

# Tuesday Associates

*Specializing in grassroots campaigning, direct mail, and fundraising.*  
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## DOOR TO DOOR HELPFUL HINTS

- Bring a purged voter list and pen.
- Record all data.
- Obviously always bring hand cards with you. Make sure you write “Sorry I missed you” on the hand cards the night before visiting the neighborhoods. You don’t want to waste time while you are door knocking.
- Promptly send out a follow-up letter to every house that you visited. Be sure to include a volunteer card and return envelope.
- Ask for the person’s vote, not support. Everyone will support you, but that does not necessarily mean they will vote for you.
- Don’t go into the house for a long visit. Remember, this is a numbers game and you want to meet as many voters as possible.
- Try to go door knocking with a person from the specific neighborhood.
- Know the name of the people in the home.
- Be courteous and never argue.
- Beware of dogs.
- Never door knock before noon on Sundays or after dark.
- Look polished and respectable.
- Bring lawn signs and bumper stickers. With the age of the metal frame sign, they can easily be placed in the yard at the time of the visit. Always send a thank you note.
- Work systematically and methodically.

## Using the Web to Facilitate Grassroots Excitement About Your Campaign

The Basic Necessities - (but feel free to go far beyond these!)

### - Interactive, **donor friendly** campaign website

- \* You *need* an official campaign website! It should look professional, and should link to all of your other social networking pages (facebook, your you tube channel, twitter, meetup, myspace, ning etc).
- \* Example of a great political website: **JimDeMint.com** (Senator from South Carolina)
  - Jim's website was done by Under The Power Lines
  - Scott Brown's website was done by The Prosper Group
  - **STAY AWAY FROM ELECTION MALL!**
- \* Ask about the "internal components" of the system when choosing a web designer.

### - YouTube

- \* Creating your own YouTube channel is paramount. Anytime you're out on the trail, give a speech, visit with supporters, etc, make every effort to have an associate tape you. This will give potential supporters an insight into your personality and dedication to the cause.
- \* Helpful video regarding how to create your own YouTube Channel:  
<http://www.butterscotch.com/tutorial/Creating-Your-Own-YouTube-Channel>  
(Also includes an entire 'Beginners Guide to YouTube' Series)
- \* Windows Movie Maker is perfect if you want to dabble in video editing yourself.

### - Facebook

- \* Create a personal facebook account as well as a "fan" page.
  - It is important that YOUR personal facebook page be the account to create your fan page. This becomes relevant in how your facebook and twitter pages sync.
- \* Create a "fan" page at <http://www.facebook.com/advertising/?pages>
- \* Make sure **EVERY** political event / fundraiser you hold is given its own **event page**.
- \* Repost blog entries and updates from your website as facebook notes, and post those notes to your wall with links back to your website.
- \* Repost your YouTube videos as links on your wall (and other's walls) as well.
- \* It is up to you whether you want to conduct the majority of your political business on your personal page or fan page.
  - My suggestion:
    - The personal facebook page allows up to 5,000 friends, whereas the fan page is unlimited.
    - Use the fan page for your primary communications with the public at large, use the personal page for more targeted contact with constituents in your district.

### - Twitter

- \* Create a Twitter account.
  - If you don't have a smart phone (Blackberry, iPhone) click on "settings" tab then "devices" tab. Set it up so that you are able to text updates to Twitter (text to 40404).
  - If you have a Blackberry, download the "Twitter Berry" client.
  - If you have an iPhone, there are a variety of free apps to choose from. I use both TweetDeck AND Twitterrific.
  - Live updates are a great tool to keep your supporters updated from the campaign trail.
  - Updates about your life in general show your personality.
  - Reply directly to supporters to keep them engaged and make them feel like you're friends.
- \* Create a campaign hashtag. The hash mark (#) before a word in a post allows you to tag that post for that word.
  - **FOR EXAMPLE:** If I were running and posting updates about my campaign, I might use one of the following: #cw10 (Corie Whalen '10) or #cw4sc

(Corie Whalen for School Committee).

- Both you and your supporters can post updates utilizing your hashtag.
- Use already existing hashtags to join conversations.
- Examples: #tcot (“Top Conservatives On Twitter”) #masen (Massachusetts Senate Race) #teaparty #liberty #right #tlot (“Top Libertarians on Twitter”) #p2 (a liberal hashtag)
- \* Encourage supporters to “retweet” your updates.
  - A supporter will copy your update, type RT @YourUsername [and will paste your update here]. **This is how information on Twitter goes viral!**
- \* It’s ideal to have a professional twitter background (see @ScottBrownMA, done by Rob Willington - @Willington on twitter)
  
- Syncing Twitter and Facebook
  - \* Choices: “Selective Tweets” versus “Twitter Application”
    - You should sync your twitter updates with your facebook status. You could use the standard Twitter Application (found by simply searching “Twitter” on your facebook page), which will update your personal page with everything you say on twitter. In my opinion, that becomes too repetitive.
    - I suggest syncing your fan page to your tweets using “Selective Tweets”, so you can choose which twitter updates go onto it (and most should, but not necessarily all – being able to choose is good)
    - For detailed information on how to sync your fan page with selective tweets, contact me separately for directions ([CWhalen@gmail.com](mailto:CWhalen@gmail.com)).
  
- Campaign Calendar(s)
  - \* A free google calendar will sync to a Blackberry or iPhone calendar.
  - \* You should have one private candidate calendar and one public campaign calendar
  - \* The private candidate calendar should have the events the candidate is attending with detailed information so that he or she knows where they are going.
    - In your account, you can also choose to share it with select people. It may be beneficial to share the private calendar with key donors and volunteers.
  - \* Though it’s up to you whether or not you want your campaign calendar on the website to be a google one (there are better ones you can purchase, and some designers can create their own). If you choose, you can easily embed the code into your website, but it’s not reliable in all browsers. I recommend a google calendar for private syncing uses, not public – but it’s better than nothing if you’re on a budget).
  
- Wikipedia
  - \* Although the information contained in Wikipedia isn’t always accurate, EVERYONE looks at it, and it’s a valuable way to help get your name out there (with links to your other social media pages and website)
  - \* Create an account with Wikipedia, and follow the tutorial to learn how to get started.
    - Although anyone can edit Wikipedia pages, it’s better if you create your own than to have someone not connected to your campaign do it, and have it perhaps slip under your radar.
  
- Other social networking tools (in order of importance) : Meetup, Linkden, Ning, Myspace -

Michael Graham's & Holly Robichaud's  
Campaign School - January 26, 2010

How to Keep OCPF Happy  
Deadlines, Dollar Amounts, and Other Details

R Dennis Corrigan

Links:

<http://www.mass.gov/ocpf/legal.htm>

[http://www.mass.gov/ocpf/filing\\_schedules.htm](http://www.mass.gov/ocpf/filing_schedules.htm)

[http://www.ocpf.net/guides/guide\\_dep\\_cand.pdf](http://www.ocpf.net/guides/guide_dep_cand.pdf)

[http://www.mass.gov/ocpf/gs\\_non\\_dep.htm](http://www.mass.gov/ocpf/gs_non_dep.htm)

[http://www.ocpf.net/guides/gc\\_2010\\_guide.pdf](http://www.ocpf.net/guides/gc_2010_guide.pdf)

<http://www.ocpf.net/reporter/>

<http://www.sec.state.ma.us/ele/eleidx.htm>

[http://www.mass.gov/?  
pageID=ethhomepage&L=1&L0=Home&sid=Ieth](http://www.mass.gov/?pageID=ethhomepage&L=1&L0=Home&sid=Ieth)

<http://www.fec.gov/>