected not to be a qualified voter. In addition, a challenger may challenge the ballots of any absent voter before the ballots have been deposited in the ballot boxes.

In the event that a voter who presents himself at the polling place is challenged by an election judge or any authorized challenger, the grounds for the challenge are to be stated and an election judge shall administer to the challenged person an oath requiring him to answer questions testing his residence and his right to vote. If the answers given reveal that he is not a qualified voter, the person challenged may not be allowed to vote. If, after all the questions have been answered, the election judge determines that the challenged person is qualified to vote but challenge is not withdrawn, upon taking an oath that he is a citizen of the United States, 18 years of age, and an actual resident of the precinct, the challenged person may vote. Absentee ballots may be challenged, for example, on the ground that



the return envelope is not signed. If it is determined that the ballots do not conform to the law, they are placed unopened among the spoiled ballots. Challengers may not handle or inspect registration cards, files, or lists. Challengers may not make or prepare, in any manner, any lists of persons who have or have not voted. They may not attempt to converse with voters at any time except to establish whether the voter is qualified to vote in the precinct and then only with an election judge present at the conversation.

When in Doubt

If a problem is suspected, something just does not seem right, but a second opinion is needed, call the State Party immediately (651-222-0022). We will have lawyers standing by to assist challengers on Election Day. **Do not** take unilateral action without first consulting State Party attorneys.



Appendices

- A. BPOU Readiness Survey
- B. MNGOP Constitution
- C. MN GOP Officers and Contact information
- D. Republican Organization Chart
- E. GOP Affiliates
- F. Parliamentary Procedures/Robert's Rules of Order
- G. Event Planning
- H. BPOU Volunteer Handbook Template



Appendix A

BPOU READINESS SURVEY

BPOU LOCATION: _____ BPOU CHAIR _____

Please join with fellow Republicans across our State to prepare for victory in 2020!

Complete this BPOU SURVEY to better help us understand and respond to the needs of your BPOU.

Directions: **Circle the number that best reflects your BPOU, with 5 being best.**

1. How would you rate your BPOU awareness of the primary objective of a BPOU Organization? 1-2 3-4-5
*If the primary goal is unknown, please state the purpose of your BPOU as defined by your group. _____
2. How familiar are you and your members regarding the available BPOU manual, forms, and resources available on-line? 1-2-3-4-5
3. How would you rate your BPOU at growing your organization, attracting new and younger participants (a minimum of 5 per year) 1-2-3-4-5
4. Rate your frequency in joining with neighboring BPOU's to plan and host fundraising events for candidate support? 1-2-3-4-5
5. Rate your BPOU communication level with regard to publizing and holding regularly scheduled monthly meetings? 1-2-3-4-5
6. How effective is your current BPOU ANNUAL PLAN in supporting our candidates, fundraising, and recruiting new members from your community? 1-2-3-4-5
7. Voter outreach is a critical part of increasing voter turnout and spreading information regarding the values we hold. Rate the frequency and effectiveness of your BPOU regarding communication with your community via social media, e-mails, text/calls? 1-2-3-4-5
8. Rate your current access and use of data from the GOP Data Center? 1-2-3-4-5

Additional comments or recommendations:

Thank you in advance for sharing your valuable time to complete this brief survey. The more honest and comprehensive input we receive from our grassroots organizations, the better we can develop and serve **YOUR needs for our Party and our State.**

MF/LS



Appendix B

REPUBLICAN PARTY OF MINNESOTA CONSTITUTION

Preamble

The Republican Party of Minnesota welcomes into its party all Minnesotans who are concerned with the implementation of honest, efficient, responsive government. The party believes in these principles as stated in the Declaration of Independence: that all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these rights are life, liberty, and the pursuit of happiness. Therefore, it is the party committed to equal representation and opportunity for all and preservation of the rights of each individual. It is the purpose of this constitution to ensure that the party provides equal opportunity for full participation in our civic life for all Minnesota residents who believe in these principles regardless of age, race, sex, religion, social or economic status.

ARTICLE I

Name and Object

SECTION 1: Name.

The name of this organization shall be Republican Party of Minnesota.

SECTION 2: Object.

The object of the party shall be the maintenance of government by and for the people according to the Constitution and the laws of the United States and the State of Minnesota, and the implementation of such principles as may from time to time be adopted by party conventions. To obtain this object it is essential the party shall organize at all levels to elect Republicans to public office.

ARTICLE II

Membership and Dues

SECTION 1: Membership.

The membership of the party shall be composed of all citizens of the State of Minnesota who desire to support the objectives of the party.

SECTION 2: Dues.

Payment of dues shall not be required as a condition of membership.

SECTION 3: Rights.

Nothing in this constitution shall be construed to deny or abridge the rights of any voter to participate in any party caucus, primary or convention, where he/she is entitled by law to participate.

ARTICLE III

Congressional and Legislative Reapportionment Committee

SECTION 1:



In the first odd numbered year following reapportion the State Executive Committee shall establish a standing committee to develop an operating policy and procedure manual for the next reapportionment period.

SECTION 2:

The reapportionment committee shall consist of a chair and one person from each Congressional District. It is recommended that the appointee have actual Congressional District and/or Basic Political Organizational Unit (BPOU) leadership apportionment experience. The state party chair shall appoint the chair of the reapportionment committee. The Congressional District representative shall be appointed by the Congressional District chair(s), or in the event of a dispute between the chairs regarding appointment, by the Congressional District executive committee.

SECTION 3:

The reapportionment manual shall be prepared by the reapportionment committee and submitted to the Executive Committee for approval. The Executive Committee shall submit the reapportionment manual to the State Central Committee no later than January 1 of each census year.

SECTION 4:

Following the approval of the reapportionment manual by the Executive Committee and the State Central Committee, in all cases concerning reapportionment in which it is not in conflict with the constitution and bylaws of the Republican Party of Minnesota, the manual shall govern Congressional and Legislative reapportionment matters for the current reapportionment process.

**ARTICLE IV
Delegation of Power**

SECTION 1:

Basic Unit.

The party shall be organized into BPOUs, i.e., one of the following: County, House District, or Senate District except that in any county containing four or more entire House Districts the county must organize as House or Senate Districts.

SECTION 2:

Organization.

It shall be the responsibility of the BPOU committees to assist all endorsed Republicans seeking public office at least partly within their respective units, to expand the membership of the party within their respective units, and to organize or cause to be organized each ward, precinct, or other voting district in their unit. The form of enrollment shall be prescribed by the State Executive Committee and shall be uniform throughout the state. No qualifications for membership shall be imposed except as provided by this constitution. Opportunity for enrollment shall be open at all times to all voters who are eligible for membership under Article II.

SECTION 3:

Management.

The management of the affairs of the party within each basic political organizational unit shall be vested in the BPOU committee, subject to the direction of state and Congressional District authorities as to matters within the scope of their respective functions.

SECTION 4:

Territorial Realignment.

A county committee of a county containing fewer than four entire House Districts may disband the county organization and reorganize itself along either Senate or House



District lines, by adding a portion of an adjoining county or allocating part of the county's territory to another BPOU. A county committee may also realign its territory by adding a portion of an adjoining county and/or allocating part of its territory to another BPOU. The procedure shall be by approval of at least 60% of the county convention of each of the involved counties, provided that notice of such proposal for reorganization was issued in the call of the convention. The county convention shall submit its transitional plans including proposed distribution of funds to accomplish such reorganization to the Congressional District and State Executive Committees for their review. The new organization shall have all of the rights and responsibilities of a BPOU. Such reorganization shall continue until the next state-wide reapportionment or until the county form of organization is restored by a convention of the precinct Delegates within the original county lines called by authority of the Republican Party of Minnesota State Executive Committee or any Republican Party of Minnesota state convention. No BPOU that is organized as a County BPOU can be forced to reorganize as a House District or Senate District.

ARTICLE V

Conventions and Endorsements - General Provisions

SECTION 1: Business and Call.

A. Conventions shall transact such business as is specified in the call of the convention, and may transact such other business as a majority of the convention may determine, subject to the provisions of Article VIII, Section 2 of this constitution.

B. The call for a convention shall be issued at least ten (10) days prior to the convention, except that for an endorsing convention for a special election or for a post-primary endorsing convention, the call shall be issued at least five (5) days prior to the convention. Convention calls and reports required to be mailed prior to a convention may be issued electronically by email.

SECTION 2: Registration.

A. Notwithstanding Article II, Sections 2 and 3, registration fees may be assessed Delegates and Alternates attending a convention.

B. Once a Delegate or a seated Alternate has registered for the convention he/she remains part of the voting strength of the convention even if he/she leaves the convention prior to the convention's official adjournment. C. A convention may close registration of Delegates and Alternates only if the convention call states the time at which registration will close. If the call states a registration closing time the convention may permit a later closing time for registration or may require the convention to remain open regardless of the language in the call.

SECTION 3: Endorsements

A. General Rules.

1. It shall first be determined by a majority vote whether endorsement shall be considered for an office.

2. Voting on a candidate for endorsement for an office shall be by secret ballot. The convention or committee may decide by a two-thirds vote to endorse by a rising vote for any office for which there is only one candidate.



3. Votes may be cast for any person who by law is eligible for election to the office under consideration and who is eligible under this constitution to seek the endorsement, even though he/she has not been nominated or has withdrawn from nomination. Ballots may also be cast stating 'no preference' or 'undecided', or indicating no endorsement. Blank ballots or abstentions, unintelligible ballots, ballots marked only 'ü' or 'X', or ballots cast for an ineligible person or a fictional character shall not be included in determining the 60% vote needed for endorsement. No preprinted ballot shall be allowed unless options for 'no preference', 'undecided' and 'no endorsement' are included.

4. A motion of no endorsement may be adopted by a majority vote. The rules of a convention may limit how often or when such a motion may be made. However on any round of voting for endorsement, a motion of no endorsement shall be considered adopted if a majority of the ballots (excluding blanks) or a majority of the votes on a voice vote (excluding abstentions) is for 'no', 'none' or 'no endorsement'.

5. Excepting the 60% requirement in this Article, BPOU constitutions may establish different rules of endorsement for conventions relating to legislative districts or other areas entirely within the BPOU.

6. An endorsement may carry with it the commitment of party resources, finances and volunteers only when made at a convention that is representative of the entire electorate for the office. In the case of a proposal for endorsement of a candidate whose constituency is not coterminous with the territory of the convention, only those Delegates residing within such constituency shall vote upon the proposal. An endorsement for public office at a convention below the level of the one that is representative of the entire electorate for the office shall be no more than an expression of the sentiment of the convention.

B. Pre-Primary Endorsement.

1. If the public office sought by the candidate is legally partisan, the candidate must agree prior to being considered for pre-primary endorsement to seek the office as a Republican if he/she receives the endorsement.

2. Any candidate for any elective public office may be granted pre-primary endorsement by any state, Congressional District, BPOU or other authorized convention if he/she receives a 60% vote of the convention and if the 60% is greater than or equal to at least a majority of the registered Delegates and seated Alternates as established by the last report of the credentials committee preceding such vote.

3. Only one candidate may be endorsed per seat for a particular office.

4. When more than one candidate is nominated for endorsement for an office, none of the candidates for that office shall be voted upon separately.

C. Rules for Minnesota Supreme Court and Minnesota Court of Appeals Endorsements.

1. As to candidates for judicial office, the Republican Party of Minnesota shall at its state convention consider whether to endorse candidates for the Minnesota Supreme Court and the Minnesota Court of Appeals. The nominations committee shall report, whether any candidate for endorsement has met the requirements of Article VI, Sec. 3.



2. After the report of the nominations committee, the state convention shall proceed to the vote on whether endorsement should be considered. The convention may only vote to endorse a candidate who has first satisfied the requirements of Article VI, Sec. 3.

3. If the state convention votes affirmative on consideration of endorsement, the Delegates shall vote on endorsement of a person for that particular office of the Minnesota Supreme Court and the Minnesota Court of Appeals. Endorsement may be conferred upon any person who by law is eligible for election to the office and who is eligible under this Constitution to seek endorsement, even if such candidate has not sought endorsement by the Republican Party of Minnesota or has communicated that such candidate does not desire and/or will not use Republican Party of Minnesota endorsement.

4. Except where they conflict with the special rules stated in this paragraph, the provisions of Article V, Section 3, A. and B. apply to endorsing candidates for the Minnesota Supreme Court and the Minnesota Court of Appeals.

D. Endorsement By State Central Committee.

If a primary election for any Minnesota statewide office or for United States Senator results in the selection of a nominee other than the Republican-endorsed candidate, a meeting of the State Central Committee shall be called by the State Party Chair or by the State Executive Committee within five (5) days after the certification of the primary election results by the State Canvassing Board. The purpose of this meeting shall be to consider a post primary endorsement of the nominee(s) winning the primary election. Such a meeting may also consider post primary endorsement of a Republican nominee for any other statewide office or United States Senator for which no pre-primary endorsement was made. The State Party Chair or the State Executive Committee may call a meeting of the State Central Committee at any time after the State Convention to consider Republican endorsement by the State Central Committee of any candidate for statewide office or for United States Senator, if (1) the State Convention did not endorse any candidate for that office and such candidate's candidacy for that office had not been announced prior to the State Convention or (2) the endorsed candidate dies, withdraws, or is otherwise ineligible for election to the office sought. Any endorsement by the State Central Committee shall require a 60% vote of the registered Delegates (including seated Alternates) at such State Central Committee meeting and such vote shall be greater than or equal to at least a majority of the registered Delegates and seated Alternates at such meeting as established by the last report of the credentials committee preceding such vote.

E. Vacancies In Nominations.

In the event of the death or withdrawal of an endorsed nominee for statewide office prior to the primary, or in the event of the death or withdrawal of a candidate after the primary, but 21 days prior to the general election, the State Central Committee shall consider the endorsement of a substitute nominee or candidate. The call for the meeting shall be issued at least five days prior to the scheduled meeting. In the event the candidate withdraws or dies less than 21 days prior to the general election, the State Executive Committee shall consider endorsement of a substitute candidate. Any endorsement by the State Central Committee shall require a 60% vote of the committee and such vote shall be greater than or equal to at least a majority of the registered Delegates and seated Alternates as established by the last report of the credentials committee preceding such vote. Any endorsement by the State Executive Committee



shall require a 60% vote of the committee and such vote must be greater than or equal to at least a majority of the members of the committee.

F. Legislative District Endorsing Conventions.

1. A legislative district endorsing convention wholly within a given BPOU may be held subject to the provisions of said BPOU constitution and/or bylaws, provided said provisions are not in conflict with state statutes or the Republican Party of Minnesota State Constitution.
2. Where a legislative district crosses BPOU lines, but lies wholly within a Congressional District, the Congressional District Executive Committee may issue the call for an endorsing convention and appoint the convener.
3. Where a legislative district crosses BPOU and Congressional District lines, the State Executive Committee may issue the call for an endorsing convention and appoint the convener.
4. In the event that a majority of the precinct chairs from a legislative district which crosses BPOU or Congressional District lines should sign a petition requesting an endorsing convention and specifying the convener, the chair(s) of the Congressional District or state chair, on behalf of the respective executive committee which has jurisdiction as specified in Section 3. F. 2. or 3. F. 3. of this Article, shall issue the call for such convention.
5. In the event that all of the BPOU committees from a legislative district that crosses BPOU or Congressional District lines should request an endorsing convention, then the chairs of the respective BPOUs on behalf of their committees may issue a joint call for such an endorsing convention and appoint the convener.
6. Eligible voters at legislative district endorsing conventions shall be the Delegates or their Alternates who reside within the legislative district and who were duly elected at the most recent Republican Party of Minnesota precinct caucus.
7. Should the Delegates and Alternates qualified to vote at a legislative district convention not all be elected based on the same ratio of the Republican vote count, then those Delegates and Alternates elected based on the highest ratio of the vote count shall be counted as one (1) vote and those Delegates and Alternates elected on a lesser ratio of the vote count shall have the percentage of one (1) vote based on their percentage of the highest elected ratio of the vote count.

G. County and County District Endorsing Conventions.

1. For a county containing four or more entire House Districts a county convention may be held solely for the purpose of endorsement for county offices elected on a countywide basis. A county district convention may be held solely for the purpose of endorsements for county offices such as County Commissioner if elected by districts.
2. If a county or county district office lies wholly within a BPOU, a county convention shall be called by the BPOU committee.
3. If a county or county district office crosses BPOU lines, but lies wholly within a Congressional District the convention may be called by the Congressional District Executive Committee unless otherwise provided for in the Congressional District constitution.



4. If a county office crosses BPOU and Congressional District lines, the convention may be called by the State Executive Committee.
5. Should a county or county district consist of more than one (1) BPOU, a request for a county convention must be submitted by the committees of a majority of the BPOUs to:
 - a. Congressional District Executive Committee, unless otherwise provided for in the Congressional District constitution, if a county lies wholly within a Congressional District; or
 - b. State Executive Committee, if the county office crosses Congressional District lines.
6. In the event that all of the BPOU committees from a county or county district office that crosses BPOU or Congressional District lines should request an endorsing convention, then the chairs of the respective BPOUs on behalf of their committees may issue a joint call for such an endorsing convention and appoint the convener.
7. Eligible voters at a county or county district convention shall consist of those Delegates and Alternates who reside within a county or county district and who were duly elected at the most recent Republican Party precinct caucus held within the county or county district.
8. Should the Delegates and Alternates qualified to vote at the county or county district convention not all be elected based on the same ratio of the Republican vote count, then those Delegates and Alternates elected based on the highest ratio of the vote count shall be counted as one (1) vote and those Delegates and Alternates elected on a lesser ratio of the vote count shall have the percentage of one (1) vote based on their percentage of the highest elected ratio of the vote count.
9. For Hennepin County the Hennepin County subcommittee shall allocate the number of Delegates and Alternates for a county or county district convention based on the Republican Party vote in the last general election for President or Governor. For Ramsey County the Congressional District committee shall allocate the number of Delegates and Alternates for a county or county district convention based on the Republican Party vote in the last general election for President or Governor.

H. City, Ward, Township, School Board, and Judicial District Endorsing Conventions.

1. For cities, townships, and judicial districts not included in Article X, Section 4, a city, ward, township, school board, or judicial endorsing convention may be held for the purpose of endorsing candidates for city offices, township offices, school board, and judicial office and the provisions in Article V, Section 3, I., 1- 9 shall only apply to such cities, townships and school districts.
2. An endorsing convention for such a city, ward, township or school district wholly within a given BPOU may be held subject to the provisions of said BPOU constitution and/or bylaws, provided said provisions are not in conflict with state statutes or the Republican Party of Minnesota State Constitution.
3. An endorsing convention for such a city, ward, township, school district, or judicial district wholly within a given Congressional District may be held subject to the provisions of said Congressional District constitution and/or bylaws, provided said



provisions are not in conflict with state statutes or the Republican Party of Minnesota State Constitution.

4. Where such a city, ward, township, school district, or judicial district crosses BPOU lines, but lies wholly within a Congressional District, the Congressional District Executive Committee may issue the call for an endorsing convention and appoint the convener.

5. Where such a city, ward, township, school district, or judicial district crosses BPOU and Congressional District lines, the State Executive Committee may issue the call for an endorsing convention and appoint the convener.

6. In the event that a majority of the precinct chairs from such a city, ward, township, school district, or judicial district which crosses BPOU or Congressional District lines should sign a petition requesting an endorsing convention and specifying the convener, the chair(s) of the Congressional District or state chair, on behalf of the respective executive committee which has jurisdiction as specified in Section 3. I. 4. or 3. I. 5. of this Article, shall issue the call for such convention.

7. In the event that all of the BPOU committees from such a city, ward, township, school district, or judicial district that crosses BPOU or Congressional District lines should request an endorsing convention, then the chairs of the respective BPOUs on behalf of their committees may issue a joint call for such an endorsing convention and appoint the convener.

8. Eligible voters at such city, ward, township, school district, or judicial district endorsing conventions shall be the Delegates or their Alternates who reside within the city, ward, township or school district and who were duly elected at the most recent Republican Party of Minnesota precinct caucus held within the political boundaries of the legislative district.

9. Should the Delegates and Alternates qualified to vote at such a city, ward, township, school, or judicial district convention not all be elected based on the same ratio of the Republican vote count, then those Delegates and Alternates elected based on the highest ratio of the vote count shall be counted as one (1) vote and those Delegates and Alternates elected on a lesser ratio of the vote count shall have the percentage of one (1) vote based on their percentage of the highest elected ratio of the vote count.

I. Recommended Status

1. Any candidate for any non-partisan elective public office may be recommended for office, provided that the following conditions are met:

- a) The candidate shall be vetted by a process approved by the BPOUs or CDs that lie partially or wholly within the district represented by the office being sought and
- b) The candidate shall receive a 60% vote of approval from the executive committees of a majority of the BPOUs or CDs in the applicable jurisdiction.

2. An endorsement supersedes a recommendation for any given position.

3. A BPOU or CD could choose to recommend multiple candidates for a local position or could choose not to recommend at all.



4. Support for candidates that have been recommended, according to the procedure in this section, shall include the following:

- a) Access to voter information held by the Party, but limited to voters in the district represented by the office being sought, and
- b) Any other resources available to the Party.

SECTION 4: Seating of Alternates.

Once the temporary organization has been established, the first order of business of a state or Congressional District convention shall be the seating of Alternates. The permanent voting roll of the convention shall be composed of the Delegates of each BPOU who actually are present, and in the absence of any Delegate to the convention, an Alternate shall be seated in his/her stead during his/her absence according to the procedure established by the constitution or bylaws of the BPOU. When a Delegate returns to the floor of the convention, he or she will be seated immediately.

SECTION 5: Election and Terms of Delegates.

A. All state, Congressional District, BPOU, and Delegates and Alternates shall be elected in general election years and shall hold office for a term of two years or until their successors are elected, or upon adoption in their respective BPOU constitution, they may elect Delegates and Alternates to the Congressional District and state conventions annually in the same manner as provided in the general election year, and these Delegates and Alternates elected under this option shall hold office for a term of one year, or until their successors are duly elected.

B. All affiliate Delegates and Alternates shall serve a two year term or until their successors are elected. An affiliate Delegate or Alternate may not be a regular party Delegate or Alternate to the same convention. Affiliate Delegates and Alternates to Congressional District conventions must reside in the Congressional District and must be elected by the affiliate members who reside in the Congressional District and will be legally qualified voters in the next general election.

C. In compliance with the rules of the Republican National Convention, no Delegate or Alternate may be an automatic Delegate or Alternate. Each Delegate or Alternate must be elected by his/her respective convention. Delegates and alternates to the Republican National Convention may be bound to cast his/her vote for a particular candidate. The state executive committee will have the authority to create binding rules for the state and congressional districts. The rules will be in accordance with rules promulgated by the Republican National Committee.

SECTION 6: Vacancies.

At all levels within the party a vacancy shall occur in a Delegates position upon his/her death, resignation or removal from the geographical area from which he/she was elected, or upon the failure of the body having the power of election to fill such position, if no duly elected Alternate is available to fill the vacancy. Vacancies shall be filled in the same manner as the original Delegate or Alternate was elected.

SECTION 7:

Nothing in this Article is intended to affect the right of the convention to authorize, by rule, the Delegates present to vote the entire voting strength of the BPOU.

ARTICLE VI



State Convention

SECTION 1: **Composition.**

State conventions shall be composed of the following:

A. Delegates from various BPOUs of the state who are elected at their conventions. The number of Delegates from the various BPOUs shall be apportioned among the BPOUs upon such basis as the State Executive Committee or the State Central Committee may determine, provided that the basis of apportionment shall be uniform throughout the state, and shall be based upon the vote for the Republican candidate for Governor in the last preceding statewide general election; or, if such election were a presidential election, the vote cast for the Republican candidate for President. If the number of Delegates apportioned to a BPOU is less than two, the total number of Delegates shall be increased to a minimum of two Delegates for each BPOU.

B. Subject to Article V, Section 5, B., two Delegates and two Alternates elected by each of the statewide Republican Party affiliate organizations as listed in the party bylaws, provided that the affiliate has at least twenty-five (25) eligible members.

SECTION 2: **Committees.**

State convention committees consisting of a platform committee, a rules committee, a credentials committee, a nominating committee and such other state convention committees as may be necessary or desirable shall be organized. Members in each committee shall be appointed as follows:

A. An equal number of members from each Congressional District to be appointed by the district chair(s) of the respective Congressional District.

B. Members at large to be appointed by the state party chair, the number of which is not to exceed 15% of the total membership of any committee.

C. A chair to be appointed by the state party chair.

SECTION 3: **Nominations Committee.**

A. To be eligible to be considered for endorsement or election, candidates for statewide endorsement and candidates for National Delegate or Alternate must meet all legal requirements and submit nominating petitions to the Nominating Committee containing the printed names and signatures of a minimum of 2% of the State Convention Delegates.

B. The Nominations Committee shall report to the convention those candidates who have met the petition and legal requirements at Section 3A and whether the Nominating Committee deems the candidates to be qualified or unqualified to receive endorsement or be elected.

SECTION 4: **Rules Committee.**

The Rules Committee report shall be emailed and available on the Party website at least seven (7) days in advance of the convention.

SECTION 5: **Platform Committee.**

A. The function of the platform committee shall be to maintain a permanent platform for the Republican Party of Minnesota based upon the platform adopted at the previous regular Republican State Convention. The permanent platform may only be amended as



provided in this constitution and the rules of the state convention. The committee will be responsible for performing the work described in subsection C. below.

B. The platform committee shall meet in even numbered years at the call of its chair or the state party chair. The final committee report shall be presented to the state party chair and be available on the website and emailed to convention Delegates and Alternates at least seven (7) days prior to the state convention. The committee shall then present the final committee report to the state convention to be voted on in the manner prescribed by this constitution and the rules of the convention.

C. In even numbered years the platform committee shall review the permanent platform and all of the resolutions passed at Congressional District conventions for Congressional Districts that have a representative on the platform committee and any additional resolutions brought to the committee in the manner prescribed by the state convention rules. The committee shall determine which resolutions are new resolutions (i.e., address issues that are not addressed in the current permanent platform). The committee will recommend to the state convention the following changes:

1. Adoption of the new resolutions identified by the committee;
2. Renewed adoption of any resolution of the platform designated to sunset;
3. Elimination of those resolutions that are no longer germane;
4. Combining those resolutions that are similar;
5. Clarifying those resolutions that are confusing;
6. Reconsideration of those resolutions that are in conflict with other resolutions; and
7. Any resolution submitted by a majority of Congressional Districts shall be included in the platform committee final report.

The Committee has discretion to make recommendations to the state convention to limit the size of the platform including a recommendation to designate resolutions of the platform for sunset.

D. All motions related to the platform committee report shall be voted upon at the state convention in the manner prescribed in the convention rules and need to be adopted by a minimum of sixty (60) percent of the last credentials report.

E. The creation of a permanent platform for the Republican Party of Minnesota will not limit the authority of any BPOU or Congressional District with respect to adopting their own platform.

SECTION 6: Time and Place of Convention.

A state convention of the party shall be held in each general election year as required by Minnesota State Statutes, at such time and place as the State Central Committee may determine. Special state conventions may be called at such other times and places and for such purposes as the State Central Committee may determine.

SECTION 7: Issues Conference.



In odd-numbered years the State Central Committee may organize a conference of party activists for the purpose of studying issues of topical interest to the Party. The conference shall be open to all interested Republicans and shall not be limited to State Convention Delegates and Alternates.

SECTION 8: Presidential Electors.

A. Presidential Electors shall be nominated by the State Convention in the year of each Presidential election as follows: (i) two (2) Presidential Electors shall be nominated at-large by the State Convention Delegates in accordance with the rules of the State Convention; and (ii) each Congressional District shall place in nomination one (1) Presidential Elector (a Congressional District Elector-Nominee) as provided in Article VII, Section 3, who shall be nominated by the affirmative vote of the State Convention, in accordance with the Rules of the State Convention.

B. Each Congressional District shall report to the State Convention the name of that Congressional District's Congressional District Elector-Nominee in the manner provided in the Rules of the State Convention.

C. If a Congressional District fails to select a Congressional District Elector-Nominee or a Congressional District Elector-Nominee is unable or unwilling to serve as a Presidential Elector prior to being nominated by the State Convention, a substitute Congressional District Elector-Nominee shall be placed in nomination in accordance with the Constitution or Bylaws of the Congressional District. If no provision exists in the Congressional District's Constitution or Bylaws for a substitute Congressional District Elector-Nominee, the Presidential Elector to be placed in nomination by that Congressional District shall instead be nominated by the State Convention Delegates in the manner provided for an at-large Presidential Elector as set forth above.

D. No person shall be nominated a Presidential Elector unless that person has been selected as a Congressional District Elector-Nominee or nominated at-large as provided herein.

E. If any Presidential Elector that has been nominated by the State Convention is unable or unwilling to serve after the state convention, the state executive committee shall nominate a replacement from the geographic body that nominated the original Presidential Elector. ARTICLE VII Congressional District Conventions

SECTION 1: Composition.

Congressional District conventions shall be composed of the following residents of the district:

A. Delegates apportioned to and elected at the BPOU convention, in the same manner as Delegates to state conventions. Any BPOU that crosses Congressional District lines shall allot its apportioned Delegates to the Congressional Districts using the Republican vote cast for either Governor or President in the most recent general election. The manner of election shall be determined by the BPOU constitution, bylaws or by a motion of its convention. B. Subject to Article V, Section 5,

B., one Delegate and one Alternate who are residents of the Congressional District elected at a Congressional District caucus held by any of the statewide affiliate organizations as listed in the party bylaws, provided that the affiliate has at least ten eligible members residing in the Congressional District.



SECTION 2: Time and Place of Convention.

Congressional District conventions shall be held annually within a range of dates established by the State Central Committee and at the call of the State Executive Committee, or the committees of the respective Congressional District, and at such other times and for such other purposes as the committee calling the conventions may determine. The Congressional District committee shall determine the place of holding Congressional District conventions in each district.

SECTION 3: Presidential Elector Nominees.

A. In each Presidential election year, each Congressional District shall be entitled to place in nomination one (1) person to be that Congressional District's Congressional District Presidential Elector-Nominee. A Congressional District Presidential Elector-Nominee may be selected by: (a) the affirmative vote of the Congressional District's Delegates at the Congressional District Convention held in a Presidential election year in accordance with the rules of the District Convention; or (b) by that Congressional District's District Convention Delegates in the manner provided in the Congressional District's constitution.

B. Each Congressional District Elector-Nominee shall be reported to the State Convention and nominated by the State Convention as provided in Article VI, Section 8 of this Constitution.

ARTICLE VIII

Basic Political Organizational Unit Conventions

SECTION 1: Composition.

BPOU conventions shall be composed of the following residents of the BPOU: Delegates elected at the precinct caucuses that are held in each precinct every general election year as required by Minnesota statutes. The number of Delegates and Alternates at each convention and the basis of their apportionment shall be determined by the BPOU committee, provided that such basis shall be uniform throughout the BPOU and shall be based on the vote cast for the Republican candidate for Governor in the past preceding statewide general election; or if such election were a presidential election, the vote cast for the Republican candidate for President. Special caucuses for one or more precincts may be called by the BPOU committee in the manner prescribed by statute for biennial precinct caucuses for the sole purpose of filling vacancies in precincts where such exist at the time of notice.

SECTION 2: Time and Place of Convention.

BPOU conventions shall be held annually within a range of dates established by the State Central Committee and at the call of the State Executive Committee, the State Central Committee, the Congressional District committee or the BPOU committee. The conventions shall precede Congressional District and state conventions. Special BPOU conventions may be held at the call of the State Executive Committee, the State Central Committee, the Congressional District committee, or the BPOU committee at such time and for such purpose as the committee calling the same may determine. BPOU conventions shall be held at a place determined by the respective committee issuing the call.

SECTION 3: Delegates and Alternates to State and Congressional District Conventions.

Delegates and Alternates to the Congressional Districts and to state conventions shall be elected at the BPOU conventions in even numbered years; or if provided in the BPOU constitution may be elected annually. A BPOU may elect up to twice as many Alternates



as the number of Delegates allotted, provided that the BPOU convention or constitution specifies a method for the orderly seating of said Alternates to fill vacancies in the delegation. The qualifications to be elected a Delegate or Alternate are residence in the electing unit and being a legal and qualified voter in the next general election. All disputes concerning the seating of Alternates shall be settled according to that BPOUs constitution or bylaws. If seating of Alternates is not addressed in the BPOUs constitution or bylaws, then a caucus of the Delegates from that BPOU will meet to settle the issue.

ARTICLE IX

State Party Administration

SECTION 1: State Central Committee.

A. General Management.

The general management of the affairs of the party in the state shall be vested in the State Central Committee, subject to the control of the state convention and this constitution.

B. Composition.

The State Central Committee shall consist of the following:

1. The Members of the State Executive Committee and the Congressional District Chairs. Where the Congressional District constitution provides for one chair and one deputy chair instead of two chairs, the chair and the deputy chair will be members of the State Central Committee. The Congressional District chairs and Congressional District representatives to the State Executive Committee may appoint a designee to serve in their absence provided that the designee is either a State Central Committee Alternate or Congressional District officer from his/her Congressional District. The state party officers, the national committeeman and committeewoman, and the state finance chair may appoint a designee to serve in their absence provided that the designee is a State Central Committee Alternate or Congressional District officer.
2. One Delegate-at-large from each Congressional District.
If a Congressional District constitution provides for a Congressional District representative to the State Executive Committee other than a Congressional District chair, then this person will be the Congressional District Delegate-at-large. If a Congressional District constitution provides that a chair will represent the Congressional District on the State Executive Committee, then the Congressional District shall elect in accordance with its constitution a Delegate-at-large and an Alternate in odd numbered years from within the Congressional District.
3. One Delegate and one Alternate, elected from each of the statewide Republican Party affiliate organizations as listed in the party bylaws, provided that the affiliate has at least twenty-five (25) eligible members.
4. 300 Delegates and up to three times as many Alternates apportioned among the Congressional Districts, determined by the ratio of each Congressional District's Republican vote in the last general election for President or Governor. Congressional Districts shall further apportion all of their Delegates to their BPOUs, and no BPOU or portion thereof may be disenfranchised. The Congressional District shall determine the method for ensuring enfranchisement. Nothing herein shall be construed to require that every BPOU fragment qualify for its own Delegate or Alternate.

The Delegates and Alternates shall be elected in odd numbered years from within the Congressional District in accordance with the provisions of the Congressional District



constitution. A Congressional District Delegate or Alternate elected pursuant to this section shall serve a two year term commencing on the date of his/her election and terminating on the date his/her successor is elected. Such Delegates and Alternates must reside in the Congressional District and be eligible to be a legally qualified voter in the next general election.

In the event that any Congressional District Delegate and one of his or her Alternates are unable to attend a meeting of the State Central Committee, the Congressional District constitution shall provide for a procedure for appointment of a replacement from among the other Alternates elected in that Congressional District.

A vacancy in a Congressional District Delegate position shall be filled for the unexpired term by one of his or her Alternates if any, otherwise a vacancy in a Delegate or Alternate position may be filled for the unexpired term by the respective body of officers having power of appointment or election.

5. Each Republican state constitutional officer and each Republican member from Minnesota of the United States Senate or the House of Representatives, or his/her appointee, shall be a member of the State Central Committee for the duration of his/her term of office.

6. The Speaker of the Minnesota House of Representatives, if a member of the Republican Caucus or his/her appointee (otherwise the leader of the House Republican Caucus or his/her appointee) and the leader of the Republican Caucus in the Minnesota State Senate or his/her appointee.

SECTION 2: State Executive Committee.

A. Composition.

The State Executive Committee shall consist of the following:

1. The state chair, deputy chair, secretary and treasurer;
2. The national committeeman and committeewoman;
3. One district chair from each Congressional District or a Congressional District representative as provided for in the Congressional District constitution or bylaws who shall serve until a successor is elected;
4. The state finance chair.

SECTION 3: State Party Officers.

[Prior to the election of a Chair in 2013, the positions of Secretary and Treasurer shall remain as one position.]

A. Composition.

The state party officers shall consist of the following:

1. Chair
2. Deputy chair
3. Secretary
4. Treasurer

B. Elections, Terms and Removals



1. The State Party Chair, Deputy Chair, and Secretary shall be elected at large by the State Central Committee in accordance with the bylaws or upon the occurrence of a vacancy, as provided in clause 4 below.
2. At the first Executive Committee meeting after the election of a Party Chair or in the event of a vacancy in the Treasurer position, the Executive Committee shall elect a Treasurer by a 2/3 majority vote of the full membership of the Executive Committee. The Treasurer cannot simultaneously hold any other state party officer position.
3. State party officers elected by the State Central Committee shall not serve more than four (4) consecutive full terms in the same office. Unless otherwise provided, each party officer shall serve a two year term in accordance with the procedures established in the bylaws.
4. (i) Any state party officer may be removed by a two-thirds vote of the full membership of the State Executive Committee and confirmation by a vote of a simple majority of those present at the next meeting of the State Central Committee. This party officer's position shall be considered vacant until the next State Central Committee meeting (ii) Any state party officer may be removed by a two-thirds vote of those present at any meeting of the State Central Committee.
5. In the event of a vacancy in the office of state chair, the deputy chair shall carry out the duties of the chair until a new state chair is elected and the State Central Committee shall meet within forty-five (45) days thereafter to elect a new state chair. In the event of a vacancy in the office of deputy chair, secretary, or treasurer, the state chair may appoint an acting deputy chair, secretary, or treasurer subject to ratification by the State Executive Committee within thirty days after the appointment, to carry out the duties of the vacant office until a new officer is elected. The State Central Committee shall elect a new deputy chair or secretary at its next regularly scheduled meeting or, if such meeting is scheduled within thirty days after the vacancy occurs, at the second regularly scheduled meeting after the vacancy occurs.

SECTION 4: General Provisions Relating to State Party Administration.

A. Terms of Appointees.

Unless otherwise provided, persons appointed by a state party officer under this constitution shall have terms of office expiring with the expiration of the term of the appointing officer. Each such person may be removed at the discretion of the appointing officer. In the case of the death, removal from office or geographical area, or resignation of the appointing officer the persons appointed by such state party officer shall have terms expiring with the election by the State Central Committee of the new state party officer.

B. No state party officer shall hold his or her office and at the same time receive monetary or inkind payment from any candidate or its campaign.

C. The state chair and deputy chair shall meet with the Congressional District chairs as a group at least once every three months.

ARTICLE X

Congressional District Party Administration

SECTION 1: Congressional District Committee.

A. Duties and Responsibilities.



The management of the affairs of the party pertaining to each Congressional District shall be vested in the Congressional District committee of such Congressional Districts, subject to the direction of the State Central Committee, the State Executive Committee, and the Congressional District convention, provided that the Congressional District committee shall have no jurisdiction over local affairs within the respective BPOUs in the Congressional District.

C. Composition.

The composition of each Congressional District committee shall be provided in their respective Congressional District constitution and/or bylaws.

D. Officers.

The officers of each Congressional District committee shall be at least one chair, a treasurer and such additional officers as may be determined by each Congressional District constitution and/or bylaws.

E. Election of Officers.

The Delegates to each Congressional District convention held in odd numbered years shall elect the officers of the Congressional District committee from any members of the party residing within the district.

SECTION 2: Congressional District Executive Committee.

The Congressional District Executive Committee shall consist of the officers of the Congressional District committee and such additional members as provided by the respective Congressional District constitution and/or bylaws.

SECTION 3: Removals.

Unless a Congressional District constitution or bylaws provide otherwise, any officer of a Congressional District committee, or any member of the Congressional District Executive 16 Committee, may be removed by a two-thirds vote of those committee members present at the Congressional District or Congressional District Executive Committee meeting, as applicable.

SECTION 4: City Committees.

For cities of the first class (and for cities located wholly within Hennepin County having a population of 75,000 or more), it shall be responsibility of the respective Congressional District committee to organize or cause to be organized such cities and wards thereof, located within their Congressional District, for city elections. The Congressional District committee may determine the number of Delegates and Alternates for such a city or ward convention and the basis of their apportionment, provided that such basis shall be uniform throughout the city and the wards thereof, and if such Delegates and Alternates are elected at the precinct caucuses held in even numbered years the apportionment shall be based on the Republican Party vote in the last general election for President or Governor. The constitution and/or bylaws of the respective Congressional District shall provide for the establishment of a city committee for such a city. A Congressional District may also give power and responsibilities to such a city committee, including the authority to elect officers and to call endorsing conventions for city office, subject to the provisions of the Congressional District constitution and/or bylaws.

ARTICLE XI

Basic Political Organizational Unit Administration



SECTION 1: BPOU Committee.

A. Composition.

The BPOU committee shall consist of the BPOU party officers and such other members as the BPOU constitution, bylaws, or convention may prescribe.

B. Officers.

The officers of each BPOU shall be at least one chair and such additional officers as may be determined by each BPOU constitution and/or bylaws.

C. Election of Officers.

The officers and other members of the BPOU committee shall be elected at each BPOU convention held in odd numbered years.

D. Management and Fundraising.

The management of the affairs of the party within the BPOU shall be as set forth in Article IV. Organizers or other representatives of state or Congressional District authorities shall not solicit membership or funds at an event held within any BPOU without at least 14 days written prior notice to the BPOU chair(s). (See Article IV, Section 2.)

SECTION 2: BPOU Executive Committee.

The BPOU convention may provide for a BPOU executive committee of such size as it deems proper, which shall be members of the BPOU committee.

SECTION 3: Removals.

Unless a BPOU constitution or bylaws provide otherwise, any BPOU representative on a Congressional District committee, or officer of a BPOU executive committee may be removed by a two-thirds vote of those members present at a BPOU committee meeting.

SECTION 4: Vacancies in Precinct Offices.

The BPOU chairman or chair with the approval of the BPOU committee may call a special caucus, for one or more precincts, in the manner prescribed by statute for biennial precinct caucuses for the sole purpose of filling vacancies where such exist at the time of notice, or may provide for the appointment of an acting officer until an officer is duly elected.

ARTICLE XII

Judicial District Organization and Administration

SECTION 1:

A Judicial District convention may create and organize a Judicial District Committee. A notice of intent to consider forming a Judicial District Committee shall be included in the call of the convention along with the proposal to consider endorsement. If such committee is created and organized, it shall be strictly auxiliary to the Republican Party of Minnesota and shall have no other powers except as provided herein. If a Judicial District Committee is formed, it shall search for candidates for judicial office. If a convention endorses for a judicial office under Article V, Section 3(H), the Judicial District Committee shall be responsible to secure the election of the endorsed candidate.

ARTICLE XIII

National Committeeman and Committeewoman



SECTION 1: Selection of National Committeeman and National Committeewoman.

In the year of each presidential election, immediately before or immediately after the state convention that precedes the Republican National Convention, the State Central Committee shall meet and select a national committeeman and a national committeewoman.

**ARTICLE XIV
Affiliates**

SECTION 1: Purpose and Organization.

The right of special organizations having Republican affiliations to exist and carry on their activities as they see fit, consistent with the object, platforms, and principles of the party shall be recognized. The organization of permanent local clubs and organizations of party members for the purpose of holding meetings and carrying on other activities in furtherance of party and public welfare shall be permitted and encouraged. The activities of all such organizations during the election campaigns shall be coordinated with authorized party activities and subject to the direction of the regularly constituted party organizations.

SECTION 2: Procedures for Determining Affiliate Status.

A. Organizational Requirements for Affiliate Status.

Each Organization applying to be recognized as an Affiliate Organization of the Republican Party of Minnesota shall submit to the State Party Chair a copy of its constitution, bylaws, any other governing documents and an Executive Officer roster of the organization. The organization shall hold a convention at least bi-annually to elect officers and delegates/alternates as applicable. Unless otherwise provided in the organization's constitution and/or bylaws, such convention shall be subject to the requirements in Article V.

B. Procedures for Determining Affiliate Standing.

The State Executive Committee shall review all affiliates' standing on a yearly basis. Written notice must be sent to the presiding officer of the affiliate no later than twenty (20) days prior to a State Executive Committee meeting at which the affiliate's standing will be reviewed. The State Executive Committee shall annually forward its recommendation of affiliates in good standing to the State Central Committee to be certified by the State Central Committee.

SECTION 3: Representation at State and Congressional District Conventions

Authorized statewide Affiliates shall be entitled to voting representation at Republican State Conventions in accordance with Article VI, Section 1, B. Authorized statewide Affiliates may be entitled to voting representation at Congressional District Conventions, subject to qualification, in accordance with Article VII, Section 1, B.

**ARTICLE XV
Constitution and Bylaws, Committee and Amendments**

SECTION 1: Constitution and Bylaws Committee.

The Constitution and Bylaws Committee shall consist of a chair, and two persons from each Congressional District. The state party chair shall appoint the chair of the Constitution and Bylaws Committee. The Congressional District representatives shall be appointed by the Congressional District chair(s), or in the event of a dispute between



the chairs regarding the appointment, by the Congressional District Executive Committee.

The Constitution and Bylaws Committee shall give consideration to and may propose appropriate amendments and/or revisions of the Constitution to the state convention. The Constitution and Bylaws Committee shall also give consideration to and propose appropriate amendments of the bylaws to the State Central Committee. One third of the committee members shall constitute a quorum.

Any member of the Constitution and Bylaws Committee shall have the privilege of addressing the state convention or the State Central Committee when any report of the Constitution and Bylaws Committee is being considered.

SECTION 2: Amendments to the Constitution.

This constitution may be amended by a majority vote at any state convention, provided that any proposal for amendment shall be referred to the state Constitution and Bylaws Committee and reported out of said committee. Any minority report shall be signed by at least one-third (1/3) of committee members before it shall be submitted to the convention.

SECTION 3: Bylaws.

The State Central Committee and State Executive Committee shall operate under such bylaws as are deemed necessary for the transaction of the business of the party. The bylaws shall contain the specific delegation and division of responsibilities and duties among the various departments of the state organization and may specify whatever rules and administrative procedures the State Central Committee deems necessary.

SECTION 4: Amendments to the Bylaws.

The bylaws may be amended by a two-thirds (2/3) vote at any State Central Committee meeting after written notice of any proposal for amendment has been submitted with the notice of the meeting. Any proposal for amendment shall be referred to the state Constitution and Bylaws Committee. Any minority report shall be signed by at least one-third (1/3) of committee members before it shall be submitted to the State Central Committee Meeting.

**ARTICLE XVI
General Provisions**

SECTION 1: Other Constitutions and Bylaws.

Any body within the party organization may adopt and amend a constitution and/or bylaws for its own government not inconsistent with this constitution.

SECTION 2: Removals.

Notice of every proposal for removal by any committee or other body of the party shall be included in the notice of the meeting, and the individual concerned shall be served with a detailed statement of the charges against him/her at least ten days prior to such meeting.

SECTION 3: Vacancies.

A. All vacancies shall be filled for the unexpired term by the respective bodies or officers having power of election or appointment, except officers or members of the Congressional District or BPOU committees that shall be filled by such committees.



B. A vacancy shall occur upon the death or resignation of an officer or committee member or upon his/her removal from the geographical area from which he/she was elected.

SECTION 4: Financial Data/Congressional District/Basic Political Organizational Unit, and Legislative District Budgets.

A. Upon request by the state party treasurer, the financial officer of any organization recognized under this constitution including but not limited to each Congressional District, each BPOU/Legislative District organization and affiliate shall prepare biennial budgets or submit financial data pertaining to the organization for review and shall submit financial data to the state party treasurer.

B. The party treasurer shall report at least semiannually on the financial status of the state party to members of the State Central Committee.

C. All money received in the name of the Republican Party of Minnesota shall be deposited in its account. All money received shall be reported by the state party treasurer along with copies of any reports required by state or federal law.

D. No contribution shall be accepted and a unit of the party shall make no expenditure at a time when the office of treasurer of the respective unit is vacant.

SECTION 5: Improper Use of Party Funds.

No loan, in any form, may be made to any individual or party officer. In the event that any party officer, at any level of the Republican Party of Minnesota, converts to his/her own use any Republican Party funds, other party officers shall report such occurrence to the Chair of the Republican Party of Minnesota, diligently encourage and assist all law enforcement personnel in prosecuting the violator to the full extent of the law and shall work diligently to recover the misappropriated party funds.

ARTICLE XVII

Parliamentary Authority

The rules contained in the current edition of Roberts Rules of Order Newly Revised shall govern the party in all cases to which they are applicable and in which they are not inconsistent with the constitution and bylaws of the Republican Party of Minnesota, the statutes of the State of Minnesota, or any special rules of order the party may adopt.

Amended June 2018



Appendix C

MN GOP Officers and Contact Information

THE REPUBLICAN PARTY OF MINNESOTA
7400 METRO BLVD, SUITE 424
EDINA, MN 55439
P: (651) 222-0022 | E: INFO@MNGOP.COMMN

GOP Chair
Jennifer Carnahan
chair@mngop.com



MN GOP Deputy Chair
Carlton Crawford
Carleton.crawford@gmail.com



Republican National Committeewoman
Barbara Sutter
hrhsutter@gmail.com



Republican National Committeeman
Max Rymer
maxwellrymer@gmail.com



MN GOP Secretary
Dave Pascoe
Davidpaulpascoe@gmail.com



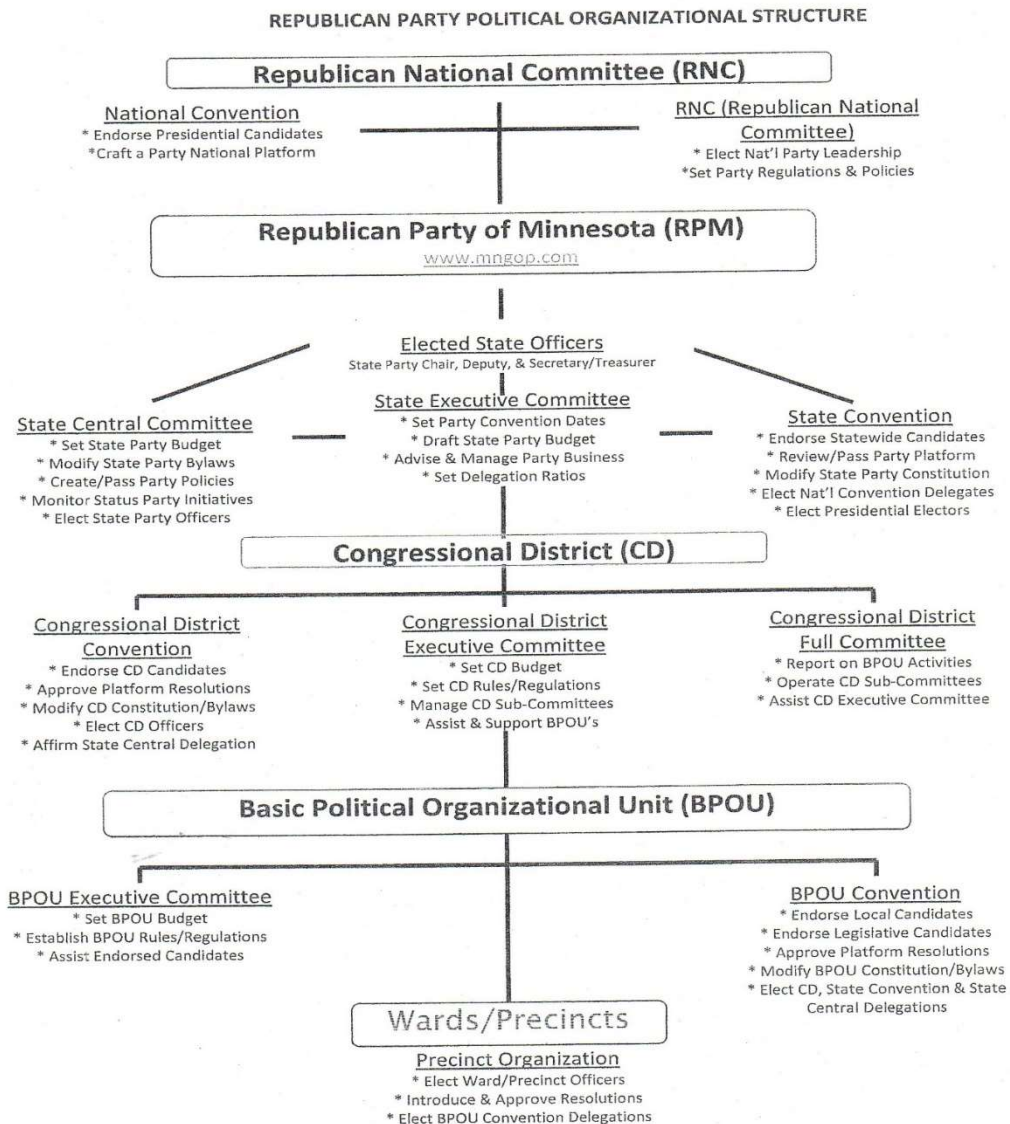
MN GOP Treasurer
Bron Scherer
bjs@mngop.com





Appendix D

Republican Party Organization



Appendix E

MN GOP Affiliate Groups

One key to the viability of the Republican Party in the face of changing demographics is the support provided by Affiliate Groups. Shown below is a list of Affiliate Groups with contact information. The MN GOP web site will have the updated list and additional information on each Affiliate Group. Since the 2018 election, there is increasing emphasis on affiliates and additional groups will be added.. You can also obtain the latest additional information from the MN GOP Headquarters.

Affiliate Org	Chair	Email	Phone
MORvets	Ed Gross	elgross@elgross.biz	763-450-3333
Asian Americans	Sifang Wu	sfwu888@gmail.com	612-300-8958
Young Republicans	Debjyoti Dwivedy	debjyoti.dwivedy@gmail.com	701-318-4807
Senior Republicans	Mike Lehmann	mlehmann55@comcast.net	612-839-0761
Labor Alliance	Andy Lindberg	alindberg@iphouse.com	612-2015-3649
MNFRW	Kathy Tingelstad	tingelstadkathy@gmail.com	763-286-7293
African Republicans	Faisal Deri	faisalderi@gmail.com	612-282-9151
Rep Libertarian Caucus	Andrew Schmitz	as4687@hotmail.com	612-875-6856

Appendix F

Parliamentary Procedures/Roberts Rules of Order

Parliamentary Procedure for Meetings

Robert's Rules of Order is the standard for facilitating discussions and group decision-making. Copies of the rules are available at most bookstores. Although they may seem long and involved, having an agreed upon set of rules makes meetings run easier. Your BPOU is free to modify them or find another suitable process that encourages fairness and participation, unless your bylaws state otherwise. BPOU Parliamentary Procedures generally modify Robert's Rules of Order to limit the time of debate, the number of speakers on a motion, and when speakers are allowed (e.g., alternating for and against speakers). In addition to understanding Robert's Rules of Order, meeting chairs and Parliamentarians must understand the Bylaws and applicable convention rules that modify or expand Robert's Rules.

Here are the basic elements of Parliamentary Procedure used by most organizations:

In order for anyone to make a motion they must first be recognized by the chair. The person making the motion should not state the reason for the motion—the reasons should come out during the debate. Any other person can second and does not have to be recognized by the chair. After a motion and second, the chair will “state” the motion if it is in order. After the chair states the motion, the motion may be debated, amended and voted upon.

1. Motion: To introduce a new piece of business or propose a decision or action, a motion must be made by a group member ("I move that.....") A second to the motion must then also be made (raise your hand and say, "I second it.") After discussion, the group then votes on the motion. The motion passes if the required number of affirmative votes are cast.

2. Amend: This is the process used to change a motion under consideration. Perhaps you like the idea proposed but not exactly as offered. Raise your hand and make the following motion: "I move to amend the motion on the floor." This also requires a second. After the motion to amend is seconded, the amendment is discussed and a vote is taken on the amendment. The Chair can ask members if there is any objection to the amendment (especially an uncontroversial amendment). If there are no objections, the Chair can declare the amendment adopted. But even one objection requires the amendment to be voted upon. Discussion and a vote on the amended motion (or original motion if the amendment is rejected) is then in order.

3. Question: To attempt end a debate immediately, you must be recognized by the chair and then can call the question (say "I move the previous question"). This motion needs a second. A vote is held immediately (no further discussion is allowed). A two-thirds vote is required for passage. If it is passed, the motion on the floor is voted on immediately.

4. Table: To table a discussion is to lay aside the business at hand in such a manner that it will be considered later in the meeting or at another time ("I make a motion to table this discussion until the next meeting. In the meantime, we will get more information so we can better discuss the issue.") A second is needed and a majority vote required to table the item being discussed. At this point, any debate must only be about whether to postpone the debate—not about the value of the original motion. The original motion must then be taken up in the unfinished business at the next meeting.

5. Adjourn: A motion is made to end the meeting. A second motion is required. The motion may be made at any point in the meeting. A majority vote is then required for the meeting to be adjourned (ended). If the agenda is complete, the chair may also state the meeting is adjourned after asking if there is any further business.

In a smaller meeting, like a committee or board meeting, often only four motions are used:

- To introduce (motion.)
- To change a motion (amend.)
- To adjourn (end the meeting.)

Remember, these processes are designed to ensure that everyone has a chance to participate and to share ideas in an orderly manner. Parliamentary procedure should not be used to prevent discussion of important issues

In the Meeting

To Introduce a Motion:

Stand when no one else has the floor, address the Chair by the proper title, and wait until the chair recognizes you. ·

- Now that you have the floor and can proceed with your motion say "I move that...", state your motion clearly and sit down. ·
- Another member may second your motion. A second merely implies that the seconder agrees that the motion should come before the assembly and not that they are in favor of the motion. ·
- If there is no second, the Chair says, "The motion is not before you at this time." The motion is not lost, as there has been no vote taken. ·
- If there is a second, the Chair states the question by saying "It has been moved and seconded that ... (state the motion) . . ., is there any discussion?"

Debate or Discussing the Motion: ·

- The member who made the motion is entitled to speak first, if they wish. ·
- Every member has the right to speak in debate in the order recognized by the Chair, subject to the applicable parliamentary rules.
- The discussion should be related to the pending motion. ·
- Avoid using a person's name in debate. ·
- All questions should be directed to the Chair. ·
- Many BPOUs and political meetings limit the number of speakers (2 speakers for the motion and 2 against the motion), the order of speakers (alternate debate speakers between those "for" the

motion and those "against" the motion), and the length of time a speaker may speak on the motion. ·

- **Voting on a Motion:** ·
- Before a vote is taken, the Chair puts the question by saying "Those in favor of the motion that ... (repeat the motion)... say "Aye." Those opposed say "No." Wait, and then say "The motion is adopted" or "The motion is lost." ·
- Motions normally require a majority vote.
- If a member is in doubt about the vote, he may call out "division." A division is a demand for a standing vote. ·
- A majority vote is more than half of the votes cast by persons legally entitled to vote. ·
- A 2/3 vote means at least 2/3 of the votes cast by persons legally entitled to vote. ·
- A tie vote is a lost vote, since it is not a majority

Parliamentary Procedures At A Glance

To Do This (1)	You Say	May Interrupt Speaker?	Second Required?	Debatable?	Amend-able?	Vote Required?
Adjourn	"I move we adjourn"	No	Yes	No	No	Majority
Recess	"I move we recess"	No	Yes	No	Yes	Majority
Complain about noise, temp, etc	"Point of Privilege"	Yes	No	No (2)	No	None (3)
Suspend further consideration of something	"I move we table it"	No	Yes	No	No	Majority
End debate	"I move the previous question"	No	Yes	No	No	2/3
Postpone consideration of something	"I move we postpone this matter until..."	No	Yes	Yes	Yes	Majority
Have something further studied	"I move we refer this matter to a committee"	No	Yes	Yes	Yes	Majority
Amend a motion	"I move that this motion be amended by..."	No	Yes	Yes	Yes	Majority
Introduce new business (i.e.,	"I move that..."	No	Yes	Yes	Yes	Majority

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the original motion)						
Object to procedure (4)	“Point of order”	Yes	No	No	No	None (3)
Request information	“Point of information”	Yes (5)	No	No	No	None
Ask for vote by actual count to verify voice vote	“I call for a division of the house”	No (6)	No	No	No	None unless someone objects (7)
Consider something out of its scheduled order	“I move we suspend the rules and consider...”	No	Yes	No	No	2/3
Vote on a ruling by the chair	“I appeal the chairs decision”	Yes	Yes	Yes	No	Majority

- (1) The motions are listed in order of precedence. When any one is pending, you may not introduce another that is listed below it. But you may introduce another that’s listed above it.
- (2) In this case, any resulting motion is debatable.
- (3) Chair decides
- (4) Motions, points and proposals below this point have no established order of precedence. Any of them may be introduced at any time except when one of the top three matters (adjourn, recess, or point of privilege) is being considered.
- (5) With permission
- (6) Division must be called before another matter is started
- (7) Majority vote then required

Appendix G

Event Planning

Event Planning

Events include fund-raising dinners, parades, caucuses, conventions, picnics and other large events. Planning these kinds of events involves many layers of detail. An event plan to include a schedule and checklist is very useful in keeping track of these details.

Every large event should have a documented event plan, schedule/checklist, and post-event analysis. If the event is one that is periodically repeated, the previous documentation provides a great template and shortcut that avoids having to “reinvent the wheel”. However, since no two events are the same, some customization will be necessary.

Whether the event is new or has been part of the BPOUs operations for years, a plan, schedule and checklist provide the necessary organization and visibility to ensure the event committee will be successful in executing the event. The following steps are one way to develop the plan, schedule, and checklist.

Step 1. Set up a committee. The committee’s job is to plan, manage, and execute the event, i.e., to ensure all aspects of the event are successful. The committee’s first task is to establish and document the key elements of the event:

- Date and time. Look for schedule conflicts. May be refined under further steps.
- Location. May involve research, interviewing vendors, signing contracts, etc., under further steps.
- Type of event. Picnic? Fundraiser? Write it down and communicate clearly.
- Event goal. The overall reason for holding the event. Is it fundraising, volunteer training or community building?
- Event objectives. How will you measure the success of the event--by dollars raised, number of attendees, etc.?
- Audience. What are the expectations of the attendees? For an event to be successful, you need to meet the event objectives as well as the needs of the attendees.
- Theme. Is there a theme that applies to the event’s speakers, decorations, etc.?

Step 2. Next, the committee should identify all top-level components required for the event. What are all of the different aspects of the event that will need to be planned and executed by the event team?

[Note: steps 1, 2, and 3 may overlap as definition of the event proceeds and adjustments may be required.] For a fundraising dinner, top-level components might include:

- Speaker(s)
- Venue
- Food

- Tickets
- Advertising
- Program
- Silent Auction
- Sponsors
- Decorations
- Registration Table
- VIP guests
- Entertainment
- Security

Step 3. Identify all of the tasks that need to be accomplished under each of the top-level components in step 2. Then develop and document a schedule for each lower level task. Start with the event end date and work backward to identify deadlines for task completion. Finally, identify who is responsible to accomplish each task by the deadline.

Step 4. Develop the event budget by adding up the costs associated with each lower level task.

Step 5. Revise the plan, as necessary as lower level information is fleshed out.

Step 6. Closely monitor lower level task accomplishment vs the deadlines and budget.

Step 7. Create an event-day logistics plan for set up, run-through, volunteers training, and clean-up/breakdown.

Step 8. Do a post-event analysis. Assess success against the event objectives as well as against the plan, checklist, schedule, and budget. Identify shortfalls in planning and execution. Document the areas where improvement is needed and archive the documents for the next similar event to prevent having to “reinvent the wheel.”

Shown below is an example using the steps identified above. There are an unlimited number of ways to organize and document an event (excel spread sheets, text documents, project management software, etc.). The important thing is to identify all of the tasks (with associated schedules and budgets) that need to be accomplished to make the event successful and have someone identified as the “owner” of each task and ensure each task is accomplished on a readily identifiable deadline within the associated budget.

Lincoln-Regan Dinner Example

Step 1.

- Date and time: Friday October 11, 2021. 6:30 PM.
- Location: Bloomington MN.
- Type of event: Fundraising event.
- Event goal: The reason to hold this event is to raise funds to support 2022 GOP candidates and fund the BPOU operations.

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- Event objectives: Raise \$7,000 - 10% more than the 2020 Lincoln-Regan Dinner.
- Audience: The audience will be paying a significant amount for attending and expect, at a minimum, a statewide-recognized (preferably nationally recognized) speaker who can deliver an inspiring message about the trends and expectations for the 2022 election. The attendees will expect a quality venue and dinner, as well as a chance to mingle.
- Theme: Lincoln, Regan and patriotic.

Step 2. Top-level components:

- Speaker
- Venue
- Food
- Tickets
- Advertising
- Program
- Sponsors
- Decorations
- Registration Table
- VIP guests
- Entertainment
- Security

Step 3. Lower level tasks, schedule/checklist:

- Speaker
 - Develop prioritized list of potentials speakers Mar 10 Phil
 - Determine availability, interest and speech content of speakers Mar 31 Phil
 - Invite preferred speaker May 1 Phil
 - Obtain commitment May 7 Phil
 - Communicate details of event Oct 4 Randy
- Venue & Food
 - Develop list of alternative venues Mar 10 Sandra
 - Develop proposed menu Mar 10 Sandra
 - Research cost and availability of facilities and food Apr 15 Sandra
 - Make venue and food selection May 15 Sandra
 - Finalize details Jun 15 Sandra
 - Sign contract Jun 18 Louis
- Tickets
 - Set event prices Jun 1 Joe
 - Finalize venue Jun 18 Phil
 - Set up the event on Nation Builder Jul 1 David
 - Monitor event attendance sales on Nation Builder weekly Russ
 - Print out final attendance /payment list for registration desk Oct 11 David
- Advertising
 - Identify advertising media to be used Apr 1 Noah
 - Develop advertisements Ju l 1 Noah
 - Run advertising start Jul 15 Noah
 - Assess effectiveness of different media Oct 26 Noah
- Program

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○ Draft program content & ID MC	Jul 15	Mike
○ Finalize program content and design	Aug 15	Mike
○ Print programs	Oct 7	Mike
○ Add to website event page	Aug 20	David
○ Distribute at registration table	Oct 12	Sue
• Signs and decorations		
○ Identify stage and other venue decorations, signs, flags	Sep 1	Debbie
○ Identify table decorations	Sep 1	Debbie
○ Buy/obtain decorations and signs	Oct 1	Debbie
○ Decorate venue	Oct 12	Debbie
○ Remove after event and save	Oct 12	Fred
• Registration Table		
○ Print name tags based on final registration list	Oct 10	David
○ Set up to include pens, cash drawer, decorations, name tags	Oct 12	Julia
○ Register, take money, distribute programs, provide name tags	Oct 12	Julia
○ Hand off VIP guests to BPOU host	Oct 12	Julia
○ Remove after event	Oct 12	Fred
• VIP guests		
○ Identify potential VIP guests	Jul 1	Joel
○ Send invitations	Jul 15	Joel
○ Develop VIP list for registration	Oct 10	Joel
○ Get bios from VIP guests for MC introductions	Oct 5	Joel
• Entertainment		
○ Identify potential entertainment options	Jun 1	Becky
○ Select preferred option	Aug 1	Becky
○ Sign contract	Aug 15	Louis
○ Communicate details of the event	Oct 7	Randy
• Security		
○ Arrange security details with hotel	Jul 15	Ken
• Post-event de-brief and document archive	Oct 26	All

Note: some of these tasks can be further divided up into sub-tasks for visibility and clarity.

Step 4. Budget

Income			
Ticket Sales	150 @ \$100.00	\$15,000.00	
Total Income			\$15,000.00
Expenses			
Venue rental		\$ 1,250.00	
Food	150@\$28.50	\$ 4,275.00	
Advertising		\$ 300.00	
Program printing		\$ 600.00	
Decorations and signs		\$ 150.00	
Entertainment		\$ 800.00	
VIP guest dinners	10@28.50	\$ 285.00	
Total Expenses			<u>\$ 7,660.00</u>
Projected net income			\$ 7,340.00

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Step 5. Revise the plan, as necessary. For example, if projected program printing costs change from the April estimate of \$600 to \$1,000, the committee must decide how to revise the plan. The projected net revenue might be adjusted or some other adjustment (reducing/eliminating buying guest VIP dinners, altering the menu, reducing entertainment cost, etc.) in order to meet the major objective of holding projected net income at over \$7,000. In most large events, there will be multiple revisions as the committee goes through the detailed planning and execution of the event.

Step 6. Closely monitor. The committee needs to meet regularly to review status of each of the top-level components and the component sub-tasks. For an event such as this with a 7-month schedule, meeting (or holding a virtual meeting review) every 2-3 weeks would be appropriate. For shorter duration event cycles, a weekly review may be necessary. Meeting should be frequent enough so that problems are identified in a timely manner. Action items and decisions must be documented in minutes. When deadlines are missed or problems are identified, the committee chair needs to ensure appropriate recovery actions are identified and become part of a plan revision.

Step 7. Create an event day detailed plan. An event day plan for the fundraising dinner might look like this:

<u>Time</u>	<u>Activity</u>	<u>Persons</u>
1:00	Venue open	Venue mgr.
2:00-4:00	Set up decorations	Debbie
3:00 – 4:00	Program run-through	MC
4:00-4:30	Set up registration & train volunteers	Julia
4:45	VIP hosts arrive	VIP Hosts
5:00	Registration opens	Julia
5:00	Cash bar opens	Venue
6:30	Dinner seating	All
6:35	Program begins	MC
6:45	Introduction of VIPs	MC
6:50	Dinner music	Entertainment
7:00	Salad served	Venue
6:20	Entree served	Venue
7:50	Dessert served	Venue
8:00	Speaker	
8:30	Closing	MC
9:00	Cash bar closes	Venue
9:00	Cleanup, deco removal	Fred

Step 8. Post-event review. The whole team should participate in one last meeting to identify and document:

- What went right? How was the event successful? What objectives were met?
- What could be improved? What objectives were not met and why? Was the plan executed and deadlines met? Were there unplanned-for issues?
- Recommended actions. What are the recommendations for corrective actions the BPOU needs to take now? What should the next version of this event do differently?

Appendix H

BPOU Customizable Handbook

This BPOU Leadership Resource Guide contains generic information. BPOUs may wish to document additional information for use by the BPOU Executive Committee and other BPOU volunteers that documents unique aspects of the BPOU. MNGOP provides a customizable template that any BPOU may use to document that information.

Information on the BPOU organization itself, BPOU Leadership, and current elected officeholders (US Senate, Congress, Statewide, Minnesota Senate and House, and local State officeholders such as County/City/Board of Education elected officials) can be included.

A suggested Table of Contents for the BPOU Guide is shown below, but BPOUs are encouraged to modify the Guide template to meet the BPOU's unique objectives, situation, and audience:

[Your BPOU] Organizational Chart & Executive Committee Contact List

Political Acronyms & Terms

Political Structure

State of Minnesota Constitutional Offices & U.S. Senators

MN Congressional Districts & U.S. Representatives

MN State Party GOP Executive Committee

MN Congressional District GOP Executive Committee

MN State Senate & House of Representatives

MN State Senate District # Map

[Your BPOU] Overview

[Your BPOU] Precinct Officers Overview and Full Committee Precinct Officers

Duties and Responsibilities of Elected BPOU officials

2022 Important GOP Dates including your BPOU and community events, parades, fundraisers

Precinct Caucus and Presidential Primary information

[Your BPOU] Delegates & Alternates Overview

[Your BPOU] Elected Local Officials

[Your BPOU] Volunteer Opportunities

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Republican Party Political Organizational Structure

Endorsement Process Summary Outline

Robert's Rules of Order "Cheat" Sheet

Voter Registration Procedures

Best Practices for your BPOU including Voter Registration Procedures, Candidate Vetting, and Event Planning

Campaign and Campaign Finance information

Download the Customizable BPOU guide template from the MNGOP website.