Democratic Leadership Handbook

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

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A Word from the President

Fellow Democrats,

The California Democratic Council strongly believes that clubs should have all the tools and resources required for building your membership, finances and most importantly, influence.

With many of the grassroots concerns not being addressed in politics, it is extremely important that we have active and functioning Democratic clubs across the state that can and will take an active role in the many elections coming up this year.

By making sure our clubs are strong in membership as well as finances, the grassroots will have an increased presence and impact on California politics.

As part of CDC's commitment to this endeavor, we are pleased to provide you with this leadership manual which consists of a variety of topics concerning grassroots organizing.

In it, you will find topics on organizing, fundraising, lobbying, finances and many more issues that may come before you in the course of leading your organization.

You should have a CD containing a variety of free software to help you create club documents, newsletters, brochures, flyers, press releases. Also contained on the CD is a large set of political clipart/pictures that you can use to enhance your documents.

This entire manual is included on the CD for affiliated clubs to make copies for their members.

Anyone else wishing to have additional copies can contact our office at 1(800)446-9709 and order copies for a nominal fee.

We hope that you will find this manual to be a valuable tool for the continuous growth of your club and for enhancing your leadership skills.

Thanks for all your hard work and dedication to the Democratic cause!

Henry Vandermeir
President

P.S. – Don't forget that affiliated clubs can also take advantage of our other services such as free websites, speaker lists, training, event calendars and more!

Acknowledgements

This handbook is a compilation of materials gathered from many resources and contributors.

We especially would like to thank the following people for their participation and contributions to the process and content of the manual:

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… as well as the many dedicated Democrats who sent us ideas and topics to include.

This is an ongoing project and will continuously be revised and added to as we go along. If you have any additional topics that you would like to see included or have materials that you would like to donate to the manual, please don't hesitate to contact us.

We hope that you find this handbook informative and useful in your efforts to further the Democratic cause and help the grassroots grow.

Thank you for all the work you do on behalf of all Democrats.

1. Who is the CDC?

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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The California Democratic Council (often called "the CDC") is the statewide association of Democratic Clubs and County Committees. Founded in 1952 by a group of great progressive Democrats, including Alan Cranston, to win back political control of the state from Republicans, the CDC launched and developed California's modern Democratic club system.

The CDC was the driving force behind the state's development as a Democratic stronghold in the 1950s, 1960s, and 1970s. Although other states have Democratic clubs, the CDC is the only organization of its kind in the United States.

At its height, the CDC coordinated hundreds of Democratic clubs in every corner of the state with more than 70,000 members. In fact, for many years, the CDC played a greater role in the success of the Democratic Party in California than the party itself. In some years, the CDC's conventions were attended by as many as 1,800 delegates.

The effectiveness of the CDC as a party-building institution was officially recognized by Presidents John F. Kennedy, Lyndon B. Johnson, and many other leading national figures. Among our more recent presidents were former State Senate President Pro Tem John Burton and legendary Los Angeles activist Quincy Beaver.

Today, the CDC still plays a major role, both within and without the Democratic Party. Our President serves on the executive board of the California Democratic Party and appoints three delegates to the CDP convention each year. We provide a powerful forum for local Democratic clubs to communicate with one another and forward a statewide progressive agenda.

We support clubs and Democratic County Committees by providing training, operational best practices guidance, and a variety of services to help clubs and county committees grow and prosper. In addition, we are primarily responsible for fostering the development of new geographically focused Democratic clubs.

The Republicans have used a 35 year plan to turn this country in the wrong direction. Now the California Democratic Council has a plan to help take back our government - one that starts locally and builds outward. The CDC intends to reconstruct the base of the Democratic Party in California from the ground up by strengthening local grassroots Democratic activity.

We will make sure that every club and county committee has the ability to attract energetic leaders who can help ensure that Democrats consistently beat Republicans in every election for every office, from local School Boards to Governor.

If you are interested in helping us rebuild the progressive Democratic base in California and beyond, please join your local Democratic Club or County Committee, which can be found using the club search feature that appears on practically every page on our website.

If no club exists in your city or town, contact us and we will help you launch one. Also, please consider joining our new Member-at-Large Division and/or making a generous donation.

As we embark on this huge endeavor, the California Democratic Council thanks you for your commitment, your efforts, and your support.

For more information, please feel free to e-mail us at 'info@cdc-ca.org', contact your local CDC officer, or call us at 1-800-446-9709.

Additional information about the CDC such as its history, by-laws and platform can be found in the Appendix.

2. Organizations and Their Roles

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Democratic Clubs

- Must be chartered by the County Central Committee in order to use the name "Democrat"

- Minimum of 20 members who are registered Democrats or when eligible, would register as a Democrat.

- Autonomous in decision making provided the club has bylaws that dictate a process for decisions by the membership.

- Has the right to endorse in all elections (partisan & nonpartisan) provided that they only endorse a registered Democrat.

- Has the option to affiliate with the California Democratic Council (CDC) with one delegate & alternate for every 10 members plus the Club President or Representative seated at the CDC convention (in addition to CDC & caucus chairs).

- Is the voice of the community for the Party.

California Democratic Council (CDC)

- An official Party organization recognized by the State Party, with the president seated on the E-board. The CDC is a standard agenda item on E-Board and convention agendas.

- Holds annual Convention of Clubs and Issues Conference plus quarterly Board meetings as well as area meetings.

- Endorses in partisan and nonpartisan races. Takes positions on issues.

- Provides training to local clubs. Autonomous in decision making.

- Known as the voice of the grassroots and the conscience of the Democratic Party. Largely an activist group of volunteers on a community basis. Training ground for future leaders/candidates.

County Democratic Central Committee

- Elected on a public ballot every two years in conjunction with the primary election. Seven per Assembly District or Supervisorial District based on the county. Candidates must file with the county Registrar of Voters approximately four months before the primary.

- Delegation elects a delegation chairperson and other officers per local rules.

- Additional members include Democratic office holders or nominees for Assembly, State Senate and Congress. Alternates may be included based on local county rules.

- Members elect a County Chair and other officers.

- Responsible for registering voters, outreach and coordination within each county.

- Charters local clubs and groups using the word "Democrat" or its forms in their title.

- Elects members to the State Central Committee (Delegates to the State Convention) based on one for every 10,000 registered Democrats within the County.

- Elects members to the Executive Board of the State Democratic Party (1% of every 100,000 Democrats registered in the county)

- Takes positions on issues, recommends to State Party, speaks out to the community.

The Executive Board "E-Board"
Of the California Democratic Party

- Membership includes:

  - County Central Committee members per 1% of each 100,000 registered Democrats within the county with a minimum of one representative

  - Representative of the Assembly, State Senate and Congress (not all members)

  - CDC & YD Presidents

  - Democratic National Committee members

  - Appointments by the Chair to Committee Chair positions

  - State Caucus Chairs

- Full working committee structure including resolutions, platform, rules, affirmative action, organization & development, candidate recruitment, legislation, budge & finance, plus others. Meets quarterly.

- Chair of the Party rotates every four years North to South. Regional directors elected every two years.

- Regional Directors interface with Central Committee Chairs and Clubs

- E-Board sets policy, adopts rules, raises money via the authority of the Chair, approves caucus formation.

State Central Committee
Of the California Democratic Party

- Made up of three primary groups:
  - County Central Committee elected delegates
  - Assembly District delegates
  - Elected Officials and their appointees

- Additional members include the CDC President, Young Democrats President

- Leadership (4), DNC members, and Executive board members. No alternates but proxies may be issued to a like member from the same group.

- Meets annually in convention. May endorse in partisan elections. Adopts the State Party Platform. May adopt resolutions on a priority basis. Forms the basis for the Democratic Party as the Party of inclusion via a balanced membership with affirmative action guidelines.

- Provides an opportunity for Party leadership and key candidates to meet the activists within the Party.

- Hosts a full caucus structure of issue, racial and ethnic caucus groups to be officially recognized.

- Defers specific items and authority to the Executive Board of the Party.

Democratic National Committee (DNC)

- Each State elects members to the DNC from the Executive Board of the Party. Additional appointees from President or Democratic nominee.

- Responsible for national coordination and planning the National Convention. Meets quarterly.

- Adopts rules for National convention.

Democratic National Convention

- Convened every four years to adopt a platform and to determine the Party nominee for President.

- Members include DNC representatives, committee appointees and designated delegates and alternates based on the primary results in each state's presidential Primary.

- In California, interested Democrats select a candidate and attend a candidate caucus meeting in each congressional district to rank delegates. Delegation is balanced men/women.

  Based on primary results each candidate seats a proportion of his or her ranked delegates to attend the convention, plus some additional appointments for balance.

- Campaign staff takes leadership roles in setting up process of delegate selection.

3. How to Start a Democratic Club

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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What is a Democratic Club?
A Democratic Club is an official association of local Democrats who come together to discuss, debate, and work to promote Democratic candidates and legislation in their city, town, neighborhood, or region. They can be geographically-based, in which case they focus on a broad spectrum of issues in the communities they serve. They can also be issues-based, with a focus on one or more topics, such as gay rights or environmental matters. Some clubs also have a strong social component.

In addition to regular Democratic Clubs, special clubs exist for younger people. Young Democrat Clubs limit membership to people 35 years of age and under. College Democrat Clubs limit membership to faculty and students of a particular college or university.

In California, all Democratic Clubs are chartered by the Democratic County Central Committee in the county in which they reside. Each County Committee has different chartering requirements, but they generally boil down to acceptable bylaws, a membership of at least 20, and payment of a small fee. Chartering enables an association to call itself a Democratic Club, and use the word "Democrat," which is a trademark of the Democratic Party, in its name.

In some cases, the state party may charter organizations if the local county committee is unable or unwilling to do so.

Once chartered, clubs often receive little input or support from County Committees, which are governed by state law. To improve the coordination of the California Democratic Club system, in 1952, Alan Cranston and a number of other Democratic leaders created the California Democratic Council (the "CDC"). The CDC is the statewide association of Democratic Clubs and County Committees. All chartered Democratic Clubs and County Committees are automatically Associate Affiliates of the CDC.

Quick Overview
This how-to is a quick guideline for you to follow in organizing and submitting your application for formal acceptance from the Democratic Party. This is not an official document from the Democratic Party. Rather, it is a quick checklist to help you get started.

1. Identify and contact local Democrats from your community. CDC provides a complete starter kit for clubs and can send experienced personnel to help.

2. Schedule a formal organizing meeting for the new Club. A restaurant or someone's home works well for the first meeting. The first official meeting should be very well prepared, and should start on time and end on time. Print the first agenda in advance, and include a) adoption of geographic focus, b) adoption of bylaws, c) the officer election process, d) choosing next meetings.

3. At the first meeting, after introductions, let the group know one of the first challenges for any Democratic club is to agree on the geographic focus. Pass a vote on your focus as the first item. Sometimes it makes sense for a municipal club to focus on organizing Democrats within a city's borders. Other times, especially for small towns under 2,000 residents, it may make sense to partner with Democrats in nearby towns to establish a local club.

4. Distribute draft bylaws to the new club members if you did not distribute them in your meeting announcement. After adoption of by-laws, the next order of business is the election process. Be sure to schedule your next meetings before you adjourn.

Sample by-laws can be found in Appendix A and on the Templates CD for editing.

Membership Recruitment

Prepare a flyer with information on where you'll be holding your meetings. Include your contact info and include your web address. Start a web site for your club since it's free (from the CDC) and is a great way to get the word out and communicate with members. Files (like agendas and bylaws) may be uploaded to your site as well, so all members can have access to the club info. It saves paper and money.

For new clubs, a local coffee shop or Public Recreation Center may be a great place to meet. See what fits your needs. Then circulate the flyer at Farmer's Markets and outdoor events in your community and among local non-profit groups who may share an interest in becoming active. Posting them at community bulletin boards, Laundromats and the like are great too.

Contact your local newspapers to insert a notice about your meeting. Usually local papers require a week or two as advance notice for inclusion and are free. Do not be shy about asking neighboring Democratic clubs if you can speak and pitch your club. Many folks would welcome a closer Democratic club and yours may be the trick.

Your First Meeting(s)

Prepare a flyer which contains an agenda of your meeting which should begin by adopting a set of bylaws (see sample in Appendix), then electing officers, and finally setting regular meeting date/time.

Prepare a flyer for membership sign-ups.

When folks fill out the membership form, they'll pay their membership fee. Those proceeds need to be deposited into your club's bank account. The President and the Treasurer should open this bank account as signatories. They'll need a taxpayer ID to do so from the IRS (see below for details).

The rest of your meeting is entirely up to you as to whether you want to tackle an issue, begin organizing an event, voter registration, or even have speakers address your group. You'll find lots of good will in your community from local legislators to drop by and say a few kind words to kick off your meeting. Don't be shy - just ask!!

Once you've elected your officers, it's a good idea to begin sending out letters to local legislative offices introducing yourself and your club. Invite those reps to come out and visit your club. Do a little homework and check out what legislation your leaders have sponsored and urge them to address your group concerning their latest political projects.

Finding out what they've accomplished and what they have in store is as easy as doing a Google search on the web. The same goes for local non-profit groups with whom you'd like your club to network.

Charter Application
Contact your County Democratic Central Committee to become a chartered Democratic Club.

It is a simple form to fill out, but it requires other pieces of info which you must get elsewhere before filing, including a taxpayer ID number and/or a FPPC political ID number (see details below). This application also requires a membership roster, so when you assemble your first meeting, your membership will sign this document for formal submission. Typically, a minimum of 20 members is needed to qualify. It also asks for your club officers' information, so once again, after your club elects officers you can fill this out. Finally, it asks for a copy of your bylaws to be attached. A sample set of bylaws is included on the Documents CD provided with this manual and is also attached in the Appendix. Amend the bylaws to meet your preferences and to relate to your club's name and geographic boundaries.

Taxpayer ID
This is a piece of info you'll need for your Democratic Club application and for opening a bank account for your club, and is as simple as making a single phone call. Call 1-800-829-4933 and indicate you are requesting a taxpayer ID number and one will be assigned over the phone. You'll also get confirmation of that in writing.

Fair Political Practices Commission (FPPC) ID number
Though you can fill out your Democratic Club application by using a federal ID number (see above) alone, you'll still need a FPPC ID for reporting purposes.

You'll need a Form 410 which can be downloaded from the CA Sec of State web site: http://www.ss.ca.gov . You must fill out the sections dealing with Committee Information, Treasurer and Other Principal Officers, Verification, and the second page of Type of Committee where you indicate the General Purpose of the Committee. If you have any questions about filling out this form, contact the very friendly and responsive staff at the Sec of State's office at 916-653-6224

Since your Treasurer must sign the form and your officers must be listed, you'll fill out this form when you've elected your officers. You'll file the original Form 410 and a copy with the Sec of State, Political Reform Division, P.O. Box 1467, 1500 11th Street, Room 495, Sacramento, CA 95814.

Thereafter, once your club obtains contributions that exceed a total of $1000, you'll file another copy of Form 410 Sec of State, Political Reform Division, P.O. Box 1467, 1500 11th Street, Room 495, Sacramento, CA 95814.

Note: Form 410 can be found on the included Documents CD and can be printed.

Bank Account
In addition to requiring a taxpayer ID number, you'll also need to bring a copy of your club minutes (signed by your Secretary) to the bank where you'll be opening an account. The minutes where your club elected its officers are the ones the bank relies on to verify that the officers before it are authentic. Shop around for the best deal on fees and inclusion of the embossing stamp, checks and deposit slips.

Insurance
Always a good idea, but new clubs may not have the cash to get this going right away. When you have accrued a larger pool of funds, the California Democratic Party offers an Insurance Program that runs from March to March of each calendar year.

You may request info and an application from Nick Kindelt at 916-442-5707 or at nick@cadem.org or write to them at California Democratic party, Attn.: Nick Kindelt, 1401 21st Street, Suite 100, Sacramento, CA 95814-5221. Basic coverage tends to run around $550 for the remainder of that year, so it's best to sign up in March to receive the full benefit.

Sample Agenda

Uptown Democratic Club
Proposed Meeting Agenda for April 26th, 2009

1. Introductions / Opening statement

2. Official name – geographic focus
   This should frame our geographic focus as a club. Accordingly, choosing the "Uptown Democratic Club" or "The Democratic Club of Uptown" should be top contenders.

3. Bylaw adoption

4. A copy of the draft bylaws are online for consideration. We will adopt a generic version for purposes of launching the club.

5. John Doe will be revising these bylaws, so post your suggestions online for both John and the group to discuss. At the next meeting, we can then entertain a fuller discussion of what we want included. Thereafter, we can formally adopt a revised version.

6. Officer Selection
   a. President
   b. Chair
   c. Treasurer
   d. Secretary

7. Regular Meeting Date
   We need to select a regular monthly meeting time/date that is acceptable to the Club.

8. Speaker: Jane Doe
   Topic: Update on campaign finance reform

9. Announcements

10. Close of Meeting

Case Study: Starting a Club in a Rural Area

We have successfully started clubs in rural, mountainous red parts of the state using the following formula:

Money
It doesn't take a lot of money. The Central Committee put up $75.00 to cover a small newspaper ad and buy the groceries, sandwiches, chips, cookies, and sodas. We were fortunate to find someone who would let us use a conference room for free but we would have met in a home if nothing else had been available.

Advertising
We placed a small ad in the local newspaper saying, "YES there is a **FREE LUNCH** for Democrats". The ad went on to say that we were providing lunch for Democrats interested in forming a Democratic Club to serve our community. We announced the time, place and a contact number for anyone wanting further information, or who might have questions.

Lunch
Upon arrival, everyone was invited to socialize and enjoy lunch. We let a little time pass to be sure that everyone had arrived, but not too much, before calling the meeting to order and presenting a plan.

The Meeting
We made sure that we were prepared.

We opened the discussion and asked everyone to share their views on the benefits of forming a club in the area.

We talked about the needs of the Democratic community in our area and how a club might help.

We presented a copy of proposed by-laws and passed out copies for everyone.

We kept it short and simple. They could have been amended later if more guidance seemed desirable. The first business was to adopt a structure.

And we were sure to include membership in the California Democratic Council as a provision.

The by-laws were complete enough that once the group decided upon a name and the amount they wished to charge for dues, they had a club. We had the group elect/appoint temporary officers and collected dues.

The new club members needed to discuss the future meeting details; when, where, how, who would make arrangements, etc.

We paid close attention to the time and tolerance of the group, making sure we ended the event at the appropriate time.

We made sure we knew who would be calling the next meeting and how to reach all of the participants.

That group was formed into a club with that lunch meeting in 1999. The club now has 175 members. They produce a good newsletter, enter a float in the Labor Day Parade, participate in the local fair, organize a couple of major fundraisers, meet monthly for breakfast and have a strong, active, and important voice for Democrats in their community.

And It Worked Again…
A couple of years later, we crossed the mountain (26 miles away) and, using the same general guidelines, developed another club. The second club, now several years old, has close to 80 members. We now have another strong, active and important voice for Democrats in red-country.

And They Inspired More…
Several other clubs have appeared in our mountains, inspired by the success of the two major clubs. These clubs serve additional outlying areas and have been developed as geographic clubs. All of our clubs deal with issues of interest to their membership and work to be inclusive.

Additional Thoughts:
We've opted to keep our dues very low. We've been more interested in getting people to join our club than we have with getting their money.

Once people have joined and feel connected to the organization, it is hoped they will participate in activities of the club. We work together and everyone knows how important it is to support their organization in all ways, including financial.

The same thing applies to CDC. Until members become emotionally involved, they may not feel the need to support "another" organization.

It is important for new and existing members, to understand that there is a need for two organizations, one for local influence, and the other for statewide influence.

Conclusion
All of the information above is the beginning… Every club must have a member, or members, who have enough political background to provide leadership for the group. For those new to political activism, there is a need for ongoing assistance to help them learn to navigate through the political arena.

If you are planning to build a club in an underserved area, you may expect to attend meetings, and offer support to the new club for many, sometimes very many, months.

If you have questions, or just want to discuss your ideas with someone who has had first-hand experience with these challenges, please call the CDC office.

Ask to speak with someone who has worked in rural areas to build clubs. CDC is here to help. CDC will be happy to send a team of experts to help you get going.

4. How to Get and Keep Members

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Introduction

Many different plans have been used successfully by Democratic clubs and though the plans must, of necessity, be varied to fit the club and community, the basic steps in all membership drives are essentially the same. As the old camp song goes:

"Make new friends
And keep the old,
One is silver,
And the other is gold."

Fundamental to a membership campaign are the need for:

1. An objective

2. A plan

3. A committee to manage the drive

4. Records

As described in an earlier section, the objective should be specific; it should be in writing and all plans and reports should be compared with the objective.

All plans for membership activities must recognize that *personal contact* is the key to success.

Individuals will not join of their own accord except in small numbers. They must be approached and asked. The approach and the invitation must be under conditions that create a favorable sales climate.

A membership committee, headed by a competent chair, is essential. The committee must, however, recognize that all club members should participate in a membership drive.

Records of the activity should be carefully maintained and lists of current, old, new and potential members set up and used.

It is good practice to conduct a membership campaign on several levels. On a year-round basis, members should be educated to seek out and bring in new members. All members have friends whom they can approach and ask to join. Rather than just inviting them to attend a meeting, the members should make a point of bringing the prospect, of introducing them to others and signing them up.

The following techniques can be incorporated in other formal membership drives:

Plan A. Door-to-Door Solicitations

The drive is set up to last for a specified time, usually four consecutive Sunday mornings. Teams, preferably a man and woman, visit registered Democrats in designated precincts. The teams carry 3x5 index cards, information sheets and club membership forms (see samples). After introducing themselves as members of the neighborhood club, they present fact sheets as a conversation piece, ask a leading question or two, and after an expression of views from those being interviewed, lead up to the idea of joining the neighborhood Democratic club.

The team members should point out the advantages of belonging to the club and urge that the folks sign up and pay their dues.   If they are reluctant, then fact sheets should be left with them and they should be invited to the next meeting, or informed that the team will call on them again.

The 3x5 index cards should be completed for follow-up.

Tips:

1. Have teams rehearse their presentation so they can deliver their message with confidence.

2. Send a letter to registered Democrats or contributors to "Dollars for Democrats" telling them that your team will call upon them. (See sample letter).

3. Be sure that all prospects are followed up.

Plan B. Special Membership Affairs

Special meetings, dances, dinners, teas or other affairs are scheduled and potential members are invited. Special guests, public officials, active Democratic leaders. etc., should make brief presentations stressing membership and committee members should personally talk to each one in attendance - and ask them to join.

Tips:

1. Make invitations formal - so that people will want to attend.

2. Use RSVP cards or phone follow-up to ensure attendance.

3. Be sure people are properly welcomed and made to feel at home.

4. Keep records of attendees and membership for possible follow-up. You will note the stress on follow-up. Any plan used in increasing the membership of a club requires a follow-up. If persons contacted show a reluctance to join a club, don't push your luck! Make future personal contact, but don't forget to add the names of the reluctant ones to the mailing list for social functions or special meetings.

After a club has found an effective method for acquiring new members, that club has a sound working basis for increasing its membership throughout the years. A membership drive is not a sometime thing: it should be an every-day-of-the-year activity of every club member. The strength of our Democratic clubs can be best built through constant, daily contact with Democrats in our respective areas.

How to Keep Members

Every club has the problem of membership retention. A certain turnover is unavoidable. The club should carefully evaluate its membership and its program to maintain, as members, all who can contribute to the purpose of the club.

There is only one rule - keep members interested - through activities, political and social.

Members join clubs for different reasons, thus your programming must be varied to suit different tastes. Don't make the mistake of assuming that all members are interested in the same things that you are. As discussed in the section on Programming, your club should have a full and varied schedule of activities.

After a new member has signed up, it is important that they be involved in club activities. Even though they may indicate that they "just want to attend meetings," urge the new member to join a committee - or help make the club successful in some field where their own interests and talents are concentrated.

A few specific techniques:

1. Provide special activities for new members. These should be designed so that recruits meet the officers and local officials. They should learn of the club's activities, the role of the CDC - and what they can do in the club.

2. At regular meetings adjust your programming if you have many new members. Explain terms like CDC, County Committee, etc.

3. Be sure that a hospitality committee or other assigned group is on hand to welcome newcomers; to introduce them around, and to make them feel at home.

4. Determine the new member's political activity interest and get them involved with that interest. Some members want to get right into precinct work - others have to be warmed up to a commitment for such activity. Warning - Don't rush a member into more activity than they are willing to agree to. Your club programs and personal contacts should convert the newcomer from a casual club member to a devoted worker - but this takes time!

5. During a campaign year, there are lots of opportunities for involving a member in club activities. Always try to steer them into group activities, thus helping them to develop a loyalty to the club.

6. Above all, conduct your club activities so as to create a friendly atmosphere in which people enjoy working together.

7. Phone members before each meeting. Remind them where and when the meeting will be and what the agenda will be.

These techniques for getting and keeping members may seem somewhat removed from direct political action. Membership activities are aimed at increasing the effectiveness of your club and, therefore, they must be included in any club program as a never-ending process.

Publicity is a large key to bringing in new members. Place meeting announcements in local newspapers, shopping guides, radio announcements, or have members send in letters to the editor/articles.

Create political awareness by sponsoring a candidate forum, or if possible, provide programs to local public television. CDC can help you create a television program suitable for public TV.

SAMPLE 3x5 SURVEY CARD

NAME _____ PHONE _____

ADDRESS _____

REGISTERED? ____YES _____ NO

WILL JOIN?   ____YES _____ NO

PAID: _____   SEND STATEMENT _____

WILL DO PRECINCT WORK? ____ YES ____ NO

LEFT FACT SHEET? ____ YES ____ NO

_____
PRECINCT CAPTAIN

SAMPLE LETTER TO DOLLARS FOR DEMOCRATS CONTRIBUTION

Note: Be sure to change your letter to make it appropriate to time, the community and your club.

Uptown Democratic Club
P.O. Box 1234
Your Town, CA

Dear Fellow Democrats:

The excitement of a campaign is upon us and the happy prospect of returning the affairs of state back to the capable hands of Democratic leadership in Sacramento makes the future outlook much brighter. However, this bright prospect cannot become an actuality unless we as Democrats do something about it.

You, as an individual can do little. But you, as a member of an active, alert, and devoted political organization can do much. We know that after our Democratic victory, you will want to say that you did more than simply vote Democratic – that you took part in making the victory a reality.

You can be part of this Democratic victory if you join the local Democratic club in your area. The Uptown Democratic Club is the local link between our area and the County, State, and National Democratic Party organization. It costs little to join - $20 annual dues – but the rewards of sharing the hopes, ideals, and practical side of politics with friends and neighbors are many.

I am going to ask a couple of representatives of our Membership Committee to stop in and visit with you. We want you to know more about us and we want to get better acquainted with you.

(Insert Data Here)

We look forward to working with you towards further Democratic victories.

Sincerely,

John Doe
President

SAMPLE FACT SHEET

DEMOCRATS!   DEMOCRATS!   DEMOCRATS!

MAKE YOUR VOICE AND VOTE COUNT!!

The Uptown Democratic Club, a political and social organization of registered Democrats residing in this area, cordially invites you to join the members in coming campaigns.

Join the family of Democratic clubs in the _____ Assembly District.

Join the Hilltop Democratic Club Now!

Come to our next meeting on:

Date: _____   Time: _____   Place: _____

Guest Speaker and Subject: _____

FACTS ABOUT OUR DISTRICT

We live in: The _____ Congressional District, represented by _____, a Democrat.

The _____ Assembly District, represented by_____, a Democrat.

The _____ State Senatorial District, represented by_____, a Democrat.

There are _____ Democrats living in your precinct.

If you are not registered to vote, call one of the following:

Jane Doe _____

William Win _____

For information regarding our club or our next general meeting, please call:

John Doe, President _____
                    Or
Jane Doe, Membership Chair _____

5. Working with Young Democrats

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Where to Find Young Democrats

Here's Some Ideas:

- Young relatives/acquaintances of existing members (don't forget to ask the young club members you already have if they know prospective members)

- High schools, colleges/community colleges (target Democratic leaning clubs/departments, such as women's studies, political science, pro-choice groups, and environmental groups)

- Progressive non-profit organizations

- Progressive conferences/events

- Potential YD hangouts (e.g., local progressive coffee shops, used clothing stores)

- Other community events (you can find YDs at the same events you're now tabling, including fairs and malls)

- Democratic legislators (most have some young staffers)

- Voter files

How Can My Club Attract Young Democrats?

Here's Some Ideas:

- Have a YD-specific brochure or flyer (even if you don't have a separate YD arm).

- Website (many YDs are web savvy/search for political information on-line)

- Hold a politically-oriented social event with known guests/speakers preferably hosted and promoted by a group of one or several YDs (can combine with fundraising for club and/or candidate)

- Plan activities such as voter registration/outreach drives at fairs/markets young people would want to attend anyway. Opportunities for contact with legislators (meet-and-greets, lobby days)

- Sponsor opportunities for community involvement (e.g., community service events).

- Non-political social events (e.g., sporting events)

Who Can I Contact For Advice/Assistance?

- California Young Democrats (CYD) at http://www.youngdems.org/

What Do Prospective Young Democrats Want?

- Opportunities for political networking

- Opportunities for business networking

- A fun social environment with peers

- To learn about political issues

- To take action in support of their issues

How Will Young Democrats Benefit?

- Mentoring from/networking with Democratic officials/experienced activists

- Networking with fellow Young Democrats

- Discover and participate in Democratic Party activities

- Discover political job opportunities

- Obtain issue/policy information and perspective from experienced activists

How Will My Club Benefit?

- Development of new generation of club leaders

- Energetic participation in events/grass roots activities

- Increased membership

- Increased income/fund-raising potential

- Different perspective on some issues

- Opportunity to increase club's influence/spread message more widely

Don't treat young Democrats as political lackeys. Many have been around politics for several years and have good ideas and opinions.

Unfortunately, many 'chronologically experienced' activists see young Democrats simply as fresh bodies to do the grunt work.

Not only is this demeaning, but also a waste of good resources.

For more information, contact the California Young Democrats.

6. Effective Club Leadership

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Introduction
Congratulations on your election to the most important political position in California today!

The job of leading a Democratic club is a very rewarding one. You will find a sense of accomplishment, of progress, and of recognition. But these do not come automatically. The club president must know their role and how to help their Democratic club accomplish its objective.

The club president:
- presides at meetings.
- guides the membership in establishing goals.
- works with the membership and other club leaders in achieving realistic objectives.

A president should remember two basic rules:
- Be a working president. Your members will work if you set an example, so that they will want to join with you in the achievement of common goals.
- Ask your members to do only that which you would be willing to do yourself.

In a club you are working with people – all of whom are volunteers. You cannot order them to do things – they must be sold on the need for achieving certain, definite, realizable goals. Your election is an indication of the club members' confidence in you. By helping your members achieve their goals, your club will grow and prosper.

Keys to Successful Leadership
The club president provides the leadership and utilizes successful management techniques to help them do the job.

The club structure should be set up to help the officers lead the club. But the president must take the initiative in:
- Establishing committees to help the club meet its objectives.
- Checking with the committees to be sure that they understand their objectives and areas of responsibility.
- Making certain the committees present progress reports to the club membership.

The president must understand the role of the club as a component unit of the California Democratic Council. They must critically examine all parts of their club program, and must ask themselves, "What can I do to lead my club in realizing a given objective?"

Let's say membership is low – they could go and recruit members themselves. Or, even better, they can work with the membership chairman and the club members in a membership drive which will add new members to the club, and increase the political skills of the present members as well.

In every field of club activity, you should set an objective or objectives. These objectives should be in writing, and all planning should be done with a steady eye on the objectives.

Let's take membership as an example. Instead of just having a membership drive, set a specific goal or objective – and write it down. For example:

Objective – In three months the club will add 50 new members

Just writing it down won't accomplish it, but it will focus attention on what you have to do. From the objective, you must then evolve plans and these plans must be examined. Will they individually or together attain the objective? You must consider the time and start early. As you plan and carry out your plans, always check progress in relation to the written objective.

Start by considering not one but several alternative plans – a tea, a dance, a door-to-door drive or contest. Compare these alternative plans and select one or more that the members feel will best meet the written objective.

The following are a few of the many areas for objectives for your club.

1. MEMBERSHIP
    In the next _____ months we will add _____ new members.

2. MEETINGS
    In the coming month, our club will meet regularly _____ times a month on _____.

3. PROGRAMS
    Each program will have an educational value. Social programs will be held
    _____.   Programs will be planned _____ months in advance.

4. FUND RAISING
    In _____ months we will raise $_____. This money will be used for
    _____.

5. CDC PARTICIPATION
    We will promote CDC participation by having _____ delegates at every council meeting.
    Delegates will report regularly to the club.

6. PRECINCT WORK
    ____ months before the next election, we will have _____ precincts covered by trained precinct workers.

7. LEGISLATIVE ACTION
    We will acquaint our members with pending legislation by regular reports at each meeting.

8. COMMUNICATIONS
    We will inform the community and our members of club and party activities.

Written objectives should be constantly reviewed by you as president; by your executive board and by committee chairs. Overall club activities should be the sum of individual plans to attain each of the listed objectives.

The list of objectives also provides a handy agenda for executive board meetings.

Checklist on Planning Meetings

<u>Advance Preparations</u>

_____1. Do you have a clear understanding of the purpose of the meeting?

_____2. Have you definitely determined that the meeting is necessary – that its purpose can't be achieved just as well by any other means?

_____3. Have you set an appropriate time and place for the meeting?

_____4. Have you prepared a written agenda, with suggested time allotments?

_____5. Have notices of the meeting been sent well in advance to all who are expected to attend, and does the notice state clearly the time and place of the meeting as well as its anticipated length?

_____6. If possible, have advance copies of the agenda been provided to all who are expected to attend?

_____7. If reports are a necessary part of the meeting, have you requested that those involved prepare concise, written reports if possible, and limit their oral remarks to a concise statement of any actions recommended, together with the main reason for those recommendations?

_____8. If the objective of the meeting is to get the group to approve certain major actions, have those actions been written in the form of motions, and has one person been recruited for make each motion and speak to it?* (see footnote at bottom)

_____9. Has the designated mover of each major motion recruited at least one other person to second the motion, and to speak to it if necessary?

_____10. Has a person or small committee been assigned to see the physical arrangements for the meeting (chairs and table properly placed, chalkboard set up if needed, ballots available if needed, adequate lighting and ventilation, refreshments provided, etc.)?

_____11. If appropriate, have minutes of the last meeting been distributed well in advance of this meeting?

_____12. If you are scheduled to deliver a report as well as preside over the meeting, have you outlined your remarks, so that your report will be as well organized, well delivered, and as brief as possible?

_____13. Have you refreshed your memory of parliamentary procedures, so that you feel confident that you can preside fairly and effectively, even when debate is heated?

_____14. Have you made appropriate notations on your copy of the agenda, so that you will know precisely whom to call upon when?

_____15. Have you fortified yourself in advance, with copies of your cub's governance documents, the minutes of last year's meetings, and a quick-reference parliamentary procedure guide, so that with the aid of the secretary, you can confidently field any questions that may arise?

*Many presidents recoil at the idea of recruiting people in advance to write, move, and to speak to desired motions. They feel that this kind of preparation smacks of "manipulation" or "conspiracy".

On the contrary, it is a perfectly legitimate way of saving the group's time and assuring that major motions made will be carefully thought out. Remember, if the group members don't like the motion, they will have the opportunity to amend it – or to vote it down. And if you can't find at least one person to make a particular motion, probably that's an action you'd better not recommend.

7. How To Be A Good Chair

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Learn Roberts Rules of Order:

- Motion requires a second. Always state the motion before voting on it. This helps the secretary and everyone know what's going on.

- Call the question (ends debate) requires a second and 2/3 vote.

- Table (removes item from the floor for discussion) requires a second and a majority vote. If used to kill an item, it is out of order. For example, a motion to table consideration of an endorsement at a meeting just before an election. Does not come back without a motion to remove from the table. A motion to remove takes a majority vote. If notice was required for the original vote, then the motion to remove must be noticed as well.

- Table to a time certain – same as above, but it automatically comes off the table at the time specified.

- Amend – requires a second and a majority vote.

- Substitute motion – an attempt to replace something in place of the main motion. Requires a second and must be adopted first as the substitute motion placing it in place of the main motion and then be adopted as the main motion. Once adopted as the substitute, it is subject to amendment.

- Point of Information – takes precedence over any of the above. It is used by a member to get information about what is going on. Do not allow it to be used to debate.

- Point of Order – takes precedence over the above and is used to call attention to a violation of the rules.

- Appeal the Ruling of the Chair – takes precedence over the above. Used when a member believes the chair's ruling is wrong. The vice-president takes over, the challenger states their position, the chair states their position, the vice-president asks, "Shall the ruling of the chair be sustained? All those in favor of overturning the Ruling of the Chair say aye, all those opposed say no." Only takes a majority to overturn the chair.

- Bylaws cannot be set aside or suspended. To do so, in effect, is to amend them, and there is undoubtedly a procedure for that.

Keep Things Moving:

- If there's a motion, ask for a second. If there is none, move on.

- Always keep talking. Don't pause. It gives others a chance to take over.

Always keep people informed on what's going on. Let them know where you are at every step procedurally, and what they are voting on. If it's the least bit confusing, explain the effect of a Yes or a No vote.

Always make people feel like they are going to have an opportunity to speak. Set out the rules for debate in advance (e.g., 3 pro, 3 con) and adopt them. If you don't do it in advance, it can be tough to impose a limit afterwards and be considered fair, though you might get away with it. It is imperative you be considered fair.

Try to call on people by name whenever possible.

Don't be afraid of calling others to talk about or explain something. Especially if you don't understand it.

8. Running a Club Meeting

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Successful meetings don't just happen. Skill, knowledge and careful planning are necessary to bring about a smooth and interesting general meeting.

The Meeting Place

A meeting place should be comfortable for the size of your club. Living rooms are ideal for small groups. Clubs of average size usually find that restaurants with small banquet rooms, community centers, American Legion or labor union meeting rooms will serve their needs. Most large groups require conventional meeting halls or school auditoriums. It is vital, however, to avoid meeting in places which are too large for the attendance. People feel uncomfortable in half-empty rooms.

Physical Arrangements

Not all clubs can have ideal surroundings for their meetings, but any club can do many things to dress up the facilities it has. Make sure your club has:

A membership chair ready to greet members or register guests as they enter.

Platform conveniences, such as a podium or table, for the president; a microphone, if one is necessary; glasses and water available for the speakers of the evening.

Meeting helpers can be appointed to distribute literature, make name tags, collect ballots, run sound or motion picture equipment or perform any other housekeeping tasks" which might come up.

Sufficient chairs set up before people begin to gather. If possible, when the group is small, these should be arranged in an informal fashion. A semi-circle, for example, helps to spur participation and to allow everyone to look at, as well as listen to, the participants.

As friendly and warm an atmosphere as can be created by devices such as club bulletin boards.

The Agenda

It is essential to have a written plan or agenda prepared before each meeting. Just "knowing" what business should be conducted is not enough. The written plan, however, should not be so rigid that it prohibits wide participation or discussion.

The typical agenda should include:

1.   Call to order, flag salute, and greeting from president, announcement of agenda.
2.   Minutes of previous meeting.
3.   Reading of portions of important communications.
4.   Reports of club officers.
5.   Reports of committee chairs.
6.   Reports from party officials who are present.
7.   Old business carried over from previous meeting.
8.   New business.
9.   Program.
10.   Good and welfare announcements.
11.   Adjournment.
12.   Social Hour

Conducting the Meeting

The club president is responsible for keeping the meeting moving. To do this, they must:

1. See that business goes through the proper committees before coming to the floor for action.

2. Create an agenda which balances the time allotted to the business and program portions of the evening. Have the main event of the meeting while members are still fresh and eager.

3. Maintain an orderly atmosphere.

    a. Do not let anyone speak unless they have been recognized.

    b. Allow only one person to speak at a time. Remember that there may be only one main motion on the floor.

    c. Minor motions, such as to amend, table refer to committee, or close debate, must be intended to affect the main motion. They should be disposed of as soon as possible.

    d. Be certain that everyone knows the current "parliamentary position" of the group.

    e. Repeat motions before allowing discussion on them. Prior to voting, restate the motion again.

    f. Keep participants in a discussion on the subject matter before the group.

4. Encourage participation from the more retiring members so that a few braver individuals do not dominate the evening.

5. Draw out all points of view on a question. Keep discussions balanced and democratic.

6. Prevent anyone, including yourself, from monopolizing the floor.

7. Select someone who is familiar with parliamentary procedure to act as Parliamentarian.

8. Use parliamentary procedure as an aid to effective discussion.

9. Allow club members to give leadership and direction to the meeting, but be prepared to fill the breach if they do not do so.   For example, if volunteers for a special job will be requested, have in mind a few people who are willing, just in case no one else responds.

10. Extend the speaker of the evening the courtesy of inviting them for the time they are scheduled to speak and allowing them to speak at that time.

11. Be wary of long or flowery introductions which embarrass the speaker and bore the membership.

12. Restrain overly eloquent members during a question period from making their own "speeches" and see that they confine themselves to seeking information from the speaker.

13. Stress quality, not quantity, in every portion of the meeting.

14. Start meetings on time, run meetings on time and end meetings on time.

Rules of Procedure

Both common sense and acknowledge of parliamentary procedure are necessary for the conduct of a good meeting.

Common sense will help the chair use less rigid rules with smaller groups. In fact, the conference or discussion procedure is often best for small groups. Moreover, strict observance of parliamentary procedure can create an unnecessarily formal atmosphere.   For those groups which are unfamiliar with parliamentary rules it can inhibit the free exchange of ideas and silence potential contributors to a discussion. Often it will result in a parliamentary jungle of unnecessary and confusing motions.

Parliamentary procedure is, however, necessary for a smooth and businesslike meeting. It is essential for such matters as holding elections, adopting controversial measures, spending money and making plans which are definite and specific. The good chair, therefore, utilizes parliamentary procedure with discretion. They understand all of the common motions and the rules which apply to them. They are the tools that help them conduct the meeting. (See Appendix F).

The Social Hour

The social period is the most important part of the meeting for the purposes of building club solidarity and of encouraging increased participation of new members. It is the time during which people can get to know one another and discover mutual interests. It also allows club officers and committee chairs to mingle with the members, to answer their questions and to enlist individuals for club projects. It provides an opportunity for people to circulate, to chat with each other and to acquire the feeling that they "belong."

Refreshments are a social catalyst and a morale builder.   They should be included in the meeting plans whenever possible. Sometimes they are used gracefully before a meeting, more often they are served after the program. Whenever they are provided they create a friendly atmosphere which allows people to relax and chat.

It is not necessary that the food or drink be elaborate. Often the facilities available will allow only the more traditional coffee and cookies to be served with ease. However, when more convenient meeting places make it possible, a varied or novel fare adds a special touch. A collection "kitty" near the door or at the table can help to cover the cost.

9. Programming Your Meetings

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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In any club the interests of the members will vary. The leadership must put together a program that interests the present membership, attracts new members and stimulates both groups to greater personal participation in political activities. Some members will want to concentrate on precinct work and not attend meetings; others will want to discuss issues but do no active work. The club program must recognize this and be designed to keep both groups happy and working toward specific political objectives.

Planning
Good programming requires advance planning. It is not uncommon for clubs to plan six to twelve months in advance. Long-range planning does not preclude exploitation of current events. These can be worked into a program or can be used for special events. On the other hand, if a club attempts to wait until a few days before a meeting to determine what is of immediate importance and then to build a program around that event, it is apt to have difficulty securing appropriate speakers and getting adequate publicity.

The calendar should provide the basic key to program variation. During an election year emphasis must be on political activity! In an off-election year emphasis should be on building strength for more effective work in a political year.

Objectives
It is essential that all programs be planned so that they contribute to the attainment of specific club objectives. Most clubs do this, but a conscious recognition can help in the presentation of a program and in relating its importance to the members.

Clubs must accept the thesis that their programs should be planned and presented as part of an objective to motivate members to higher levels of participation. Though the content might imply such motivation, it is much more valuable to have this specifically pointed out. Club members should not have to ask, "Why are we discussing this tonight?" or "Why are we having this program at this time?" Not only should the message be obvious, but it should be publicly stated.

For example, a club may show the movie now available concerning Wal-Mart and their business practices. With proper introduction and conclusion, the message of that film can be related to our immediate political work in terms of current problems and current elections.

Club programming should be handled by the club's most competent team; the officers, the executive board or a carefully selected committee. Programming should be done on a long-range basis in keeping with the calendar concept previously mentioned.

Variety

A successful club will conduct its affairs so that regular meetings, usually on a monthly basis, are just one part of its program. Many specialized educational, political and social functions can best be handled as special meetings.

During a campaign, the opportunities and necessity for an augmented program are obvious. Clubs should not rely on just their monthly meeting to make their contribution for an election year victory.

Suggested formats for club meetings are presented in the next section. The business portions of the meeting should be played down unless there are important matters which require the attention of the entire group.

A meeting program consisting wholly of minor club business, will not maintain the high level of interest required for effective motivation. Instead, many business matters can be transacted by the executive board and the major portion of a club meeting devoted to a program of substantial content.

A truly varied program will contain features, all of which will not appeal to all members; some members will attend one type of function, others a different type. Within any one meeting the content can be varied to include business, educational, political and social aspects so that there is "something for everyone."

Within the framework of educational meetings, variety can be obtained with the form of the presentation. The following are some typical variations:

1. An individual speaker who will discuss the details of a given issue and answer questions.

2. A panel discussion between three or four experts and a moderator with a question period following. These speakers may take the same point of view, advocate varying points of view or divide pro and con.

3. An informal debate between two or more speakers with a question period following.

4. A formal debate is worth considering when the topic is highly controversial. However, the rigid rules and time limits imposed in such a case may reduce the effectiveness of exploring the subject fully and therefore should be used with caution and only when very well qualified speakers are available.

Subjects

Subject matter for an interesting and varied program is all around us; in our community, in our state, in the country, in the world, in the Party and in our personal lives.

Current interest indicates that subjects might be selected from a list such as the following:

1. Democratic Party history, organization and activities

2. Energy

3. Foreign policy

4. Education

5. Civil Rights

6. Civil Liberties

7. Labor

8. Health and Welfare

9. Crime

10. Agricultural Issues

11. Conservation of Natural Resources

12. Current Legislative Issues

Sources

Every community has a number of individuals who are specialists in their fields and who, with advance notice, will be glad to appear before a club. Always ask a speaker to talk on a specific subject. If they cannot discuss that subject they will tell you. Pinning down the subject rather than giving the speaker freedom to talk on whatever they want will often avoid embarrassing surprises.

School teachers (especially college professors), professionals, party leaders, business leaders, community officials, union leaders, city and state employees are just a few of the groups in your community that can be tapped for speakers. Be careful, however, to match the subject with the speaker's special field of interest.

In addition to formal speeches, it is highly desirable to plan educational programs that involve your own members. These can be debates or discussions, providing your members are either experts in the field or will do the necessary preparation. In the past, CDC has issued discussion material in connection with the Issues Conferences that will provide excellent background information to club members.

Films are available from a large number of sources. Your local public library, college or school board can usually provide you with lists of films which can be obtained either free of charge or at a nominal rental by club groups.

Regardless of the format, a Democratic club should always schedule time for questions and discussion. This, again, is another form of membership participation.

Suggested Calendar

Typical of a varied program is the following two-year schedule, differentiated between a non- election year and an election year.

Non-Election Year

JANUARY	State Legislative Program
FEBRUARY	Local Problems or Local Elections (School Board, City Council)
MARCH	Federal Legislative Program
	Budgetary Problems of State and Federal Government
	National Defense
APRIL	Debate - Federal Aid to Education
MAY	Structure of the Democratic Party
JUNE	Local Problems - Juvenile Delinquency - or Recreation
JULY	Book Review on Political or Problem Items
AUGUST	How About a Party?
SEPTEMBER	School Days - Problems in Local Education
OCTOBER	Projection of the coming election year - a good subject for your local political leader
NOVEMBER	International Affairs
DECEMBER	Election year coming - plan and discuss candidates - endorsing conventions and political activity

Election Year

JANUARY	Meet local candidates who are seeking endorsement
FEBRUARY	Plan Registration Drive
MARCH	Registration Drive should be in full swing and plans for slate mailer and precinct projects should be organized.
APRIL	School for precinct workers - don't send the novice out untrained.
MAY	Down to the wire - last minute political action
JUNE	Review of the primary election
JULY	Reports on state conventions and other Party activities
AUGUST	Fall registration drive and plans for Dollar Days
SEPTEMBER	Second semester school for precinct workers
OCTOBER	Last minute political action
NOVEMBER	Review of election
DECEMBER	Club elections; year-end review of club activity and plans for coming year

Some General Hints

1. Encourage specific action at the conclusion of meetings in the form of resolutions, letters, emails or just decisions to be more effective in our political work.

2. Vary program to include brief discussion of current issues that may be attracting attention.

3. Cooperate with other clubs/organizations and arrange joint sponsorship when the subject and speaker warrant community attention.

4. Use elected Democratic officials, both to report to your club and as a sounding board for publicity.

5. Use meetings to reward workers and officials in the form of public recognition.

6. Adjust your programming to the size of your club - formal presentations for large groups; informal presentations and discussions for small groups.

7. When you plan your meeting, write out your objective - what are the points you want to get across. Use this written objective in lining up speakers and discussions. After the meeting evaluate your program and ask, "Did we attain our objective?"

10.   Organizing Volunteer Activities

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How do I get people to do a job?
Ask them. Few people will volunteer services. This doesn't mean that they don't want to help out, however. People wait to be asked; but many really want to be asked.

Who should ask them?
If possible, someone they know and trust; someone whose influence they respond to – a friend, a neighbor, a colleague in the same school or department, a person with prestige within the community. But if you cannot arrange for someone else to ask, do it yourself. Remember that the act of asking is important.

Then, be sure that the new recruit is welcomed. The effective combination, therefore, is being asked by someone the person already knows, and then being welcomed by whoever is in charge of the activity.

What do I tell them?
- Make clear what job it is you are asking them to do, and be sure it has a definite beginning and end. People don't want to sign up for life, so don't overwhelm them.

- Ask people to do things they can do well, especially in the beginning. People are more willing to begin tasks they know they can do. Later, when they feel really a part of your group, they will be more willing to try new things.

- Tell each person how his/her help is needed. If a person feels that you are just looking for bodies, they will feel easily replaceable and less responsible for dong the job.

- Discuss with the volunteers their personal goals and how they fit into those of the group effort. Help people keep their expectations realistic; otherwise you and they will become frustrated.

- Make contacts in person; don't rely solely on emails or form letters. There is no substitute for face-to-face communication. It lets people know that you consider them important and it helps you to get acquainted with each volunteer.

- Be enthusiastic about the importance of the job. Don't apologize or belittle it. Your mood will communicate itself to others, and they will respond to it.

How do I build an active committee?

- Keep records. You can't keep it all in your head. Have a list of members, with names and up-to-date addresses, phone numbers and email addresses. Keep minutes or notes of jobs to do and decisions made. Keep a list of each person's skills and strong suits.

- Keep your committee together. Call meetings regularly; don't just keep in touch with each person separately. People need to see and to feel that they are part of something big, not just hear it from you. Let members share in deciding what jobs to do, how they can best be done, and who can do them best. Others know things you don't, and they will work harder for goals they have selected themselves.

- Set high standards of activity. Members will take their cue from you. Remember you seldom get more than you ask for.

- For each activity, get agreement on group goals. Achieving them will give everyone a real feeling of accomplishment. If there are no challenges, members will feel that the activity is unimportant.

- Find enough people to do the job. Overworked volunteers stop volunteering. Besides, true group spirit really begins when you have at least seven or eight people involved.

- Be sure members know their jobs and roles within the group. It's not enough for you to know; ask the volunteers to describe their roles and listen to make sure each individual understands their part.

- Hold meetings that get things done. Transact business, make decisions, review past work, and plan new tasks. People will be more committed to tasks if they've been involved in creating them. Besides, they won't keep coming to meetings that they feel aren't productive.

- Pay attention to people who don't meet committee standards and expectations. If you ignore their failure, other members will start backsliding too. If a member doesn't live up to committee standards, speak to the volunteer personally, asking frankly what the problem is. Be encouraging and offer help. Other members can speak to the person and show interest. If necessary, reassign the person to another job.

- Recognize good work and reward it. What you can do will depend on the local situation, of course, but you can always commend good workers at meetings, express your appreciation in person or by phone, and write notes and letters of thanks for a job well done.

Using the Internet to Find and Involve Volunteers

The Internet provides an excellent way to help an organization's volunteer recruitment methods, such as sending announcements to volunteers. The Internet can also provide new ways to involve volunteers, and to involve volunteers who may not be able to participate in your traditional opportunities. However, online methods will not replace traditional volunteer recruitment methods, nor traditional ways of involving volunteers.

Benefits of recruiting and involving volunteers using the Internet:

- *Access to volunteers who are not reached by traditional means.*
  There are many people who don't read the newspaper's weekly column on volunteer opportunities, or who don't read newsletters from the local Democratic Club, but would love to volunteer. These folks are easily reached via the World Wide Web and Internet discussion groups.

- *Potential volunteers who wouldn't call for information or sign on to volunteer via phone may do so online.*
  Some people prefer to communicate via online means. Sending off a quick e-mail or filling out an online sign-up sheet is faster and, for some people, preferable to calling.

- *E-mail provides a quick and easy way to communicate with current volunteers.*
  Even if volunteers work onsite in face-to-face settings, e-mail gives volunteer coordinators an easy way to solicit feedback, provide program updates and send meeting reminders.

- *Volunteers can network with each other via the Internet.*
  Volunteer managers can use online discussion groups (either via e-mail or via a live chat to allow volunteers who provide onsite, face-to-face service to interact with each other online. They can ask each other questions, offer advice, etc. And you will have a written record of all discussions, which can be helpful in program reports, grant proposals, etc..

- *People who prefer not to volunteer onsite may be willing to do so via their home or work computers.*
  Such volunteers are environmentally friendly -- no car exhausts, less paper waste, etc. They also don't take up precious space in your headquarters (desk, phone, parking space, etc.).

- *Allows for the participation of people who find onsite volunteering difficult because of a disability, home obligation or work schedule.*
  This allows clubs to benefit from the talent and resources of more volunteers.

- *Involving offsite volunteers via the Internet extends the resources of your organization.*
  This additional help can increase staff resources and/or allow your club to reach more voters.

- *New groups of volunteers!*
  Some age groups and professionals are more prone to use the Internet than other means to connect with information and resources of value to them. These new volunteers can turn into long-time supporters, even donors.

- *Online volunteers may have better computer hardware/software*
  Online volunteers may have sophisticated software or programming skills your club cannot afford to purchase, and may be willing to use these resources on your behalf.

11. Effective Communications

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
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Life in our 21st century society is keyed to communications. In politics we deal with people and issues. We reach people, we influence people, and we win votes by communication. Everyone recognizes the importance of communications during an election. Every device for communication - TV, Internet, radio, news, billboards, handbills, ads, mailers, etc. - is mobilized for our candidates. For our club activities we should also recognize the importance of communications and we should seek to exploit every method available to us.
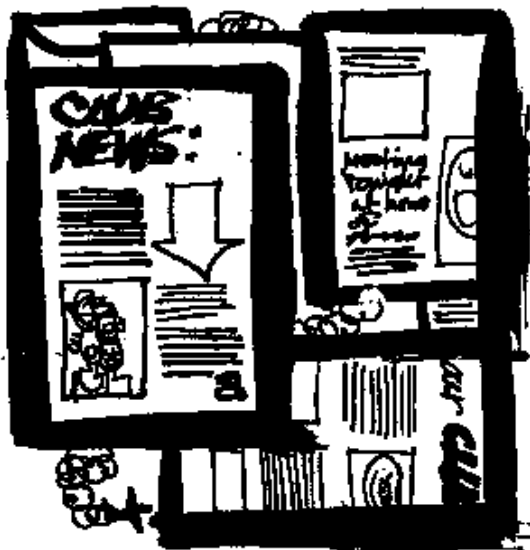
One or more of your club committees should be responsible for communication. Five categories most widely used in clubs are: Publicity, Newsletter, Telephone, Invitations and the Internet.

Publicity

The fact that the majority of the metropolitan newspapers in California are Republican need not frighten a publicity chairman. All areas have local newspapers that have been most useful to Democratic clubs. These include local dailies and weekly subscription or throw-away papers. To use them advantageously, follow a few simple rules.

1.   List all local publications. Use your telephone directory for listings or call your Chamber of Commerce.
2.   Telephone the paper and ask for the political editor or the managing editor. Introduce yourself and ask the cooperation of the editor in printing news of club activities. Ask about deadlines for news stories. Always respect that deadline.
3.   Type all news releases neatly and head them "local news." Make them short and factual.
4.   Always use the names of local persons in news stories. The mention of a personality known to the community is a sure way of having the story printed and read.
5.   When candidates or elected officials appear in your community, be sure that the papers get the story. Play up the local angle by naming community representatives of the officials or candidates.
6.   Take a paid ad in the local press for some special event and you will have made a friend!

Despite the Republican stigma of most metropolitan papers, don't ignore them. They will run notices of club meetings in political columns if they contain only factual material and are not longer than four or five lines.

> **NOTE**: The enclosed CD contains a list of names, addresses, websites and other contact information for over 500 media outlets. You can use these for press releases or other publicity.

Take advantage of the "Letters to the Editor" columns. In these letters be pleasant, be factual and be brief.

1. After you have written your letter, cut it, especially the adjectives.

2. Congratulate the editor (if possible) on his fair coverage of the news, but do not complain if this is not true.

3. Adroitly include the story you want to tell ("I think your readers would like to know that Representative John Smith is visiting our town on July 4, to attend our Independence Day parade").

4. Ask your friends, fellow workers, etc., to write such letters. Letters should cite some specific item of news about Democrats. They may:

    Carry the message of, or reflect well on the Democratic Party.

    Point out the errors of the opposition.

    Contain information about candidates, club news, Democratic social events, etc.

    It is best to confine yourself to one item per letter.

Newsletters

This category can be a big asset to a club if the newsletter has originality. Use the literary and artistic talents sure to be found in every club. A newsletter committee that can divide the work between three or four members is ideal. The job is typically too time-consuming for one person and can become a burdensome chore. With a working committee it can be a stimulating activity. An example of an interesting and informative newsletter is reproduced in this manual.

A good newsletter should be:

1. Of reasonable length – nobody wants to read a 15 page newsletter. Concentrate on club news only.

2. Neat, attractive and legible. Don't try to crowd too much on one page.

3. Personal. Use lots of names.

4. Published regularly.

5. A source of news about your club.

And don't forget, newsletters can also be sent out electronically to those with e-mail – saving you postage!

Note: A sample newsletter template is available on the Documents CD.

Telephoning

A club that numbers among its members a cheerful telephone personality is fortunate indeed and should use that person wisely. To inform inactive members or prospective members of important social or political events, a friendly telephone call can be very effective if it is brief. Long conversations often defeat the purpose of the call.

A well-organized telephone committee can always be used to augment other means of communications. Such a committee can often contact interested Democrats not reached by other methods.

Ideally, telephone calls are best used in conjunction with another medium of communication. The call should "follow up" on the notice invitation or newsletter. It should remind or request reservations or otherwise jar the memory of the listener. Such follow-up calls should be carefully timed in relation to the other notice and the actual event. For best results, phone one or two days in advance of the event.

Here we might insert the recommendation that all areas should have a telephone listed under Democratic Headquarters the year round. A volunteer to assume this responsibility is invaluable.

Invitations

Formal

> Some functions demand formal invitations. If an elected official or a candidate for high office is being honored, proper emphasis of the importance of the affair is brought out by the formality of the invitations.
>
> Everybody likes to feel that they have been singled out for invitation to a special affair. Formal invitations add class to your activity and will build the reputation of your club.

Informal

> For all meetings and informal social or political functions the clever, imaginative invitation is a great crowd getter. Here again, the latent artistic talents of club members and friends can be put to good use. Hand-decorated invitations that depict the theme of the event can stimulate the inquisitiveness of the receiver.
>
> Off-beat copy and clever drawings can be very effective. The field is unlimited. It needs only time, a bit of talent and a spirit of adventure.

> Note: The CD contains lots of different political clipart that you can use for your documents.

Most important in drafting meeting notices is sales appeal. Many members will not respond to just an announcement of a meeting.

You have to sell them on the content. Just ask yourself, "Would I go to a movie if I didn't know anything about it?

These two meeting notices show the difference.

20 MEMBERS TURNED UP FOR THIS MEETING

UPTOWN DEMOCRATIC CLUB

NOTICE OF MEETING

Wednesday, January 11, 8:00 pm

1234 Clubhouse Drive

---

85 FOR THIS ONE!

CLEAN MONEY AND FAIR ELECTIONS – AB 583

HOW YOU CAN HELP GET THIS BILL PASSED!

PANEL DISCUSSION

UPTOWN DEMOCRATIC CLUB
Wednesday, January 11, 8:00 pm
1234 Clubhouse Drive

This notice would have been even better if they would have listed some "stars" as speakers.

Internet

The Internet has rapidly become the most used method for communications. It offers a wide variety of methods for communicating with existing members as well as potential members.

E-Mail

Using electronic mail is the cheapest, fastest and most direct way of communicating via the Internet. Announcements and action items can be sent out by the hundreds for little cost and will arrive in the recipient's mailbox within minutes – if not seconds.

Although using colorful graphics and pictures can enhance the look of a message, keep in mind that many users still access the Internet using slower dial-up connections. Messages that may only take you a few seconds to send could take many agonizing minutes for others to download and read.

Keep your messages simple, precise and easy to read when sending out a large number.

Websites

Having your own club website can greatly enhance your visibility. The cost of having a website is minimal (free if you get one through the CDC), yet it can act as a full-fledged brochure.

Many Internet users search for specific websites and may, in fact, be searching for a local Democratic club. During election years and campaigns, you may get many supporters and members by having an up-to-date website.

If your club has a website with current contact information and meeting times, you have provided everything a voter needs to find you.

Adding other information such as activities you are involved in, newsletters or interesting links also helps draw potential members. If a visitor finds your website and sees that you are an active club, it will entice them to join.

The means of communication cited in these few paragraphs are surely not all that we have at our command. But those listed, if used properly, can certainly assist us in making the public conscious of the Democratic clubs and the entire Democratic Party Organization.

12.   Harnessing the Internet

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Benefits of Using the Internet

Offering billions of web pages covering virtually every topic imaginable, the Internet is a valuable tool in today's political environment. Learning how to use the different Internet tools and resources can help your club in a variety of ways.

- Access a vast array of educational and cultural resources which often include text, pictures, sound, and video. If you can think of it, there is a web site devoted to it.
- Up-to-the-minute information on a wide variety of topics, including news, weather, sports, stock quotes, movie reviews, politics, etc..
- Connect with people around the world to exchange email, engage in online chat, and/or learn about other cultures and traditions.
- Improve technology, reading, composing, and information skills as well as the ability to use information to solve problems. These are important skills for the present and future political market.
- Locate political information and get help with projects.
- Obtain goods and services and conduct transactions with various governmental agencies, commercial businesses, etc. Shopping, trading stocks, banking, and making travel reservations are all possible online.
- Communicate with members, colleagues and others who have similar interests through email, mailing lists, etc.

History of the Internet

The Internet was originally conceived during the early 1960's as a solution to a pending cold war problem: How could the United States government successfully communicate after a nuclear attack? Any network controlled by a central facility would be immediately rendered useless as the network's control center would be the first and primary target of any attack.

The RAND corporation (the government's think-tank during the cold war) proposed a network that would operate without a control center and could continue to operate even if parts of it were destroyed.

Each node (computer connection) could operate independently and be able to send and/or receive messages without relying on another computer. The messages would be addressed to a particular node and would be passed from one node to the next until it arrived at its final destination. The route the message would take wouldn't matter as it would use whatever nodes were currently available. This way if parts of the network were destroyed, the surviving sections could continue undisturbed.

In 1968, the National Physical Laboratory in Great Britain set up the first test network using these principles. Shortly thereafter, ARPA (The Pentagon's Advanced Research Projects Agency) started a U.S. project that would consist of high-speed supercomputers. In late 1969, UCLA installed the first node and by the end of the year there were four nodes within ARPANET (named after the sponsor). These four computers used high-speed transmission lines to transfer data. They could even be controlled remotely which allowed scientists and researchers to share each other's computers and data. By 1972, there were over 35 nodes on the network.

During the 1970's, the original network control protocol (NCP) standard used for communicating developed into a more sophisticated standard known as TCP/IP. TCP (Transmission Control Protocol) was used to break messages down into smaller packets (pieces) to be transmitted across the network and then reassembled into the original message once it reaches its destination. IP (Internet Protocol) was the part that handled all of the addressing - allowing messages to be transmitted across multiple networks using multiple standards.

Although originally designed for long-distance computing, the users had changed ARPANET into more of an electronic post office - using it for accessing news and sending personal messages. Many had their own personal user accounts and addresses for electronic mail.

As computers became more powerful, other organizations linked their networks to the ARPANET until eventually ARPANET became just a small part of the entire collection of networks. Eventually, this collection of internetworking networks became known as the **Internet**.

Who Uses the Internet

Although initially designed for use by the scientific and military communities, the Internet quickly accumulated an audience from the academic environment. It was mainly used for transferring research papers, ideas, and electronic mail back-and-forth.

As mentioned previously, the Internet continued to expand and became a popular computing environment for the commercial industry. Businesses began to see the Internet as an easy way of communicating internationally - providing customer support, distributing product information, and traditional advertising. Today, there are millions of users from every

Since the WWW exists virtually, there is no standard way of viewing or navigating it. However, most programs that interface with the Web (called a **Browser**) have similar functions and generally operate in the same manner - regardless of the type of computer system being used.

Initially, accessing data via the Internet was difficult because of its many commands and text-based interface. This, of course, limited access to those users willing to undertake the chore of learning a new system.

However, in 1993, a student at the University of Illinois (Marc Andreessen) developed a browser (**Mosaic**) for the National Center for Supercomputing Applications (NCSA) that allowed users to access the Internet using a graphical interface.

This user-friendly program was made available to the public and because it allowed documents to contain images, and provided for media formats (such as sound and video) to be transferred over the Internet, quickly became the most popular browser program.

With the introduction of graphical browsers like Mosaic, access to the Internet has now opened to any computer enthusiast. With this many people cruising the Internet highway, it is easy to see why businesses rushed to provide their own sites in hopes of capturing this new market.

You can read the Wall Street Journal over the Net, obtain critiques of the latest movie you're thinking about seeing, contact Rodney Dangerfield (or many other stars who now have their own sites), or join one of the thousands of discussion groups on a topic (ranging from astrology to the hearse car owner club) you are interested in participating in.

For the price of a local telephone call, you can communicate with someone in just about any other country.

Because of the variety of information and topics available, accessing the Internet is as interesting to a small child as it is to a nuclear scientist.

How the Web Works

The World Wide Web (WWW) is designed around a **Client-Server** architecture. Using browsers we, the users, are clients requesting information (documents) from a website - which then "serves" us the requested information.

There are many different Internet 'browsers' available depending on your taste. Microsoft's browser is called Internet Explorer but others include Mozilla Firefox, Netscape and Opera.

All of the document storage functions are handled by the website while the document viewing functions are handled by the web browser (client). This way, each program can focus on what they do best (store vs. view).

In addition, this allows the web browser to be used within any computer environment (e.g., Macintosh, Windows, UNIX) which may or may not be the same as the server. By separating these two tasks from each other, the workload placed on each computer is minimal whether they are down the hall from each other or in separate countries.

The relationship between a client and server is outlined in the following steps:

❶   Using a browser program, the client accesses a document (e.g., types of cats) containing links to one or more other documents - stored on one or more sites.

❷   The user then clicks on a desired link (e.g., Origin of Persian Cats). The link contains an address connecting the user to the document - which may or may not be stored on the same server.

❸   Once the connection is made to the server storing the requested document, the text and other media (e.g., images, video, sound) associated with the document are then sent (served) to the client's computer for viewing purposes.

This new document may also contain links to additionally related documents or back to the original document.

The WWW is made up of billions of these transactions occurring each hour - thus creating a web of information flowing between computers throughout the world.

While most documents consist of images and text (similar to an advertising page), some of the newer services are taking advantage of video, sound, forms, and even virtual documents which represent the Internet in a three-dimensional format.

All Web clients/servers must communicate with each other using a language called Hypertext Transfer Protocol (**HTTP**) in order to send/receive Web documents. For this reason, most addresses associated with WWW documents begin with **http**.

The Hypertext Markup Language (HTML)

Web documents are created using a language called Hypertext Markup Language (**HTML**), which was designed for creating documents containing hyperlinks (links to other documents). HTML allows developers to create documents that can be easily customized and presented in various ways.

They can control such items as fonts, text size, color, spacing, and other publishing features without affecting the original document content.

HTML documents are typically stored with the extension **.htm** or **.html** - depending on the computer. There are several programs available which create HTML documents from scratch or convert existing word processing documents (e.g., Word, WordPerfect) to HTML format.

Although HTML is powerful, it cannot provide all of the complex layout features found in typical document publishing applications. Many companies (e.g., Microsoft) have developed their own proprietary language extensions to HTML which may not be compatible with all browsers. When selecting a browser, be sure to choose one that will serve the majority of commands and options you wish to use.

Uniform Resource Locators (URLs)

In order to find a document or file on the Internet, that item must have an unique address associated with it. A hyperlink within a document is simply a reference to an address of another document or file. This address is referred to as an Uniform Resource Locator (**URL**) and uses a specific format as outlined below:

➢ The first section of the address refers to the protocol method of access. For example, **http:** (HyperText Transfer Protocol) would indicate connecting to an HTTP server. There are other protocols, such as **ftp:** (File Transfer Protocol).

➢ The second part of the URL (which begins with double slashes) contains the address of the server or service to be accessed. This is where the designations **.com**, **.edu**, **.gov**, etc. are used.

➢ The last part contains the pathname referring to the location of files/documents.

URLs must be entered on a single line with no spaces.

When someone wants you to access their site, they will give you their URL address which you can then enter to reach them - just as you would a telephone number.

For example, to reach the California Democratic Council, you would enter **http://www.cdc-ca.com**.

Internet Services

Other than simply browsing the WWW, the Internet provides several additional services that can be accessed via your browser or special software.

Below is a brief description of some of these services:

Electronic Mail   This is probably the most used feature/service of the Internet and provides a fast method for users to correspond with one another. Users can send/receive messages, as well as, files to each other (regardless of the country) for the cost of a local call.

When you set up an account with an ISP, you will be provided with an e-mail address. Your e-mail address contains all of the information required to get a message to you from anywhere in the world.

Although most e-mail addresses belong to an actual user, an address could refer to a computer, a list of people, or even someone's pager.

A typical address will consist of a user name (JohnD), an @ sign and the Internet domain on which the user's account is stored (company.com). The full address would look similar to: **JohnD@company.com**

Downloading   Getting documents, applications, templates and other useful software from others is a great way of getting free resources. The easiest method of getting these resources is by clicking on a link that provides access to the resource you want.

When you click on that link, the website sends the file 'down' to your computer where you typically have to decide where to save it – similar to saving a document in a word processor.

This process of sending a file down to you is referred to as 'downloading'.

The CDC offers many resources that you can 'download' from its Resource Center. You can find templates, documents, guides, newsletters, applications and many other items to download.

Search Engines   You've heard of search engines such as Yahoo! and Google. There are dozens of these tools to help you search the Internet.

Whether you are doing research for a senate bill or simply searching for political humor, the Internet provides billions of pages to search and read.

The sheer amount of information is more than the average person can filter through, so these search engines analyze the many pages and sites and try to bring the most relevant and popular pages that correspond to your search terms to the top of your list.

Newsgroups   The Internet is also used for exchanging articles and messages pertaining to particular topics. These groups are used to post questions or comments that can be read by anybody accessing that group. There are literally thousands of different groups available. Chances are that there is a newsgroup already existing for whatever topic you are interested in discussing.

Newsgroups are categorized according to their area of interest. Although these categories try to organize topics in an orderly fashion, they overlap into multiple categories since anyone can create a newsgroup. The major categories are:

alt   This category covers anything and everything. Topics might include alien abduction or television shows.

biz   Business-related articles are included within this group.

comp   Topics referring to computer-related interests.

misc   Topics that are difficult to classify, such as fitness, job-hunting and the law.

news   Covers information referring to the newsgroup (e.g., maintenance, information, and software).

rec   Discusses hobbies and recreational activities.

sci   Discusses scientific topics.

soc   Includes social issues.

talk   Used for debates and other long discussions.

Groups have names that typically indicate the topic being discussed within that group. For example, if you are interested in tv-related articles or messages, look for newsgroups beginning with **alt.tv**.

You could, then, actually participate in a specific newsgroup by accessing the **alt.tv.simpsons** newsgroup.

Chat   Chat allows several users to simultaneously participate in a live discussion. These discussions are carried on in what are called **channels**. There is no limit on the number of people participating in a discussion and there can be billions of channels available.

Unlike newsgroups, these discussions are carried on in real time, which is one of the main reasons why they are so popular. As soon as you send a message/response, others can answer you.

The CDC offers a free chat page on it's Resource Center that can be used by affiliates to conduct online meetings.

Participants are known by their nickname. By default, the nickname is your logon name but no two can have the same nickname.

Centralize Your Organization's Documents!

Most organizations tend to have several key documents such as membership lists, newsletters, agenda templates, treasurer reports, minutes, etc., that are (hopefully) handed over year after year from an outgoing board to an incoming board.

However, this isn't always successful. Sometimes these documents are lost along the way or the new officer doesn't have the program or know how to edit documents or spreadsheets.

Well, now there is a free, simple solution brought to you via the Internet. It's a concept called online collaboration and the applications are part of the new 'Web 2.0' . It allows you to create documents, spreadsheets and presentations that are stored on the Internet.

The advantage? You can create one account for your club, and every officer that has access to the account will be able to edit and create documents/spreadsheets that will be available 24/7via the Internet! No more sending email attachments back and forth and having different versions of the same file.

You can upload existing files to the account and if needed, save copies from the account that are compatible with a number of programs, including MS Office. All your editing is done online and saved immediately. Granted, you may not have all the advanced features of a complete desktop program, but from what I have seen of most club's documents, this isn't much of an issue.

There are two websites that I have found to be very useful for this:

Google Docs & Spreadsheets

Thinkfree

If your needs are simple, then the Google version is the easiest and fastest of the two. If you need/want more advanced features or also want to make presentations, then check out Thinkfree. However, Thinkfree requires Java to be installed on your computer and tends to load much slower when working with the advanced options. Although this may not be a problem for many of you, it is a bit of a stumbling block for those who may not be quite as 'computer literate' as you.

My personal opinion is that the Google version will be sufficient for most of your needs and doesn't require any additional installation. This makes it much simpler to get everyone involved and working right away.

The other consideration is regarding accounts. Although both sites allow you to create an account for each member, that presents a problem in itself. With this scenario, whoever creates a document would have to specifically invite and share that document with anyone else who might need access to it. But now you have the original problem of documents being scattered among several people/accounts.

My suggestion is to create one general account for your club/organization and then provide that login/password to anyone you feel needs access. As board members come and go, you can always change the password to insure security.

Heck, since it's free, you could create several club accounts to separate sensitive material (names/address, financial spreadsheet) from other more general items (minutes, agenda, newsletters, etc.). Then you can control who gets access to which account.

With these free tools and more to come, organizing and centralizing your documents is no longer a chore. The downside is, there's no longer an excuse for your organization not to be 'organized'!!

Free Conference Calls!

It's tough surviving as a club. We are constantly scrounging for donations yet always asked to contribute or help out with other causes/events.

So naturally, when we hear of 'free' stuff that can help us with our work, we should take advantage of it and spread the word. That simple little word 'free' has such a wonderful ring to it that it will even bring a smile to your stressed treasurer.

How many times have you wanted to have a committee or board meeting via a conference call? Or maybe you would like to host a conference call with a guest speaker? Sure, you can use a combination of 3-way calling and put something together, but we've all tried that before and it just doesn't work.

Instead, go to *www.freeconferencecall.com* and create an account. Although you need to renew your account every 120 days, this is a minor nuisance considering you can schedule as many conference calls as you need. Each call can 'theoretically' have up to 96 callers and can be up to six hours long. I say 'theoretically', because after a certain number of participants, the background noise and interruptions tend to become louder than the conversations.

When you schedule a conference call, you will be assigned a phone number and an id to be used for the call. Send this phone number and id to all participants when you schedule a call.

The system also has an email feature that allows you to email reminders to participants. Each email contains the date/time of the call, the number to call, the id to enter and any other instructions. At the end of each call, the account owner is emailed a recap of the conference call which shows the total number of callers and how long the call was.

The only drawback to this service is that the phone number assigned is usually not in your area, so long distance phone charges may apply. However, if you plan it right, you can schedule the call during a time when most folks can use their free cell phone minutes.

Send Free Faxes over the Internet

Another great tool you'll come to rely on, is the ability to send free faxes over the Internet. There must have been several times when you've been on the road and needed to send a fax. Or maybe you don't have a fax at home and would still like the option of sending faxes?

As long as you don't need to send more than two faxes a day and/or more than three pages at a time, you can go to *www.faxzero.com*. There you can upload a word document or a pdf file to be faxed, or if you just need a quickie, you can add your text right there.

The service will send you an email to confirm that you aren't some fax spammer, and once you click on the link in that email, your fax is scheduled to be sent.

The small drawbacks to this service are that an ad is added to the cover sheet, and the limitations I mentioned earlier. However, if you have multiple emails, those limitations may not be an issue. :-)

Although this free service doesn't really help if you have a paper document that needs to be scanned and faxed, it can be quite handy in a pinch. Besides, if you have a scanner at home, then you've eliminated that issue also!

13. Working With Your Free Website

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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As we have seen from recent events such as Howard Dean's Campaign and the efforts of MoveOn.Org, the Internet can provide organizations with access to millions of potential voters and supporters. The sheer mass of users and relatively low cost of using the internet makes it the ultimate publicity media. By having an organization's information readily available to millions of 'viewers', we can provide new members, candidates, volunteers and of course, the almighty donations!

However, if we learned anything from the last presidential election, it's that our message did not get out to the voters and definitely not to today's youth! Many people couldn't find information on local clubs/organizations for them to participate. In order for this to work, the California Democratic Party needs to become more visible <u>and</u> accessible.

The cheapest and most effective method is through the internet. By providing at minimum, the basic contact information and meeting times of all our organizations, we can ensure that anyone looking to support the Democratic Party is not left in the cold – even in the smallest of areas!

In this day and age of technology and Internet, it is increasingly more important that organizations have a web presence. Today's youth and tech-savvy individuals are the driving force behind this project. In order for our party to be successful with the people, it must be accessible to the people.

Currently, in California, which is supposed to be one of the most technologically advanced states, this is not the case. During the past elections, too many people could not find their local organizations in order to participate and mingle with other Democrats. How many more supporters or voters we could have had we will never know.

But one thing we do know is that it cannot continue this way if we wish to get the party's message out!

<u>There is no reason why all our organizations should not have a web site!</u>

CDC Offers Free Website

The CDC is now offering chartered Democratic clubs and county committees free websites, including a domain name. To order your free website, contact (800)446-9709 or email Secretary@cdc-ca.org and provide the following information:

- First & Last Name
- Email Address
- Phone
- Name of organization?
- Chartered by?
- Club Address
- Club Phone
- Club Officers & emails

What We Offer

Our goal is to offer the most comprehensive website management system for Democratic clubs. By keeping the costs free, every Democratic club can have a website, regardless of their size.

We provide everything you need to have an informative and interactive site and include virtually every tool a Democratic club would need. Here are just a few of the features:

- **Web-based** - no need for FrontPage or any other hard to learn html editor - all updates are done through a standard web browser
- **Customizable** - You decide what gets displayed and whether guests or members have access to particular items
- **News Items** - Quick and easy news section for the front page
- **Articles** - Add additional content to your site by allowing members to submit articles
- **Contact Form** – Provides safe method for visitors to contact officers without revealing emails
- **Forums** - Provide provocative discussions and feedback via forums for any topics you specify
- **Calendar** - Easy to use calendar of events for broadcasting activities
- **Blogs** - Provide a venue for members to vent their opinions by allowing them to write their own journals for all to read
- **RSS Newsfeeds** - Create sections with news headlines from your favorite site or allow others to feed news off your site
- **Polls** - Create your own polls like you see on CNN or USA Today
- **Links Management System** - Unlimited link categories - allow members or guests to submit links
- **Downloads** - Provide sample graphics or documents for visitors to download
- **Banners** - Set up advertising campaigns with banners
- **Private Messaging** - Allows members to send each other messages within your website
- **Donations** - Integrate your website with PayPal to allow donations or dues to be paid
- **Photo Gallery** – Show off pictures of your organizations activities
- **Political Modules** – Cost of War, Bush's Last Day Counter and others

Every Democratic club should have a website so that your voters/supporters can find you. The Internet provides unlimited resources for voters and your club should be one of those resources.

Check out some of the following links to see how organizations are using this system:

http://www.BigBearValleyDemocrats.org/

http://www.PasadenaDemocrats.com/

http://www.NortheastDemocrats.org/

http://www.DelNorteDemocrats.org/

http://www.AmadorDemocrats.org/

http://www.CDC-CA.org/Members/

http://www.CDPRuralCaucus.org/

Website Details

1. *Site Content:* Unless an organization already has a site designed, we use the same template for consistency and ease of implementation. Obviously, any organization would be free to design their own site as needed once everything is in place. Each site would be operated by their respective entities.

    At a minimum, each site should contain the following:
    *   Home Page – for displaying news items/articles
    *   About Page – basic information about the organization such as background, by-laws, area served, etc.
    *   Contact Information – includes board members, meeting times and locations
    *   Calendar of Events – to announce meetings and other events
    *   Donation Page – standard form that supporters can print and send in with their donation
    *   Links Page – links to committees, ADs, clubs and various government/democratic organizations and other resources
    *   Voter Registration – information on how and where to register within the club's area
    *   Meta Tags – title, description and keywords to facilitate placement in search engines

2. *Domain Names:* Each organization will have its own domain name for ease of reference, publication and to facilitate placement within the search engines. Domain names will be registered in the organization's name and not an individual's name so that future elections, member relocation or even death of an individual does not prevent access to the organizations web site. The cost for registering a domain name is covered by the CDC.

3. *Support*: Although a basic template is initially provided, ultimately, each club will be responsible for updating and maintaining its own website. The template is easy to learn and use, however, it is recognized that not all organizations will have sufficient personnel with the knowledge to update a web site. Therefore, we will be tapping the membership as well as other sources for 'mentors' with the ultimate goal of having at least one mentor per county. This mentor would be available for helping and/or maintaining the web sites until such time that an organization is able to provide for itself.

    Obviously, these duties will fall upon the initial volunteers and will hopefully be dispersed among new volunteers/mentors as they become available.

4. *Funding*: This project is being funded by the California Democratic Council.

Latest Website Features

The latest template (version 3.0a) now includes the following:

- Scrolling marquee that can be changed by site owner

- Pull-down menus to clean up and compact site links

- Ability to change the logo as needed

- Uses the 'banners' feature which allows you to change the right banner at the top

- Two versions: colored header background and white header background

- Five new menu modules that can be placed on either the left or right side of your site:

    o *Cost of War*: This module is adapted from the popular site http://www.nationalpriorities.org/. It provides a link that provides additional details of the cost of the Iraq war.

    o *Bush's Last Day*: Displays a running countdown to Bush's last hour in office!

    o *Military Casualties*: Displays up-to-date information on American casualties of the Iraqi war. Provides a link to http://www.antiwar.com/casualties/ which has more details.

    o *Civilian Casualties*: Displays up-to-date information on Iraqi civilian casualties of this war. Provides a link to http://www.iraqbodycount.org/ which has more details.

    o *California Democratic Webring*: Uses the popular webring service to link officially chartered California clubs and DCCs. Allows visitors to pop to other sites and increases visibility.

Parts of the Website

The picture below shows the different parts of the template that we offer:
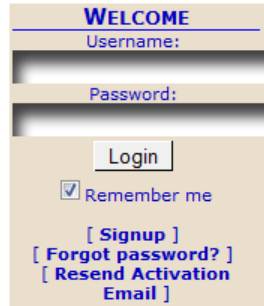
❶ *Organization Logo*: This logo can be customized as needed.

❷ *Banners*: Create rotating banners advertising events or other items.

❸ *Site Links*: This is where you add links to different pages on your site.

❹ *Scrolling Marquee*: Displays a scrolling line of text across the screen.

❺ *Menu (Area 1)*: Displays various content modules along the left side.

❻ *News Posts*: Used for posting news items.

❼ *Menu (Area 2)*: Displays various content modules along the right side.

Creating an Account

The login in module will be display on the home page within either the left or right menu areas.

Although you have the option of placing it on the right, we suggest you place it along the lower left in Menu Area 1 so that it is always accessible regardless of which page you are on.

Once your website has been installed, you will first need to "Signup" and create an account so that we can make you administrator.

1. Click on "Signup"

2. The following message will appear asking you to verify that you are over 13.

3. Click option "Yes" and then click on the "Continue" Button.

4. The next page will ask you to fill out your information for the account. All the items marked with a red asterisk are required fields.

Register

When entering a user/login id, please do not use spaces or special characters (!,?,#, etc.).

If you forget your login id, please contact us and we will send you a reminder.
Usernames and passwords are **case-sensitive.**

Display Name: * the name that will be displayed on site	[ ]
Login Name: * the name that you use to login	[ ]
Real Name: *	[ ]
Password: *	[ ] (Min. 6 chars.)
Re-type Password: *	[ ]
Email Address: *	[ ]
Re-type Email Address: *	[ ]
Hide email address?:	⦿ Yes ◯ No
Signature:	[text area with formatting toolbar]
Timezone:	(GMT-12) International DateLine West ▾
Enter code visible in the image *	927509 [ ]
	Register

Display Name: Enter your name as you want others to see it.

Login Name: This is the actual name you use for the login id. We suggest you keep it relatively short with no spaces or special characters. Upper/lower case does matter, so remember how you enter it. For example, "Henry" is different than "henry".

Real Name: Self-explanatory.

Password: The password you will use to login in along with the "Login Name". Upper/lower case does matter, so remember how you enter it. For example, "Henry" is different than "henry".

Email Address: Enter the email address to be used by the system to send you notices or other website information.

Hide Email Address: Click "Yes" if you don't want others to see your email address.

Signature: Not used.

Timezone: Select Pacific.

Enter code …: Once you have filled everything out, enter the code you see in the checkered box. This is to protect from spammers.

5. After filling in the form, click on the "Register" button.

6. The system will display a "Thank You" page reminding you to check your email for a verification message. This is to insure that the email is valid and that the registration is not bogus.

    Once you have received the email from your website, click on the link within the message. That link should take you to your website and display a page indicating "Registration activated".

7. After the account has been activated, send an email to secretary@cdc-ca.org indicating that your account is active, and we can then make your account an administrator.

The Admin Area

After you have been made "Administrator", you will see a new option after you log on:

Click on "Admin Area". You will see the following screen:
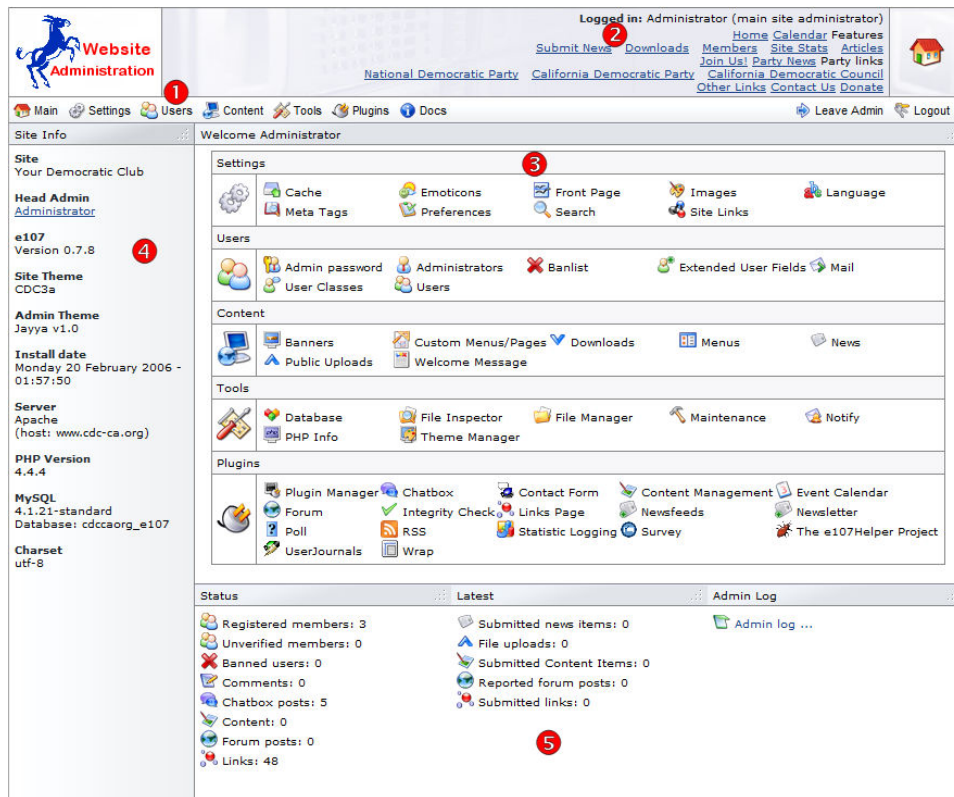
❶ *System Menu:* Use the pull-down menus across the top to select from a variety of functions/features (Settings, Users, etc.).
❷ *Site Links:* This section shows all the site links and their submenus, if any.
❸ *System Categories:* This section is the same as ❶ but displays all your features in categories (i.e., Settings, Users, etc.) instead of pull-down menus.
❹ *System Information:* This section displays information regarding your installation features.
❺ *Status Information:* This section displays items that may need attention or approval.

Updating the Information/Board Members Menu

Along the left side are two sections labeled "Information" and "Board Members". The "Information" section should be updated with your club contact information and when your meeting day/time is and the location where you meet.

The "Board Members" section is used to list the names and titles for your club officers.

To update this section, follow these steps:

1. From the main "Admin Area", select "Custom Menus/Pages" from the "Content" pull-down menu or from the "Content" category.
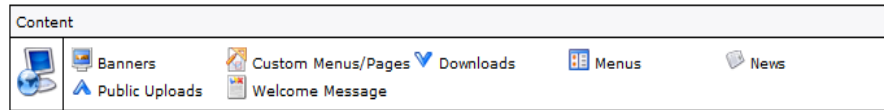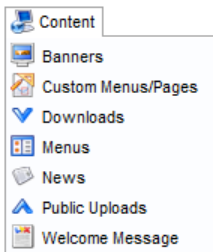
2. The display will change to show the existing pages/menus.

3. Click on the icon to the right of the item (under "Options") to edit that item.

4. Make your changes inside the text area and click on "Update Menu" to save your changes.

Adding News Posts

Use your website to update visitors on your activities. By having an up-to-date website, visitors will see that you club is active and functional.

The system includes a news feature that works similar to a news or blog site in that the newest items appear at the top and older news items filter to the bottom.

1. From the main "Admin Area", select "News" from the "Content" pull-down menu or from the "Content" category.
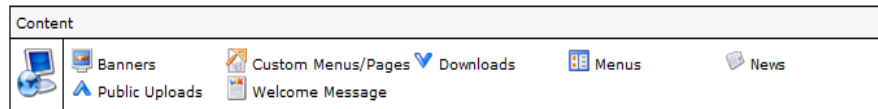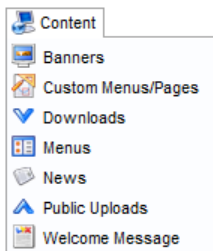
2. The display will change to show the existing news items.
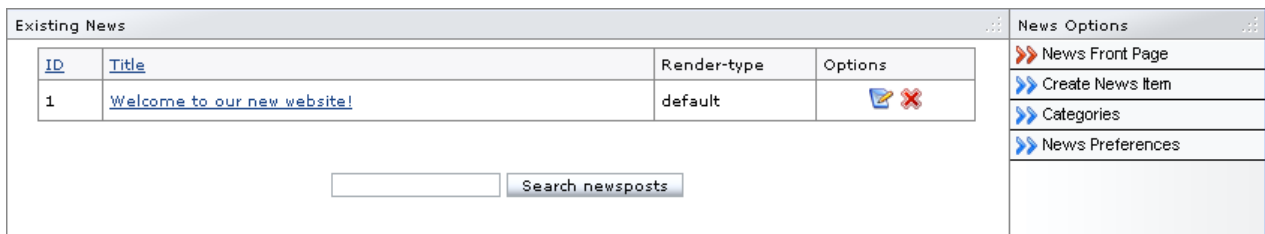
3. The following menu options are available from along the right side:

 This option display the main list of current news items.
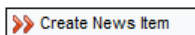
 Use this option to create news items.

 Used to create categories for your news items (i.e., Club, State, County, etc.).

 This option displays a page of various settings that affects the display of news.

 Only use this option if you want to save the current news item as a template for future news items. If your news tends to repeat itself, you can save some typing.

TIP: When working with content items within the website, use the ✖ icon to delete an item and the ✎ icon to edit that item.

To create a news item to be added to your front page, click on ⟫⟫ Create News Item . The following screen will be displayed:

Category:	Club News ▾
Title:	
Summary:	
Body:	-- Styles -- ▾ -- Font family -- ▾ -- Font size -- ▾ **B** *I* <u>U</u> ≡ ≡ ≡ ≡ ⋮≡ ⋮≡ ⋮≡ ⋮≡ **A** ▾ ✂ 🗈 📋 ⌫
Extended:	Extended news post
Upload:	Upload an image or file for use in the news item
Image:	Choose an image for this news item
Comments:	Allow comments to be posted to this news item
Render type:	Select how and where news item is posted
Activation:	Only show news item between certain dates
Date stamp:	Set the date stamp for the current news item
Visibility:	Choose which visitors will see news item
Sticky:	Select if news item will be sticky
	Preview Update news in database

Category: If you created news categories, use the pull-down menu to select one.
Title: The text entered here will appear as the news title on your front page.
Summary: Can be used to enter a short summary (rarely used).
Body: This is where you enter all the actual news or text to be displayed.
Extended: If the "Body" is too long for a front page news item, then put the first one or two paragraphs in the "Body" and the rest of the text in this section. The front page will have a link to "Read more…".
Upload: Use this to upload pictures from your computer to the website. Note, you should always upload pictures <u>before</u> adding text to the body.
Image: This section adds an icon to the left of the news title. (Rarely Used)
Comments: Use this section to decide if comments will be allowed for this news item.
Render Type: Not used
Activation: Allows you define a time period when this news will be displayed. For example, you might have a special message during Christmas or other times.
Date Stamp: Use this to change the date of an existing news item.
Visibility: This section allows you to limit the visibility of the news item to certain users. For example, some items might only be visible to administrators or just website members rather than everyone.
Sticky: If you want a news item to always be at the top no matter how old it is, make it a "sticky". If you no longer need that news at the top, remove the sticky.

Preview   Click this button to see a preview of the news item you are adding. Doesn't always look correct, so make sure you view your front page separately.

Update news in database   When everything is finished, click this button to update your news and add it to the database.

NOTE: Do not use the "Save" button located to the right under "preset" to save your news!

14. Internet Search Engine Optimization

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

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With billions of pages available on the Internet, getting visitors to your website can be a daunting task. The key to a successful and popular website lies in Internet search engines such as Google, AltaVista, Lycos, MSN and others which are used by over 90% of Internet users to find information.

The following guidelines are no guarantee that your website will be ranked at the top of a search engine, but they will guarantee that you have a better chance than most sites. The formulas used to rank a website are complicated, constantly changing and sometimes company secrets.

Overall Design

The first thing to consider is the overall design of your site. Many search engines take into account speed and errors in their formulas.

Connection Speed: Know your audience - don't use heavy graphics if many are still using phone modems. Use traffic monitoring software to analyze.

Compatibility: Make sure your site works correctly in MS Internet Explorer, Firefox, Netscape & Opera

Remove Errors: Use a spellchecker and code checker. Free code checker: http://validator.w3.org/

Remove "Under Construction": Sites using "This page is under construction" messages won't be listed.

Make your site "Sticky": Stickiness, or the amount of time visitors remain on your site, is also important.

Keeping your site current and interesting makes visitors hang around longer - which is taken into account by some search engines.

Keywords

This is the meat of your work. Since search engines use keywords to search for websites, using the right keywords on your websites is crucial. Be realistic about what keywords will work. Be as specific as possible.

For example, let's say you are the San Bernardino Central Committee. Don't rely on "democrats' as your main keyword - a simple Google search finds 52,400,000 of pages - so your chances of being listed near the top are slim to nil. Trying "california democrats" narrows the search down to 12,600,000 pages which improves your odds of being found, but not by much.

However, using a narrow group of keywords such as "san bernardino democrats" finds that there are 'only' 251,000 pages. Now you have a much better chance of not only being found, but with just a little extra work, you can even be listed within the first few pages. (FYI, the San Bernardino Central Committee website is ranked number one on Google, Yahoo, AltaVista, MSN for its focused keywords "san bernardino democrats".)

Use the right keywords
- Include variations - including common misspellings

- Don't include 'stop' words such as 'and' or 'the'

- Use keywords throughout your website

Where to place your keywords?
HTML Title
The title is the most important part of your page - every search engine supports the title tag and is typically the first text a visitor sees in the list.

The HTML title is hidden in the underlying code of a webpage. Many editors allow you to view this code so you can make the changes. You will find the title code after the <HEAD>:

<head>
<title>Your title goes here and should incorporate your keywords. But don't repeat them more than twice and don't use CAPS.</title>

Page Text
Use your keywords generously on your main page since it will be the one that has a better chance of being ranked higher. Some search engines only index the main page. Try to have at least 100 words (not keywords) on the page so that search engines feel it is not just a spam page.

Keyword Prominence: Place keywords at the top of each page and as close to the beginning of a sentence as possible.

Keyword Proximity: Place keywords as close to each other as possible.

Keyword Density: This measures the relationship of keywords to other text. The higher the percentage of keywords in relationship to other text, the better. The recommended density is 3-7%. This means that your keyword should repeat 3-7 times for every 100 words.

Don't Spam: Do not hide keywords or use tiny print - your site will be rejected.

Meta Description Tag
The meta description tag is especially important because it's the only tag supported by some engines. They also use this tag to display a brief summary of your site. It is hidden in the underlying code of a webpage. Many editors allow you to view this code so you can make the changes. You will find the code after the <HEAD>:

<html>
<head>
<meta name="description" content="Your site's description should go here. Use your keywords but keep it between 150-250 characters.">
</head>

Don't repeat your keywords more than 6 or 7 times.

Meta Keywords Tag
This piece of code is where you get to actually list the keywords you feel are important for someone to find you. List them in order of importance and separate each with a comma. Here's an example of a meta keyword tag:

<html>
<head>
<meta name="keywords" content="san bernardino democrats, california democrats, democrats, etc.">
</head>
</html>

You can repeat your keywords 3-5 times, but don't list the same keyword repeatedly in a row.

Image ALT Tags
Search engines don't index images. Text graphics such as logos with business names or descriptions can't be indexed. Therefore, each image has an "ALT" tag that is used as a description for the image.

Always use the ALT tags for your images to make sure search engines recognize all the content on your site. You can place keywords in the ALT tag to increase your keyword frequency and help achieve better positioning.

The ALT tag can usually be accessed by right-clicking on an image while working in an editor. However, if you need to access the HTML code to add the tag, it should look something like this:

<img src="images/logo.gif" width="240" height="60" border="0" **alt="Place your keywords and/or image description in here."**>

Comment Tags
Comment tags are also hidden in the HTML code and are not visible to the average visitor. However, some search engines can index them. This means that you can use comments to increase keyword frequency, which we know is an important factor in many ranking algorithms. They should be placed in every page and can be found in the HTML code:

<!-- This is a comment. Place your keywords in between these arrows. -->

Domain Name
The domain name is the part of the URL that comes between "www." and ".org". It's the name of your website. For example, in the case of the URL http://www.SanBernardinoDemocrats.org, the domain name is "SanBernardinoDemocrats".

Many search engines now prioritize the use of keywords in a site's domain name in their ranking formulas.

When selecting a domain name, keep your major keywords in mind. Alphabetical order might also be a consideration.

Domain names are cheap - consider getting multiple versions.

Website Popularity

More and more search engines are using link popularity in their ranking algorithms. The more sites that link to you, the more important or relevant it will appear. Plus, the higher the search engine ranking that the linking sites have, the more importance is placed on your site.

This is probably the most time-consuming and complicated aspect of your efforts as it requires finding quality sites that are willing to link to you.

Do not use FFA (Free For All) sites since some search engines, such as Google, say that FFA sites are an artificial and illegitimate way to increase link popularity. These "link farms" are considered spam and can get you banned.

Link Exchange Programs are also frowned upon.

Your best option is to work with other Democratic webmasters and exchange site links whenever possible. Always try to find sites with similar topics/keywords as yours.

15.   Fundraising Fundamentals

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

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Introduction

Money, "the mother's milk of politics," is a key ingredient of any successful political campaign. Every one of us in a Democratic Club, and the California Democratic Council (CDC) itself, has been faced with the challenge of raising money to support our projects: keeping the organization alive, growing, and vigorous; producing a newsletter; supporting a party headquarters; electing a candidate; passing a ballot measure; and even raising more funds.

We in the CDC have collectively amassed a huge amount of experience, which we are sharing in "Fundraising Fundamentals for CDC Democratic Clubs." This document will remain a work in progress. As new ideas come forth, we will continue to share those techniques that are tried and found successful.

Dues

The first and most obvious way that a CDC club can raise money is through an annual charge to members. Here are some considerations in maximizing this source:

- It is inadvisable to specify the amount of your dues in the club's bylaws. Over the past 40 years the value of the dollar has dropped by an average of 4% per year. This inflation means that you'll have to raise dues periodically. It is best to specify that your club's Executive Board should have the power to set dues.

- People are more willing to join a club if they get one year of membership for one year of dues. Since people tend to join at random times during the year, it is better not to collect all dues at one time of the year, as in January.

  With a spreadsheet such as Microsoft Excel it is very easy to keep track of the date that a member has joined and to set up a reminder that dues are due on the anniversary of that date. It is also easy to print personalized form reminders to members that renewal is due.

  On the other hand, having everyone pay at the same time makes it much easier for the treasurer and/or whoever is keeping track of paid members. If your yearly dues can be easily divided by quarter (i.e., $16/year), you can just charge new members for the remainder of the year and everyone will be happy.

- Many members are willing to contribute more than the required dues – some even do so without being asked! Therefore, they should be given every opportunity to make an extra donation. In your club application and your renewal notice state a desired amount and both higher and lower amounts. We've all received fundraising letters that have a line like

```
$100____   $50____   $20*____   $10____   other____
        *This amount would really help!
```

  There is a reason for such a line. It works.

- Print your application/renewal form on a self addressed "remittance envelope" so that your member can tear off the application, insert it into the envelope, and mail conveniently. You can find these on the Internet (e.g. actionenvelope.com). Printed remittance envelopes cost only about 21 cents each. Your officers should keep a stack of such envelopes with them at all times.

Events

Fundraising parties

Fundraising parties can bring in thousands of dollars. Many clubs have two such events per year, a picnic or barbecue in late spring or summer and a holiday party in December. August has an advantage for a picnic because Congress and the state legislature are out of session, so that senior elected officials are available to attend, as they are in December as well. Presence of such people at your event is a good draw. And politicians like to attend; it helps their own political careers. For this reason many clubs hold their events at those times, and consequently there is competition not only for the officials but for other, paying, people to attend. Consider having the picnic earlier in the season – 4th of July, for example. Rather than a holiday party in December, a Presidents' Day party in February may bring in more people.

Start early. A really good holiday party requires months of planning. Good restaurant locations may even require a reservation a year in advance, particularly at popular times of the year.

Other fundraising events need not be a dinner party. Many feature a speaker as a good draw. In such cases you might want to find donated or very low cost space for the location. Good places to check are schools, libraries, churches, community centers, and office building atrium areas. Check with your county government: In Santa Clara County, as unlikely a place as the sheriff's auditorium is free for public events. Food, even something as simple as coffee and cookies, is always useful, so ask if food is allowed. Be sure to leave the facility at least as clean as you found it.

Consider the necessity and desirability of audio-visual equipment: microphone, speakers, podium, computer projector, VCR or DVD player, etc. Is electrical power convenient?

Publicity

Letters to potential attendees are the best way of attracting people to your event. Obviously, you include your own membership in the contact list, but you should target as many others as might be interested.

Here again you are in competition with other organizations, which, for that very reason, are frequently reluctant to share their membership lists. There are some organizations that do publish membership directories. As many of your members will belong to more than one organization, ask your members for any contact lists they might be able to obtain.

Election campaigns always have such lists but they, too, are almost always unwilling to share the sources of their own funds. However, since many activist members of Democratic Clubs are involved in these campaigns, these members should be on the lookout for such lists.

Always enter these names and address and other relevant information into a database or spreadsheet. Keep track of responses. Save them for next year.

The California Secretary of State provides names of contributors to candidates in elections as well as the amounts contributed. These are found at the Secretary of State's web site at:

<p style="text-align:center;">cal-access.ss.ca.gov/Campaign/Candidates</p>

You can copy all that information and paste it into a text file. Many of the entries are from groups such as labor unions and business and professional organizations, but there are many individual contributors listed as well. The Secretary does not provide addresses, but these can usually be found in the voter files of your county Registrar of Voters.

Your letter should include an R.S.V.P. envelope and a due date for its return. It is not a good idea to sell tickets. Assure those that respond that their canceled check is their ticket, and keep a list at the door of those that paid.

Remember, too, that marketing studies have shown that you greatly increase your response if you follow the letter, two or three days later, with a phone call.

Every club should have a web site and e-mail distribution lists. E-mail messages and notices posted on web sites announcing your event are desirable simply because they are free, or at least included in the normal costs of maintaining the site. You won't find them particularly effective in attracting additional attendees, however. Still, it can't hurt.

Many small community newspapers will publish a list of events at no or minimal charge. Call those newspapers in your area, and see what the requirements are.

Pricing

The word here is this: "Don't be stingy with your club!" Set the price high. This is a fundraiser, not a social event. For your holiday party pick a reputable restaurant where people know that the food will be good. People are used to paying $40 for a good meal, so if you charge $65/$70, you'll find people willing to pay extra for the opportunity to socialize with each other and with the elected officials present.

The same applies to your picnic. The food at barbecues is much less expensive than at good restaurants, often only $15 if catered and less if you do it yourself. An extra $10 per admission won't deter many people from attending.

Raffles (Opportunity Chances)

Once people have paid the high price that you have wisely set for admission to your event, they don't like to be hit up again at the event for additional funds, particularly at your holiday party (when there are other holiday related expenses for everyone). At such events, 'opportunity chances' are not a good idea. (*You are not allowed to have 'raffles'. Instead, call them 'opportunity chances'.*)

Free events are another story, and you might consider an 'opportunity chance'. Club meetings are normally free (unless your venue is a restaurant), and an occasional 'opportunity chance' might be worth having. You should definitely advertise the 'opportunity chance' in advance, so that there are no surprises. People don't like surprises when it comes to money.

Silent Auctions

Unlike raffles, a silent auction at your holiday party is a great way to raise additional funds for several reasons: first, it's voluntary so people don't feel exploited; second, people get something for their money, often at a bargain price; and third, people can choose the item on which to bid.

The way it works is this: Attendees are asked to bring an item or two for the auction. These are displayed with a sheet describing the item and its donor together with a minimum bid and a minimum increment, say $5 and $1. The first bidder writes his name on the sheet together with his bid, say $5. The second bidder writes her name under the first name and a bid of at least $6. And so on. At the end of the event that last person on the list is declared the winner, and must pay his or her winning bid and take home the prize.

Books are a great item for such an auction. We Democrats are all readers, and we have similar tastes in reading: politics, history, economics, sociology, and so on. Are you ever again going to look at that book you've finished reading, really? Be honest. It will only take up valuable shelf space. Donate it to the club's silent auction and share your newfound knowledge with others while raising valuable cash for a worthy cause.

Another good item is to auction lunches with your local elected officials. Approach these officials about providing lunch at their expense for your members; they will often comply. For people living in northern California lunch with an Assembly member or State Senator at the Capitol is particularly attractive.

Be aware, however, that items sold at a silent auction rarely bring in as much as the original price paid for it. Thus, members should be discouraged from purchasing items to donate to the auction as sometimes happens.

Fundraising Letters

Often it happens that you need to raise money for a special project – an election campaign, purchase of equipment, a party headquarters, etc. In such cases a letter asking for money for that specific project is the easiest and fastest means.

The mailing lists can be obtained as described in the Publicity section above. Here are some additional considerations to make the letter effective:

- Don't write that you need money (although you do). Write as an advocate for your candidate, your club, or your party.

- Make it personal. Use your word processing software to address each person by name. CDC can help you do this, if you have not done it before.

- Make it even more personal. If at all possible, use an example of a real person and how he or she suffered or succeeded because of efforts so far. Emphasize that such efforts will end unless they, the recipient of the appeal, pitch in to help.

- "Some politicians want to close Guantanamo. They want to get rid of our interrogators. ... Why can't we do with this what we do with other jobs in this country -- outsource them to India. If you want to torture people, put them on a computer tech support line in New Delhi for a half an hour." --Jay Leno. If you Google "political humor" or "political jokes" you'll get literally hundreds of thousands of hits. Everybody loves a little chuckle.

- Don't discount anyone. Cast your net as widely as possible.

- But try to target your recipients. Again with software it is easy to tailor a half dozen slightly different letters to a half dozen different types of group. The Democratic Party attracts members for different reasons: Some are most concerned about economic opportunity, some about the environment, some about peace, others about liberty and the threat to civil rights, others because of our inclusiveness of people of different race, sexual orientation, and disability, and others, yes, because they really are people of faith without hypocrisy. You might find mailing lists for these groups.

- It is obvious but sometimes forgotten: be sure to tell your donors to whom to make their checks out to.

- Always include a self addressed return envelope with pre-paid postage. If the letter is going to people likely to respond (such as club members) a first class postage stamp on the envelope might induce just enough guilt – no one likes to throw away a stamp – to impel a response. It is also useful to include a card with the addressee's name and address for them to return with their contribution.

- Again use the open ended amount to donate: "We'd like $20 but we'll take as much as you have!" but maybe slightly less blunt than this.

- Be sure to include your club's web URL so that the donor can find more information.

- Never, ever write a letter longer than 2 pages, less if possible.

- If you have the resources, send a reminder to potential donors that have not responded. It has happened that reminder letters are even more effective than the originals.

- Stay positive. Letters to strangers typically have a response of about 3%. 5% is pretty good, 10% is great, and if you get 15% you have a lucrative career in marketing ahead of you.

Tabling

Setting up a table with your logo and literature not only can attract paying members, but it can attract donors providing that you require funds for a worthwhile project like electing a candidate or providing medicine for Mali, or some such thing.

There are festivals and parades nearly every weekend, and most allow political organizations to set up a table at no cost. Because these events require permits, your local or county governments are aware of the organizers and dates. Early in the year contact these governments to get their lists.

Farmers' markets tend to attract people of our political persuasion – people into organic foods and such – and these markets will often allow tabling. Markets tend to advertise in local papers, so check these to find dates and locations of these farmers' markets.

Sales

You can raise money by sales. Check www.fundraising.com for a whole bunch of food items and gewgaws you can order as well as other tips on fundraising.

Also check the Internet for other sources.

For example, www.demstore.com will make custom apparel in the U.S.A. by union labor. Your club should certainly have a union made T-shirt for sale with your club's name.

And don't forget to check out www.cafepress.com which provides a complete store with your logo printed on a variety of merchandise.

16.   Complying with Campaign Finance Laws

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Introduction

Under Federal law Democratic Clubs are Political Action Committees (PACs). They are regulated under the Bipartisan Campaign Reform Act (BCRA), better known as "McCain-Feingold". California law treats clubs as regular committees that is, clubs are not political party committees. As such there are regulated under the Political Reform Act of 1974 and Proposition 34 of 2001.

Section 527 of the US Tax Code provides a category for political organizations to accept contributions without paying tax on those contributions as "income." The State Party, the CDC, all Democratic clubs, groups like MoveOn, etc. are exempted from taxation under this section of the tax code.

There are three governmental bodies to whom some Democratic clubs will have to report: the Internal Revenue Service (IRS), the Federal Election Commission (FEC), and the California Fair Political Practices Commission (FPPC). We will cover all of these in the sections that follow.

Who has to file

Both Federal and California law have made it necessary for some political clubs to report income and expenses to the Federal Elections Commission (FEC) and to the California Fair Political Practices Commission (FPPC). There are basically two conditions both of which must be met before a club is required to file. One is how much money the club earns or spends in a calendar year, and the other is what kinds of political activity the club engages in. Some Democratic club will satisfy both conditions and will therefore be required to file with both the FEC and the FPPC.

The financial trigger is the raising of at least $1,000 in a calendar year, or if you spend at least that much, on electoral activities. If you raise or spend at least that amount on the campaign of a federal candidate–Congress or U.S. Senate–you are required to file with the FEC. Any money you take in is considered a "contribution." Thus, suppose you have a summer picnic or a holiday party for which you charge attendees, and the income is more than $1,000. You've satisfied one requirement. This is true even if your expenses are such that you lose money on the event. The full purchase price of a fundraising item or ticket to a fundraising event is considered a contribution.

The other triggers are political activities. Suppose now you've raised more than $1,000. If you do nothing but hold informational meetings, you're OK. You don't have to file. But if that money is raised in support of a candidate for state or local office or if you spend $1,000 or more on such a candidate, you must file with the FPPC. Similar rules apply for candidates in a federal election – Congress or U.S. Senate – in which case you file with the FEC. Making independent expenditures of more than $1,000 for candidates and or ballot measures also trigger FPPC or FEC reports.

Note: An "independent expenditure" is a payment for a communication that identifies a candidate or ballot measure and expressly advocates the election or defeat of the candidate or measure, but is not done in coordination with the candidate or ballot measure.

The activities of many Democratic clubs are limited to periodic meetings, publishing a newsletter, and such administrative functions. Such activities do not trigger filing requirements. As long as contributions to candidates or expenses that are made in support of their campaigns (voter registration, precinct work, phone banking, etc.) do not exceed $1,000, the club need not file.

Setting up your club

Most of you will already be associated with established clubs, and those clubs should have already filed the proper forms with all of the reporting agencies. However, if your club officers have changed, it is wise to make certain that the proper organizational forms have been filed. And, of course, if yours is a new club, you should file all the forms described here.

1. **Form SS-4 with the IRS:** All clubs must have their own "employer identification number" (EIN) even if they have no employees. The EIN is necessary to open a bank account in the name of the organization. To get an EIN you must file form SS-4 with the Internal Revenue Service. You can also apply on line by going to the web site

https://sa.www4.irs.gov/sa_vign/newFormSS4.do

Follow the on-screen instructions to download. When you fill this out, you are "Other nonprofit organization" and specify Political Action Committee.

Never use a club member's social security number to open a club bank account.

2. **Form 8871 with the IRS:** File this as your initial notice that IRS should treat your organization as exempt under Section 527.

This form can only be filed electronically. You can do this by going to:

http://www.irs.gov/charities/political/index.html

www.IRS.gov/polorgs

Once this form is filed electronically, Form 8453-X is generated. Print, sign and mail this one. These instructions are available is great detail under Forms and Publications, Instructions for Form 8871. You should at least read them on-screen when you get your SS-4.

Assuming that your club has crossed the threshold for reporting, here are the steps required to comply with the laws.

3. **California Statement of Organization (Form 410) to the FPPC:** This must be filed within 10 days of qualifying as a committee (so why not do it today?), unless that falls within 16 days of an election in which case it has to be filed within 24 hours (so just get it done now). If any of the information changes, such as a new treasurer, you have to file an amendment within 24 hours of the change, so get it ready to file when you have your officer elections for your club.

Once you file this, your club will have an FPPC number which must be included with any contribution your club makes to other PACs or to campaigns.

Here's the link: http://www.fppc.ca.gov/forms/1-05forms/410.pdf

 If this doesn't work, go to http://www.fppc.ca.gov/

Click on Forms on the top buttons, and scroll down to this form.

(While you're at the forms list, you should probably download the reporting forms so you can review them. Knowing what information you have to collect in advance will help you record it in a way that is easy for you to retrieve.)

4. **Federal Statement of Organization - FEC Form 1:** File within 10 days of exceeding a registration threshold or any change in organization such as the election of a new treasurer, a new address, etc.

Forms and information (more than you'll ever want) are available from the FEC web site at

http://www.fec.gov

To get the forms you need it is easiest to click on "Site Map" on the tool bar. Then scroll down to

Help With Reporting and Compliance

Filing Information
Reporting Dates
Electronic Filing
Reporting Forms
Filing With Other Agencies—IRS
…

Click on "Reporting forms", which will bring up a page of forms. Be careful! You need to scroll down to the heading:

Forms for PACs and Parties

Under that heading click on Form 1 "Statement of Organization", which will bring up a 4 page .pdf form that you can print out. Also, click on Instructions; it is helpful to read them as there are a few things that are not obvious. Among these:

- ADDRESS: If your club does not have a unique address, it is useful to put in the address of the club treasurer, because information about FEC regulations and filing will be sent here.
- Line 2 asks for a date. The date wanted is the date that the club crossed the threshold for FEC filing. Admittedly many clubs past that threshold long ago but have not yet filed a statement of organization. In such cases if you put the actual date, long ago, that you crossed the threshold, the FEC may ask you to file all back reports from that date. Also, when you elect a new treasurer, you must file a new Form 1 within 10 days. On Line 2 enter the date that the treasurer took office.
- If you are filing for the first time, ignore line 3, which asks for your FEC identification number. That number is assigned after they receive your statement of organization.
- Line 5 has six choices for the type of committee. A Democratic club will almost always choose option (f) "This committee supports/opposes more than one Federal candidate, and is NOT a separate segregated fund of party committee." *Note: a "separate segregated fund" refers to a bank account maintained by a corporation or labor union for political activities*.
- Line 6 asks for the name of any connected organization. Do not leave this blank: Enter "None," unless your club controls another organization, which will rarely be the case.

Send the completed form to the Federal Election Commission, 999 E. Street, N.W., Washington, D.C. 20463. A month or so after you file, you'll receive a package of federal rules and regulations together with your new FEC number. Also you'll receive FEC form 3X, "Report of receipts and disbursements."

Raising and Spending Money

The first thing to understand is the difference between "hard" and "soft" money. These are not legal terms, but are just informal words to describe funds that can be used in certain ways. Other commonly used equivalent terms are "federal" for hard money and "nonfederal" for soft. The concepts are simple, but remember that they only apply to federal elections.

> **hard money**: As applied to clubs, this is money raised from individuals.
> **soft money**: Money raised from corporations, unions, and foreign nationals.

Thus, these terms have nothing to do with amounts of money raised, only the source of the money.

The reason that this is important is that the McCain-Feingold law restricts expenditures on federal election activity to hard, federal money. Since most Democratic clubs raise money exclusively from individuals, most of us deal only in such hard money and therefore have no restrictions on how we may spend it. There are, however, restrictions on how much we may spend, but those limits are sufficiently generous that most clubs are not affected by them.

Hard money is regulated by law and can be used to influence the outcome of federal elections –- that is, to advocate the election of specific candidates for federal office. Soft money is not regulated by law and can be spent only on activities that do not affect the election of candidates for national office – that is, for party-building activities, administrative costs, and to help state and local candidates.

While soft money cannot be used by political parties to support federal candidates, it can be used for "party building" activities. These efforts have become controversial because they are almost indistinguishable from party support for federal candidates. For example, a political party would have to use hard money contributions, which are limited and regulated, to pay for a television advertisement that explicitly encouraged voters to vote for a specific candidate. If the ad, however, simply showed a particular candidate and then encouraged voters to support that candidate's party, soft money could be used to pay for it.

It does happen frequently that a Democratic club will receive money from a union – soft money. Most often this is when the club holds a fundraiser, perhaps a holiday party, and a union will purchase tickets for several of its members. Now things get complicated, especially if the club is involved in any kind of federal election activity such as voter registration and get out the vote, and most clubs are. If you raise money from such a restricted entity like a union, it simplifies things to open a second checking account. This would be your "nonfederal" account. Have checks printed with your FPPC ID number on them. All money from the union goes only into that account. You can use that money for contributions to state and local candidates, but many other club activities impact federal elections. Your newsletter might recruit volunteers for your local Democratic Congressperson, for example. For these, you must use your hard, federal money account.

One more thing about spending on a get out the vote (GOTV) drive: If the drive specifically involves a federal candidate all expenses must be paid from your hard money, federal account. If it involves only state or local candidates or measures, you can spend from your soft money account. If it is for a primary or general election on which both federal and state candidates appear, you can spend half hard and half soft money.

As mentioned above, there is a limit to how much money you can raise from an individual for making contributions to candidates for state office. And to confuse things even more, these limits are different for the state and federal governments. The most money you can raise from an individual to put into your federal money account is $5,000. California law currently prohibits donations from a person to a club of more than $5,600. That figure is by law adjusted to inflation. You should check the FPPC web site at http://www.fppc.ca.gov/bulletin/contribchart.pdf for current limits. If the money is used for administrative expenses (e.g., a newsletter) or generic GOTV activities, there is no limit.

What happens if your club should be so lucky as to receive a donation from a union of more than $5,600? There is even more complication. To keep things simple, you should open a third bank account specifically for soft money to be used for "administrative purposes." Put $5,600 in the account used to fund local and state candidates. Put the rest in the administrative purposes account, which can be used for your newsletter and other items not related to election campaigns.

If you make a mailing of over 200 similar items either to solicit contributions or to endorse a candidate, you must identify your club by the name as registered with the Secretary of State. If you are soliciting contributions, you must also state explicitly as follows: "Contributions are not tax deductible for federal income tax purposes."

If you receive a contribution of $100 or more from a single donor, you must obtain the name, address, occupation, and employer of the donor. Normally, you will know the name and address, but frequently not the occupation and employer. If you cannot get that information within 60 days, you are required to return the donation. Note that this information is required for the FPPC. For the FEC the minimum contribution requiring this information is $200.

One more thing: if you receive a donation of $100 or more, it must be by check as opposed to money orders, cashier's checks, or cash. The check must have the name of the donor and the payee. It follows that anonymous contributions of $100 or more in a calendar year are not allowed. The prohibition against accepting large donations in the form of money orders or cashier's checks is to guard against money laundering.

Once you have filed, you must continue to file even if you have no income and expenditures at all. To end the requirement for filing, you must have a bank balance of zero and file a termination form.

Filing with the State

Once you have filed your statement of organization forms with either the state or federal governments, you must file forms regularly, whether or not you continue to cross the filing threshold. Filing dates for the state and federal forms are different.

FPPC: File semi-annually by July 31 and January 31 of the following year:

> **Form 425** - File this form if there has been no activity at all.

Once you start raising and spending money, you will have to file either Form 450 (short form) or Form 460 (long form), but almost everyone will require the long form.

> **Form 450 - the short form**

You may file this form only if your club has: not received contributions or payments totaling more than $100 from a single contributor or source; has not made payments to a single vendor totaling more than $100; has no unpaid bills at the end of the period, and has no outstanding loans.

If you don't meet those requirements, you will have to file

> **Form 460 - the long form**

The blank form is, as of January, 2005, 36 pages long, but a lot of it rarely applies to clubs. For example, the form requires disclosure of such things as loans and nonmonetary contributions received.

Also, the instructions are included in the form and not in a separate publication.

The relevant parts are:

- **The cover page** giving such information as the type of your committee (i.e. general purpose, small contributor), name of your club, name and address of the treasurer, etc.
- **The summary page** where the data from the following schedules are summarized.
- **Schedule A** on which you list the names, addresses, employers and professions of contributors whose total cumulative giving exceeded $100 during the calendar year. This means that if a contributor gives $75 in May s/he does not have to be listed, in the July 31st report. If that same contributor gives another $75 in October, s/he must be listed in the January 31st report. It is therefore useful to obtain the occupation and name of employer of everyone that contributes to your club, no matter how small the contribution.
- **Schedule D** listing contributions to specific state and local candidates and to committees supporting or opposing ballot measures.
- **Schedule E** for all payments of $100 or more to vendors.
- **Schedule I** for miscellaneous increases to cash of $100 or more. For example, if your club is wealthy enough to generate interest on your account of $100 or more, that is listed here.

The CDC has created forms in Microsoft Excel that are essentially identical to Schedules A, D, and E. Because the form is in Excel, most calculations are done automatically. Also, if you keep records of your contribution and expenditure data in Excel, you can copy and paste this into the CDC form in seconds. There are links to the schedule data sheets, so that the entire form will be completed essentially instantaneously. These forms are available to clubs affiliated with the CDC.

As an example page 9 shows typical expense data that a club would record: date, vendor, address, a description of the payment, and the amount paid. The column labeled "Code" can be left blank if the "Description" column is filled. Only payments of $100.00 or more need be communicated to the FPPC, so only these are shown. These data are entered into an Excel worksheet named, appropriately, "Data".

Page 10 shows another worksheet in the same Excel file. The worksheet is constructed to look very much like the official FPPC Form 460 summary page of Schedule E, which is where you report payments to vendors, candidates, and committees. Each of the cells in the Summary page is linked to the corresponding cell on the "Data" worksheet.

Subsequent worksheets create the continuation pages of Schedule E.

A final worksheet, which is not illustrated, allows you to enter the name of your club, the period covered, and your FPPC ID number. These values are copied automatically onto all pages of the schedule.

Form 465: Supplemental Independent Expenditure Report

File this if your club has made independent expenditures totaling $1,000 or more in a calendar year to support: a single candidate; a single ballot measure, or the qualification of a single ballot measure.

The dates for filing these reports during election years are back-dated from the date of the election. It is wise to get the filing deadline from the FPPC web site at the beginning of every year, or if there is a special election called during the year.

Microsoft Excel - H2-06 FPPC- E.xls

Date	Name	Address	CityStZip	Code	Description line 1	Amount
07/04/2006	Janet Sangster	6014 N. Winchester Ave.	Fresno, CA 93704		Refund for convention overcharge	$420.00
07/09/2006	Brad Friedman	7107 Hillside Ave.	Los Angeles, CA 90046		Travel, hotel	$323.91
07/09/2006	Brad Friedman	7107 Hillside Ave.	Los Angeles, CA 90046		Travel, gasoline	$100.00
07/13/2006	AT&T, Inc.	P.O. Box 989029	West Sacramento, CA 95798		AT&T 800 number, internet, etc.	$177.10
07/24/2006	Pacific Event Planners	1328 9th Street Suite #3	Santa Monica, CA 90401		Sale of advertisements	$439.80
08/14/2006	AT&T, Inc.	P.O. Box 989029	West Sacramento, CA 95798		AT&T 800 number, internet, etc.	$170.46
09/13/2006	AT&T, Inc.	P.O. Box 989029	West Sacramento, CA 95798		AT&T 800 number, internet, etc.	$185.40
09/14/2006	Projection Technologies	Santa Clara Convention Center	Santa Clara, CA 95054		Sound equipment	$1,500.00
10/06/2006	Uribe Printing, Inc.	2900 Adams St. Ste A-20	Riverside, CA 92504		Printing of business cards	$301.21
10/13/2006	AT&T	P.O. Box 989029	West Sacramento, CA 95798		AT&T 800 number, internet, etc.	$181.93
10/24/2006	Uribe Printing, Inc.	2900 Adams St. Ste A-20	Riverside, CA 92504		Printing of business cards	$230.75
10/25/2006	National Printer	510 North 5th St.	San Jose, CA 95112		Printing of donation envelopes	$172.12
11/11/2006	Winchesters Grill	632 East Main St.	Ventura, CA 93001		Business lunch	$180.50
11/13/2006	AT&T, Inc.	P.O. Box 989029	West Sacramento, CA 95798		AT&T 800 number, internet, etc.	$183.42
12/14/2006	AT&T, Inc.	P.O. Box 989029	West Sacramento, CA 95798		AT&T 800 number, internet, etc.	$182.72

Sample data for FPPC Form 460 Schedule E.

Schedule E

Payments Made

SCHEDULE E

CALIFORNIA FORM **460**

Statement covers period
from 7/1/06
through 12/31/06

Page ___ of ___

NAME OF FILER: California Democratic Council

I.D. NUMBER 743865

NAME AND ADDRESS PAYEE	CODE	OR	DESCRIPTION OF PAYMENT	AMOUNT PAID
Janet Sangster 6014 N. Winchester Ave. Fresno, CA 93704			Refund for convention overcharge	$420.00
Brad Friedman 7107 Hillside Ave. Los Angeles, CA 90046			Travel, hotel	$323.91
Brad Friedman 7107 Hillside Ave. Los Angeles, CA 90046			Travel, gasoline	$100.00
AT&T, Inc. P.O. Box 989029 West Sacramento, CA 95798			AT&T 800 number, internet, etc.	$177.10
Pacific Event Planners 1328 9th Street Suite #3 Santa Monica, CA 90401			Sale of advertisements	$439.80
AT&T, Inc. P.O. Box 989029 West Sacramento, CA 95798			AT&T 800 number, internet, etc.	$170.46
AT&T, Inc. P.O. Box 989029 West Sacramento, CA 95798			AT&T 800 number, internet, etc.	$185.40
Projection Technologies Santa Clara Convention Center Santa Clara, CA 95054			Sound equipment	$1,500.00
Uribe Printing, Inc. 2900 Adams St. Ste A-20 Riverside, CA 92504			Printing of business cards	$301.21
AT&T P.O. Box 989029 West Sacramento, CA 95798			AT&T 800 number, internet, etc.	$181.93

SUBTOTAL $ 3,799.81

Schedule E Summary

1. Payments made this period of $100 or more. (Include all Schedule E subtotals.) ... $ 4749.32

2. Unitemized payments made this period of under $100 ... $ 2287.42

3. Total interest paid this period on outstanding loans. (Enter amount from Schedule B, Part 2, Column (d).) ... $ 0.00

4. Total payments made this period. (Add Lines 1, 2, and 3. Enter here and on the Summary Page, Column A, Line 6.) TOTAL $ 7036.74

Example of Summary Page for FPPC Form 460 Schedule E.

Filing with the Feds

FEC Form 3X

The form you will need to file with the federal government is Form 3X, "Report of Receipts and Disbursements." This form asks for much the same information as the state form 460, but of course the format is different. The relevant parts are:

- **The summary** giving such information as the type of your committee (i.e. general purpose, small contributor), name of your club, name and address of the treasurer, etc.
- **The detailed summary page** where the data from the following schedules are summarized.
- **Schedule A** on which you list the names, addresses, employers and professions of contributors whose total cumulative giving exceeded $200 during the calendar year.
- **Schedule B** for all payments totaling $200 or more in a calendar year to vendors, candidates, or campaigns.
- **Schedule E** for itemized independent expenditures.

Of these Schedules A and B are the lengthiest and most tedious to fill out. Fortunately, the FEC allows you to supply the same data on your own form such as might be printed from an Excel spreadsheet provided that the form has been approved in advance by the FEC.

> **IMPORTANT:** If you file a paper form (rather than electronically) you must send the forms by certified mail. Otherwise the FEC will consider the filing date as the date received. Fines are stiff for being late.

Filing Electronically

A club or committee that receives contributions or makes expenditures in excess of $50,000 in a calendar year is required to file electronically. You are required to do so even if you anticipate such contributions or expenditures. There is a big advantage in electronic filing even if your income and outgo are less than $50,000. The reason is that you can paste all your data into Excel spreadsheets, one for contributions and another for expenditures, and then upload the data to the FEC.

The disadvantage is that there is something of a learning curve involved. However, technical support by phone is available, and it is easy to reach a human being who can help with the process.

To get started go to the FEC web page http://www.fec.gov/support/index.shtml. There you'll find a link to Getting Started With FECFile (For PAC and Party Committees. This is a 48 page manual that explains the procedure for obtaining a password and for downloading and using the FEC software.

Another link, Importing Data into FECFile (Downloading and Using the Import Formats), on the same page provides information on the Excel spreadsheets that allow you to import your data.

Taxes

Democratic clubs are exempt from Federal and State income tax for contributions, dues, and fundraising income received. However, under section 527 of the Tax Code they are subject to other forms of income, most commonly interest on bank accounts. The IRS regulations state "A political organization, whether or not it is tax-exempt, must file Form 1120-POL if it has any political organization taxable income." Thus if your club's bank account earns interest, you may be required to file with the IRS. Fortunately, the form is very short – one page – and there is a $100 deduction. Clubs (which are rarely the principal campaign committees for a candidate for Congress) are required to pay tax at a rate of 35% of net income. Principal campaign committees have different rates.

If your club has taxable income, you'll enter your EIN on the Form 1120-POL.

Record Keeping For Contributions

When you open your bank account, order checks and deposit slips with a duplicate for each one. Also, the person who makes the deposits, writes the checks and keeps the books should NOT be a signer on the account!

When you ask for contributions, you must also ask for the name, address, profession and employer from the contributor. The contributor must also sign a declaration that the money is from his/her own funds, s/he is a US citizen, and that s/he is aware that the contribution is not tax deductible.

When you get the contributions and contributor information, organize your deposit in the following way:

1. Photocopy all the checks (you can copy several onto one sheet, and even shrink them to squeeze them onto one sheet of paper.)
2. List the checks on the deposit slip
3. Total the deposit slip
4. Add up the amounts on the check copies
5. Confirm that the total on the deposit slip is the same as the total of the copies
6. Attach the check copies to the copy of the deposit slip
7. Take the deposit to the bank
8. Get a receipt from the bank for the deposit
9. Attach the deposit confirmation to the copy of the deposit slip and the packet of check copies

When you write checks to vendors (the phone company, the printer, the landlord, to Office Depot, etc):

1. Make sure there is an invoice
2. Make the check out for the amount on the invoice, or write on the invoice why the amount is different (e.g. "returned one box of paper for $11.35")
3. Staple the copy of the check to the invoice
4. Present the invoice and the original of the check for signature
5. Mail the check, and file the invoice with the check copy attached. (You can file paid bills alphabetically by payee, but some folks prefer to file in check number order.)

When you write checks to independent contractors, consultants, caterers, etc.:

1. Enter the consultant as a vendor for "1099"
2. Make sure you have the social security number or FEIN for the individual or business
3. Follow steps 1-5 above.

When you write checks to reimburse individuals:

1. Make sure there is an original paper receipt for every expenditure (NOT the copy of the person's credit card bill, but the actual "customer copy" of the charge slip from the restaurant, printer, hotel, etc.)
2. Re-add the total of all the receipts and write the check for the total.
3. Follow steps 1-5

There are two great sources of information – the campaign finance guide from the CDP which is also available at the CDC resources library, and The New Progressive Coalition which is a for-profit partnership organizing lots of professionals to help progressive political organizations with lots of infrastructure. The link is: http://www.newprogressivecoalition.com/

17. Getting Involved with your County DCC

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Introduction

This guide is intended to help Democrats in California become members of their county Democratic Central Committees.

Why Run for County Central Committee

The local Democratic central committee is the smallest and frequently the most visible manifestation of the Democratic party on the local level. County committees vary widely in their visibility, effectiveness, openness, and makeup. Some counties barely have a functioning Democratic central committee, in others, membership is highly competitive, with campaigns costing in five figures.

Some county committees are true kingmakers, encouraging and recruiting potential candidates for public office. Others are toothless debating societies, far removed from any real power, but even these are the official voice of the Democratic Party for a county and hence worthy of joining — and turning into organizations with some clout.

County committees elect a set number of members to the California Democratic Central Committee; that is one of the ways to become a delegate, along with running in your Assembly District Democratic Committee or being appointed by an elected official or ex-officio member.

How County Committees are Organized

In most counties, membership on the party committees goes by supervisorial district, with a set number of members per district. In other counties that contain all or part of five or more assembly districts, selection is by AD, also with a set number of members. For example, in Santa Clara County, which includes all or part of seven ADs, six members from each AD are included in the county committee. The term of office is two years.

Democratic elected officials and Democratic nominees who were not successful in the immediately preceding election are ex-officio members of the county central committee, with voting privileges. These people appoint alternates, who vote in county committee meetings. One county committee, to our knowledge, also enables a representative (with voting privileges) of each Democratic club that it charters. In addition, some county committee executive boards include positions that can be filled by Democrats who are not county committee members; these do not have voting privileges.

County committee meetings are public and open to all, even to non-Democrats and non-citizens.

Tactics for Running

It helps for candidates to have visited their county committee many times already, to be familiar with the members and their interaction, and, preferably, to have worked with them on campaigns and otherwise have become visible and useful.

At the very least, you should know who the members are from your district. You need to know who to run against and who not to! Keep in mind that many of the Democrats on the county committee have put in long years of hard—and effective—work. Sometimes all that work took place many years ago, but it represents a sacrifice that should be respected. Even when this is not the case at all, it's best to go easy and be tactful. These are people who have worked together (or at least attended meetings with each other) for years.

Most county committees allow one or more alternates per member. Becoming an alternate is a frequently traveled path to becoming a full-fledged member; when a vacancy opens up, there you are, they know you, and they know you'll work to get Democrats elected. If you possibly can, find one or more mentors or sponsors. You may decide that becoming an alternate is more practical.

Rules for Running

The county party central committee is the lowest form of elective office—but it is an elective office. The material in this section is based on the *California Elections Code* (http://tinyurl.com/8ggts) Sections 7200 on, and gathered from county Registrars of Voters (Elections) offices. For more details, see the *California Elections Code.*

NOTE: Contact your own county Registrar of Voters; there might be slight differences from what's here.

Dates and Deadlines

You run for office in the primary of the even-numbered year and take office at the beginning of the odd-numbered year. Check with your county Registrar of Voters (Elections) office for dates of the next term.

Fees and Forms

There is no filing fee. A minimum of 20 VALID signatures are needed to qualify, so getting 25-30 is recommended. No more than 40 are accepted. The petition sheets do not need to be filled up with signatures (partial sheets are OK).

The petition sheets require information about the petition circulator and the race for which the signatures are being gathered. *These spaces must be filled out in full*.

After you submit your petitions at the RoV, you fill out a declaration of candidacy and you are sworn in as a candidate. You also fill out a form to declare whether you intend to spend under or over $1000. There's also an optional Fair Campaign Practices form, and, in counties that print ballots and voter registration forms in Chinese, a form for if you have a Chinese given name.

Who Can Apply

Eligible candidates are US citizens of voting age who are registered in the Democratic party at least three months before the date that the application is filed AND who also have not been registered with any other political party (Decline to State is OK) for at least 12 months before the date that the application is filed.

Who Can Circulate, Who Can Sign

People who can circulate and sign petitions for candidates are registered Democrats (no Decline to State!) *living in that district* (whether by supervisorial district or assembly district; see "How County Committees are Organized"), including the candidate.

If you're in a county that goes by AD and the AD extends over more than one county, signers must live in the part of the AD that's in your county.

Individuals can sign for more than one candidate.

NOTE: You are allowed to check the voter registrations of your signers at the RoV office to make sure the signatures are valid; do this in plenty of time to get more signatures, if you have to.

Where You Can Circulate

You can circulate a petition for a candidate only in the district in which you and the candidate are residents.

If a county committee is elected by ADs instead of by supervisorial districts, and the AD extends into more than one county, the candidate can circulate the petition in (all) those counties, but other petition circulators can circulate only in the AD portion in the county in which they are residents. The signers, however, must live in the part of the AD that's in your county.

Ballot

If more candidates qualify than there are spaces, the candidates' names appear on the primary ballot; otherwise, they are elected by default. Registered Democrats and Decline to State can vote in the Democratic primary. Your ballot statement can consist of the word Incumbent, or can state the profession you had during the past year, but it cannot list any current county party position you might have. For this office, there are no candidate statements on the ballot.

Term of Office

The term of office is two years. The swearing-in date depends on the individual county committee; it typically occurs the first meeting of the county committee in January.

"Election by election, state by state, precinct by precinct, door by door, vote by vote…. we're going to lift our Party up and take this country back for the people who built it."
--Gov. Howard Dean, Chair, Democratic National Committee

18.   Running a Headquarters

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
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Uses of Headquarters
Headquarters are useful for registration, precinct work, get-out-the-vote, and other campaign functions.

Specific uses are:
  (a) a place to store and lay out precinct maps, precinct lists, campaign literature, get-out-the-vote kits, etc.

  (b) for telephone bands to telephone the precincts,

  (c) for typing letters, press releases, campaign material, etc.,

  (d) for a place the public can see and come in for campaign material or to volunteer,

  (e) for training and sending out registrars and bird dogs: precinct workers, and GOTV workers, and for holding other campaign meetings.

Who Needs Them?
First ask yourself if your club really needs a headquarters. First consider what your club intends to do in the campaign. Possibly a home, a garage, or public facilities can be used for storing materials, telephoning, training workers, or other functions commonly done in a headquarters. Possibly other groups have already established headquarters you can use. Possibly you could go into a headquarters with other clubs or a united campaign.

Providing campaign headquarters is a common activity of CDC clubs, and if there is a need for a headquarters you should seriously consider having your club take the lead.

Try to Get Free or Inexpensive Quarters.
A vacant store owned by a good Democrat, a member's garage, a union hall, might be used for free or cheap quarters. Two or three days cleaning and a few posters can transform a dump into an acceptable headquarters.

Consider the Location.
Headquarters should be reasonably centrally located, and in an area that workers (particularly women) are not afraid to visit at night. It should have nearby parking for volunteers. It should have easy public access (preferably on the ground floor or 2nd story) and should have adequate display space in windows or on a billboard.

Other Things to Consider
  (a) How long will you need the space? If you take it for a primary, can you afford to hold it through the summer until it is needed in the fall? Don't get stuck with a long term lease.

  (b) Get liability insurance, and check to see if you need workmen's compensation insurance (you will for paid workers).

  (c) What facilities does it have? Does it have enough space?   Can you install enough telephones? Does it have (and will you need) kitchen or bathroom facilities? Does it have (and do you need) separate space for storage, training facilities, baby sitting, or other functions you intend to undertake.

  (d) Who pays the utilities? Get them hooked up.

  (e) Arrange for telephone service and directories. The telephone company normally asks for a deposit, which can sometimes be gotten around with a guarantee, so don't be afraid to negotiate with the phone company on terms. Consider reserving additional lines for later use, and consider getting an arrangement where a second telephone will ring if the first is being used. Get telephone locks and be careful who gets a key.

Equipment

Try getting as much donated equipment as possible. You may need:

     (a) desks or tables and chairs,

     (b) computer,

     (c) fax,

     (d) filing cabinets,

     (e) paper and envelopers,

     (f) pens, notepads, paper clips, etc.

     (g) Precinct maps, precinct lists, telephone directories.

     (h) You will also need a coffee maker and other utensils for handling food and drinks.

Headquarters Opening

The opening of your headquarters should be an event that will attract publicity and volunteers. You should probably throw a party for the opening; try to get your candidate and/or other well known and well liked public figures to attend. Schedule it well enough in advance to enable you to get the word out to your club members, send out press releases, and publicize it in other ways.

Handling Volunteers

Volunteers are very important people in the operation of a headquarters, and they should be made to feel that way. The person who is at the front desk (and everyone else) should make them welcome, and immediately give them something to do: telephoning, typing letters, stuffing envelopes, or anything else that needs doing.

Find out if your volunteers have specialized talents. Consider preparing a questionnaire for them on this point, or at least a checklist for your own use in talking to them.

19.   Registering Voters

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Registration is recognized by every leader in the Democratic Party as the key to victory. For reasons which are extremely frustrating to Democratic workers, Democrats tend to be much less responsible than Republicans about registering to vote.

Small wonder then that building up and constantly maintaining a substantial edge in Democratic registration is the top priority item for every branch of the Democratic Party.

Let's face the hard fact that we can win or lose an election between the start and the closing date of registration. Fortunately, a good foundation for a successful registration drive has already been created. There is no lack of information on the mechanics of becoming a deputy registrar or the most fruitful registration techniques.

Planning

A 30 Day Push
Deputy registrars may get their books back immediately after the Primary and, theoretically, the registration drive for the general election could begin at this point. However, many new registrants in transient areas who are registered this early will have moved again by the time registration closes, so part of such an early effort is wasted. An even more serious problem is maintaining the drive and enthusiasm of our volunteer workers, as well as the impetus of the effort itself, over such a long period of time.

Both these problems can be solved by a maximum effort, all-out push on the last 30 days of registration. Be warned, however, that careful advance planning and thorough beforehand preparation are required because working within a 30 day limit means every man-hour must count.

Those who need to register are:

1.   Those who have changed their address (moved) since they last registered.

2.   Those who have changed their names since they last registered (gotten married).

3.   Those who wish to change party affiliation.

4.   Those who have become 18 years of age (or will be by the date of the next election).

Know your District

1.   Learn the boundaries of your district.

2.   Analyze your district.

        First, you will need a set of precinct maps. These are available from the County Surveyor's
        Office.

        If your district does not already have the information on file, you will also need a precinct- by-
        precinct breakdown of the number of Republicans and Democrats per precinct. Don't neglect to
        get the figures for those who Decline to State. They can be very important. It may be necessary
        to send a volunteer to the Registrar of Voters to dig out this information.

        If your district does not already have the information, you will next need to find out how each
        precinct actually voted. The Primary vote is less significant than the vote in the last General
        Election, though it is helpful to have both. The vote for the Assembly candidate, unless special
        circumstances are present, is the one to look for.

        You are now ready to begin coloring your map. Use one color for precincts that both register and
        vote Democratic. We suggest true blue. These will be your top priority precincts. For precincts
        where the registration is Democratic but vote Republican, the color might be a purple. Obviously,
        precincts that register and vote Republican are red.

        A word of caution here: Working with these figures can be a heady experience for unseasoned
        volunteers. It is vital to remember that elections are won by total vote and not by the number of
        precincts carried. To get more Democrats, you go where the Democrats are.

3.   Take a Sunday Drive Around Your District.

        And we mean up one street and down the other. This can be an eye-opening experience. Look
        for areas where single dwellings are being replaced by apartment houses. Look for housing tracts
        and other areas of new construction.

4.   Make Your Master Plan.

        Work downward from the most fruitful areas. And don't forget that any areas known to be highly
        transient should be worked as late as possible.

5.   Set Your Goal.

        If your district is marginal or Republican, set a goal for new Democratic voters that will give you at
        least 55% of the total registration. Bear in mind that a Democrat registering because he moved
        from elsewhere in your district does not add a new vote, and that the Republicans are working like
        dogs too.   If your district is solidly Democratic, you have an even more important responsibility.

Get Your District Behind You

You know how many new Democratic registrants you need and you have a good idea where to find them. Your big problem now is how to get the club members of your district solidly and enthusiastically behind you. The following suggestions are directed to this - the crucial problem - of a successful drive.

1.   Use Your Most Popular Candidate.

If you are a conscientious and hard-working Registration Chairman (and we're sure you are), the club members of your district are used to hearing your pleas. However, you may lack emotional appeal. And the pitch that your district needs 5,000 new Democratic registrants to make it go Democratic also does not have an emotional appeal.

But Popular Candidate X, whom everyone is enthused about, does have emotional appeal. Enlist them and use them for all they're worth. They are the one who should tell every club in your district that if you get them 5,000 new Democratic voters they'll win in November and if you don't, they won't. And they should do more than just speak to every club and council meeting; they should pick up the phone and make a personal appeal to every key person in your district.

2.   Pull Out All The Stops and Keep Them Out.

Don't stop with Popular Candidate X, use all of your popular and influential leaders. They must have followers or they wouldn't be leaders.

3.   Insist on Intelligent Programming.

It is not asking too much to request that this vital (30-day period be kept free of large fund raising or other conflicting projects that will divert and drain off the cream of your manpower.

4.   Be Well Organized Ahead of Time.

Have your lists of deputy registrars lined up. Find out in advance when they are available. Schedule them and let them know their schedule. Do the same for your bird dogs. Don't run the kind of operation where everyone is called at the last minute.

5.   Make It Fun.

You may want to congregate at your headquarters or somebody's house for brunch before going out on Sunday morning, or for a snack after you come back. Don't allow your people to congregate on some lonely corner; go their separate ways ringing doorbells and then disperse without having a cup of coffee or a chance to compare notes or something.

6.   Don't Forget to Say Thanks.

No matter how tired or overwhelmed you are, don't ever forget to be sincerely appreciative of your volunteers. You can't praise them too highly or thank them too often.

Technique

Don't Get Fancy

In ringing doorbells the simplest, most direct approach is best. "I'm Jane Doe from the Ideal Democratic Club. We're working on a voter registration drive and we're looking for unregistered Democrats. Are there any unregistered Democrats here?" This unbeatable process is called "Bird Dogging" - you flush out unregistered Democrats.

It helps to have a precinct list along too. If someone tells you they are already registered, you can check the list. If they are not on it, ask if they've registered since the last election.

The bird dog turns in names of unregistered Democratic voters to his local registrar or to his club or headquarters for immediate follow-up.

We Like Bird Dogs

Our emphasis throughout has been on bird dogging, not because it's the only way, but because it's the best way. However admirable other techniques are, you always get some Republicans. In bird dogging you are able to render a service to Democrats.

Remember, the only way to measure the success of your registration drive is not to count how many Democrats you've registered, but how many more Democrats than Republicans.

Use Your Headquarters

Have a big sign made - DEMOCRATS REGISTER HERE - and keep a deputy registrar on the premises. This is very valuable in the last few days, especially in areas with a lot of foot traffic.

20. Precinct Leader Handbook

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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http://www.cdc-ca.org/

Labor Donated

Introduction

This handbook is a resource guide to help you fulfill the responsibilities of a Precinct Captain (P .C.). The P.C. is the representative of the Democratic Party to the neighborhoods, the vital link between elected officials, the Party and the voters.

Today, Democrats are being outspent several times over by the Republicans and their special-interest supporters. An active and effective grassroots Democratic Party organization is essential to overcome the difference m campaign spending. It has been done before and we are doing it again.

With your support, we can build and sustain a strong organization to enable our Party to win elections and continue to speak for the interests of most Americans. You are joining with thousands of other precinct workers across American in this endeavor.

There" are different ways to accomplish the tasks at hand. This handbook covers techniques proved most effective in most precincts. We urge you to consult y-our local Democratic leaders and the State Democratic Party for additional ideas for difficult precincts.

The Precinct

The precinct is the smallest political unit in the county. A precinct cannot be divided by legislative, congressional or supervisor district. A precinct is where elections are won or lost. Most importantly, it is your neighborhood. You know the people, the schools and the community centers. You have your hand on the pulse of the precinct, you understand the problems and potentials and have a desire to improve your neighborhood.

Never underestimate the power of the precinct worker! It is the precinct worker, actively participating in the Democratic Party at the precinct level, who wins elections for the Democratic Party at the local, state and national levels.

Studies have shown that person to person contact is by far the most effective way of persuading a voter, much more effective than phone banking, literature drop-offs, or direct mail. Walking a precinct, knocking on doors, and speaking directly to your neighbors is time consuming, bit these efforts ultimately pay greater dividends for effort expended than any other thing you can do.

Things to Know

Know your precinct. Know the boundaries, the number of houses and apartment houses, the churches, the businesses, the schools and the polling place. Make a map of the area and study it. Get to know the people in your precinct: the economic makeup number of union members, veterans, students of voting age, total Democratic population and various ethnic groups. You may obtain this information by canvassing your precinct and by checking the walking lists.

Know your neighbors. Get acquainted with the people in your precinct, meet their families and learn their interests, their political leanings, and their problems. Make sure you know people away from home, homebound citizens or people in the Armed Services who need to vote-by-mail. Keep track of young people who will be 18 years old before Election Day and get them registered to vote.

Know your local election laws. .Keep the dates for registering for the Primary and General elections. Keep informed on laws concerning poll workers, vote-counting and electioneering. Know the facts about city elections, school board elections, as well as bond elections.

Know the issues. Read your local paper to learn about the major concerns of the county or district and your precinct. Know the controversial issues in your community and how the majority of people in your precinct feel about them. Learn about important state Issues and Democratic Party positions. See if your city council representative has a newsletter. Many contact their constituents by email; make sure you are on the distribution list. The same is true for your county supervisor. Knowing what is happening at the city and county levels provides good topics for discussion with the neighbors in your precinct. Many of your neighbors will have children in school, preschool through college. Know who your school board members are and some of the issues confronting them.

Know the Party organization. Get acquainted with your County Chair, State Chair and elected Democratic officials.   Keep up-to-date on Party activities. Support activities of your district and county organizations.

Duties as a Precinct Captain

1. Obtain a walking list.
2. Make sure Democrats are registered.
3. Persuade voters to vote Democratic.
4. Distribute absentee ballot applications.
5. Get-out-the-vote (GOTV).
6. Support a permanent Party organization.

Let's take a closer look at the five jobs which make the Precinct Captain an important and essential part of the electoral process. We will also explain the basic "Tools of the Trade" which make the whole process work: precinct map, Party cards, walking list, phone list, canvass materials and identification.

1. Obtain a walking list.

A walking list is a list of voters in your precinct together with important information about those voters. That list may be tailored to your particular needs at the time. It may include all voters. It may include only Democrats. It may include only female Democrats that are members of labor unions.

The information included on the walking list will include the party affiliation of the voter. It might also include their sex, age, voting history (which elections they voted in), whether they voted by absentee, and other data.

In some counties walking lists may be downloaded from the Internet. Your county Democratic Party will have instructions as to how to do this. If your county does not have this capability as yet, the Party will provide such a list to you

2. Make sure Democrats are registered

A successful, ongoing voter registration effort contains two components:

> **Motivation** means discussing why people should register. Some people register for their own self-interest, for civic pride, or they view it as a patriotic duty. Others are interested in specific issues or candidates, while still others respond to broad party appeals. Always stress the importance of identifying with a political party.

> **Link-up** is the most important part of voter registration. Make sure ample supplies are available at key locations ...at your home, at your work, at a selected site, community center or Union Hall.

There are a lot of reasons why people don't register to vote and you will hear them all: apathy, too much hassle, physical disability, fear of Jury Duty and "my vote doesn't count." Precinct committee people can make a real difference in the area of registration. We as Democrats are basically a service organization and one of the most important services we can render is in encouraging our neighbors to register to vote.

Thanks to recent election reform, registering is a very simple thing. People can to pick up the form at any number of public places in their county, complete the form, and mail it in.

Precinct Captains should make sure forms are available in key areas in their precinct: locate a mobile park resident or apartment dweller who will take responsibility: for seeing that new people complete the forms. A friendly businessperson might also provide a registration site on a regular basis. This approach is especially good in rural areas where precincts are large and spread out.

Precinct committee people must carefully plan not only *how* we see people are registered but where. We are only interested in registering Democrats. A good effort should net 70-75% Democrats. In order to accomplish this, you must target registration.

The approach is simple and straightforward. Your walking list tells you there is no one registered at a house or there is only one Democrat registered there. "Hello, I am a Democrat, the Democratic Precinct Captain in your neighborhood. I see Mr. Jones is registered as a Democrat. Are there any other Democrats in the household who need to register?" or "I see there are no registered voters here, are there any Democrats in the household who need to register?"

When walking door-to-door, leave a handwritten note or printed note (see example in "Tools of the Trade") on the door when no one is home. This lets people know the Democratic Party is active in their area. Include your name and phone number on the note, so they can contact you.

Voter registration is the basis on which you build the Democratic Party organization in your precinct. Rural precincts present unique problems for reaching and registering all voters. Precinct Committee people might set up a Democratic booth at a county fair, precinct yard sale, community forum, or little league ball game.

Also, look for locations where large groups of people gather and work with your local Party leadership to see that forms are readily available in those locations. If there is a day- care center or senior center in your precinct, arrange for a "Democratic Day" and make sure it is covered in the morning before work and in the evenings after work. Ask a local elected official to join you and distribute and collect the registration forms. Begin your registration effort right away and make it an ongoing endeavor.

3. Persuade Voters to vote Democratic

As a precinct Captain, you know your constituency: .You are the precinct "opinion maker." This means that your neighbors and elected officials come to rely on you for information, advice, and help in solving public problems.

The best way to accomplish this is to know your neighbors and their needs. This is done by canvassing. A canvass is walking door-to-door and getting to know the people in your precinct.

The next step in persuasion is to establish trust between you and the voter. Think of it as having a product to sell, and well known marketing techniques are important. You should be well dressed, presentable. Smile! Greet!

If you are walking your own or nearby precinct, introduce yourself as a person that lives in the neighborhood. It helps to wear a badge with your name and even a photo. See "Tools of the Trade" at the end for an example. Badge holders are available at office supply stores.

The most important way to establish trust is to listen. But getting a voter to speak is sometimes not easy as many people are not interested in or knowledgeable about politics. During the 1992 election campaign, for example, the best known fact about then President George H.W. Bush was that he did not like broccoli. Only 30% of the public could even name an issue.

Here is where your knowledge of local and county issues is critical: "The County Board of Supervisors is proposing a light rail system that will cost $47 million. How do you feel about a public transportation system like this and its cost?" Listen to what they say, and validate their thoughts and emotions.

Occasionally you'll run into a voter with a huge litany of complaints about politics and the state of the world. Again, listen and validate. Don't argue or put them on the defensive. If they share our politics, let them know that you agree wholeheartedly.

And sometimes you'll run into a bug-eyed right winger whose politics seem hopeless. Don't waste your time.

Find out what the Democrats in your precinct need: to register, to vote-by-mail, help in contacting a Party leader or elected official.

Be sure to write down all this information on a canvassing form or on your walking list. Follow through on all requests for help. If you don t know the answers to questions, say, "I don't know, but I will find out and get back to you."

A proven method of precinct organization is a "1-2-3-4 method." These codes will be very important when it comes time for your get-out-the-vote effort. In this method you record a number where:

1. Represents an ardent Democrat
2. Represents a Democrat who generally supports our candidates and issues
3. Represents a Democrat who is somewhat critical of certain candidates and issues
4. Represents a Democrat who is very critical of our Party and candidates

Your canvass will prove invaluable in your role as precinct captain. You will learn about the economic make-up of your precinct; what issues are important, what messages they are receiving from our candidates, and how they feel about the Party.

While you are canvassing, you will meet people who want to participate in the Democratic Party as a Precinct Captain, headquarters volunteer, or .poll worker. Write this, information on the canvassing form and pass it along to your District or County Chair.

Your precinct canvass should identify an individual on each block (or area in the rural precinct) to serve as a block captain. Block captains are responsible for the one or two square block area surrounding their homes. They: can assist in registration, circulate petitions, and work on get-out-the-vote and absentee ballot voting. It is very difficult for one Precinct Captain to organize an entire precinct single-handedly, and block captains are an important part of every successful precinct organization.

"Service" is the key word to remember in voter persuasion. When you service the needs of people in your precinct, they will come to rely on you and the Democratic Party for answers to their questions and solutions to their problems.

Once you have registered Democrats and persuaded them to vote Democratic, the election is half won, but you will have to get them to the polls.

4. Distribute absentee ballot applications

Democrats that vote in person turn out to vote typically only 50% of the time. Those with absentee ballots vote at least 75% of the time. Consequently, encouraging people to vote by absentee ballot will result in an enormous increase in Democratic voter turnout.

The application is shown below. You may obtain these from the county Democratic Party, or from the county Registrar of Voters. You may also photocopy the form below.

PERMANENT ABSENTEE APPLICATION

Name _____

Residence Address in Santa Clara County _____

City _____ Zip Code _____

Address where ballot is to be mailed if different than residence:

Street _____

City _____ State _____ Zip Code _____

Date of Birth* _____ Phone* _____

*optional

Failure To Vote

A voter whose name appears on the permanent absent voter list shall remain on the list and shall be mailed an absentee ballot for each election conducted within his/her precinct. Failure to vote in a statewide primary or general will cancel your Permanent Absentee Status (not your voter registration) and you will need to reapply for permanent status. If you have any questions concerning voting by Absentee ballot please call 408-299-8640.

This form is being filled out correctly to the best of my knowledge under penalty of perjury.

X_____

Voter's Signature   date

Mail to: Santa Clara County
    Registrar of Voters
    P O Box 1740
    San Jose, CA 95109-1740

Any registered voter can

apply for permanent absentee status

Your walking list should indicate which Democrats have vote by permanent absentee ballot. Contact the Democrats that do not receive such a ballot and strongly encourage them to fill out the application. Emphasize the convenience of voting in the quiet of their home.

Tell them that they may mail their ballot using a postage paid envelope from the Registrar or they may simply drop their ballot off at the polling place on Election Day.

5. Get-Out-The-Vote (GOTV)

A lot of people think get-out-the-vote is a one-day affair – on Election Day. Election day activities are actually called "poll watching." The most important part of GOTV (get-out-the-vote) drive is Election Day, but your preparation must begin approximately four weeks in advance.

Like registration and voter persuasion, a GOTV drive is service-oriented. You are servicing the needs of Democrats who support our Party and our candidates. You are providing the voter with information on polling place locations, hours the polls are open, a slate card listing all Democratic candidates and any recommendations the Party has made on propositions. Helping People get to the polls by providing transportation is also a key, service. Rides to the polls are most effective when coordinated with your county or district organization.

Planning ahead will allow you to transport voters who need a ride with little hassle. Block captains may also coordinate this service. It is important to remember that our GOTV drive is aimed specifically at people we know will vote Democratic when they get into the voting booth. This is where your canvassing forms and Party cards prove invaluable. Concentrate your GOTV efforts only on those Democrats you have qualified as (1) and (2).

Your canvassing form will also tell you who needs information on voting-by-mail. Rural precinct committee people can ensure a good turn out by encouraging voters to vote-by-mail. You do not need an excuse; anyone can vote-by-mail. Thousands of Democrats will be out of their neighborhood on Election Day, have physical problems, have to work late or are just "too busy" to vote. These Democrats should vote-by- mail. If they do not, we lose their vote, Also" a vote-by-mail is an early: vote and one less person we have to call on Election Day and urge to vote. The State Party has undertaken an ambitious vote-by-mail program and will contact you to inform you of activity in your precinct and ask for your help in the all important follow through.

Before you do the final organization of your Party cards or canvass forms, be sure to update your files. County and District Chairs receive additions, deletions and changes on a regular basis from the Registrar of Voters. Cross-check and file this information so you can reach all Democrats on Election Day.

The first step in organizing a GOTV drive is to check with your district or county organization to see what GOTV efforts are being planned through the State Party's Coordinated Campaign. The Coordinated Campaign coordinates resources (both financial and volunteer) in the areas of phoning, voter identification vote-by-mail, placement of poll signs, rides to the polls, and distribution of slate door hangers.

If your precinct is a targeted precinct, the Coordinated Campaign or your district or county chair will inform you of GOTV activities and ask for your help. If it is not, you can organize an effective precinct GOTV by following these steps:

- A. **Appoint a GOTV Director** who has no other responsibilities on Election Day. The GOTV Director should be familiar with the election laws and all Democratic candidates.

- B. **Select a GOTV Headquarters.** Ideally, it should be located near the center of the precinct and have at least two phones -one for incoming, and one for outgoing calls. The precinct GOTV Headquarters should be staffed by: a captain who is in communication with the District/County or Regional Coordinated Campaign Headquarters, runners, monitors, drivers who can be dispatched for rides and phoners who can call Democrats who have not yet voted.

- C. **Distribute literature** -a door hanger, flyer or candidate packet -in your precinct. Give Democrats something to take into the voting booth. If you have run out of literature, you can mark the voters sample ballot.

D. **Schedule a phone bank** and call the (1) and (2) Democrats prior to Election Day and remind them that Tuesday is the day, the hours the polls are open and the polling place.

E. **Begin your GOTV effort as soon as the polls are open** but do not begin phoning until 9:00 AM. Runners should check the polling place at 10:00AM, noon, 2:00PM and 4:00PM. After cross checking your canvass form, phoners or walkers should contact Democrats who have not yet voted and who are listed as (1) or (2). Captains have the responsibility of coordinating the activities in the GOTV report on the progress of the GOTV drive.

On Election Day the poll workers should post periodically, at least once per hour, the names of all those voters that have voted. P.C. and his or her Lieutenant should monitor these lists. If these are not current, encourage the poll workers to update them.

By 6 P.M. see which Democratic voters have not yet voted. Using your walk lists, phone these voters if they have provided a phone number.

Remind them that the polls close by 8 P.M. and we really need them to vote.

If you have done an overwhelming job recruiting workers and have more volunteers than you need, call the Coordinated Campaign and see if you can shift those volunteers into a key precinct that needs help. Finally, be sure all volunteers and workers are thanked and invited to celebrate our victory .Forward volunteer names to the State Party office so they may be invited to participate in other Party activities.

6. Support a Permanent Party Organization

It is very important to work within your district or county Party organization. Attend the meetings, help staff your district or county events (fair booths, candidate forums, etc.) and support fundraisers. The Party does not do a preprimary endorsement so precinct committee people may feel free to circulate the Democratic Party's primary candidate's petitions of their choice.

However, a Precinct Committee person will be deemed resigned if he or she supports a candidate or another political party publicly or financially in a partisan election.

Here are five things that should be part of year round activities for the precinct captain:

Educate. Hold a training session, call a meeting, invite all potential Party workers from every section of-your precinct. If you live in a rural precinct, coordinate your event with a local elected official, Party leader, or Democratic Party event. Explain the election laws, special aspects of your precinct and outline tasks that need to be done. Educate them about the Democratic Party, our candidates, and issues of importance.

Motivate. Keep in touch with the workers. Tell them about the importance of one vote in each precinct. Invite them to district or county meetings and send their names to the State Democratic Party so they may begin receiving the newsletters and calendar of events. Keeping in touch is difficult with rising postage costs, gasoline and large areas to cover. Be innovative and organize a telephone tree, precinct flyer, newspaper press release, etc.

Lead. Keep all block captains and precinct workers pulling together despite minor differences. Make sure all workers are invited to monthly meetings and special events in the district or county.

Inspire. Make the workers see themselves as political experts in the community to whom the citizens turn for guidance. They are the direct link between the Democratic Party and the voter and they wield incalculable influence.

Organize. Start a precinct canvass and contact your district or county chair for additional help, walking lists and Party cards.

Don't forget, the State Democratic Party Headquarters and professional staff is there to help you! Let them know if you need information or assistance. By working together we will build and maintain a successful Democratic Party in California.

Remember: Harry Truman started out as a Precinct Worker and look where it got him!

Tools of the Trade

Identification

Wearing an identification badge makes you look official and helps in establishing trust.

John Democrat

Democratic Party
Precinct Worker

Precinct 1234
My County
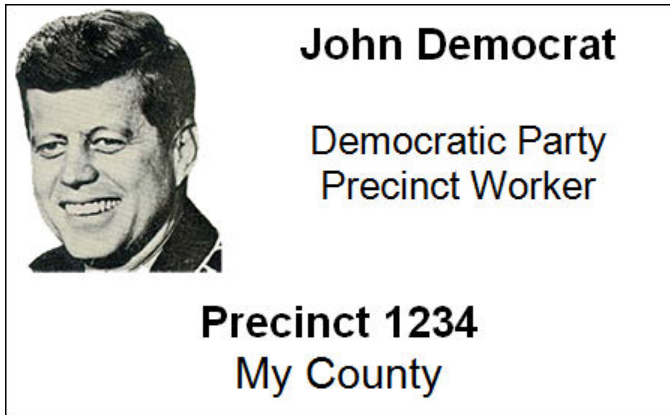
Greeting

Hi Neighbor!

I am your Democratic Party precinct captain in this precinct and I hope we will have a chance to get better acquainted between now and the November election.

Because this election is so important, I hope you'll find time to discuss with me the information I'll be bringing around from time to time concerning our candidates, issues and the Democratic Party.

Feel free to call, I'm as close as your phone:

Name: _____   Phone:_____

Canvas Materials

Sorry we missed you …

I called to tell you that you are not eligible to vote because you are not registered at this address. I have left a mail-in form for you to complete and drop in the mail. YOUR VOTE IS IMPORTANT TO THE DEMOCRAC PARTY!!

For further information please phone:

Your Democratic Precinct Captain

At   _____

Get Involved in the
California Democratic Party

Yes, I'd like to become active in the Democratic Party

Name: _____

Address: _____

City: _____ CA,   Zip:_____

Tel: Day_____   Evening: _____

Email: _____

Please print very clearly.

21.   Targeting Precincts

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Introduction

Detailed results of each election are available from the Registrar of Voters in a "Statement of Vote" (SoV) CD a few weeks following the election. This statement of the vote shows results for each precinct from the presidential or gubernatorial race on down to local tax measures. These results are very useful not only in understanding the election, but in planning campaigns for the future.

It would certainly be nice to have a Democratic campaign worker for every precinct in every county, but, realistically, this ambitious goal is unattainable. It is useful, then, to develop criteria do determine which precincts are important to target in succeeding elections, so that limited resources can be expended effectively. This document shows one way to analyze the results of an election to determine which precincts should be targeted and why.

Precinct Consolidations

The analysis is not entirely straightforward for a couple of reasons. First, many precincts have so few voters that results from such precincts are frequently combined with those of neighboring precincts. You must consult a precinct consolidations file from the Registrar to discover which precincts are reported together. If, for example, precincts 1001, 1008, and 1016 are consolidated and reported under 1001, the RoV will not report precincts 1008 and 1016 at all.

Precincts Included

The second complication is that even with consolidation, many precincts are too small for accurate statistics. Some have only a few voters, and there may actually be a few precincts where no one voted for a particular candidate. That complicates the analysis. It is useful to arbitrarily set the limit for reasonably good statistics at 100. That means that all the precincts whose results are analyzed should have 100 or more registered voters.

Criteria for Target Precincts

Clearly, the precincts that we will want to target in the future are those with the largest percentage of vote for the Democratic candidate running for the most important office. To take a specific example, in the November 2004 election, that would be John Kerry.

The Kerry vote is not the only important criterion. Turnout is also important. Turnout is defined as the number of votes cast divided by the total number of registered voters in each precinct. The precincts we wish to target are those with a high Kerry vote and a *low* turnout. This may at first seem counterintuitive, but consider that precincts voting for Kerry and having a high turnout more or less take care of themselves. It is the good, Kerry, precincts where turnout is low, substantially less than the average turnout for the county as a whole, where we gain the greatest number of votes for a given effort. Here again is reason why encouraging people to vote by mail should have a high priority.

There is one more criterion, which is somewhat more abstract than a high Democratic vote or turnout: it is referred to as "persuadability." Residents of some precincts are overwhelmingly committed to one party or the other. In such precincts Democrats vote reliably for Democrats and Republicans for Republicans. Such precincts would have a low persuadability index. We can quantify persuadability by comparing the results for two candidates of the *same* party, say John Kerry and Barbara Boxer in 2004. Suppose, for example, that a precinct voted overwhelmingly against Kerry but for Boxer. That precinct is persuadable.

We need to combine these three criteria into a single index (called appropriately the "benefit") that will allow us to rank the precincts in order of importance to us. One way to do this is explained in the next section, which is perhaps of little interest to most precinct workers as it is somewhat mathematical.

It is important to understand what the benefit index means. The results are scaled from 0 to 100, with 100 being the most critical, pro-Democratic, lowest turnout precinct, and most persuadable. A precinct that is the most Republican, with the highest turnout, and least persuadable gets 0.

Benefit Index Calculation

This section is for the mathematically inclined. It shows details of calculation of the benefit index.

We have used the three criteria described above: the turnout, the fraction of the vote that Kerry received, and persuadability.

First, let me review the definitions. The turnout, $T(p)$, in a precinct, p, is given by

$T(p)$ = (Number of ballots cast in precinct p) / (Number of registered voters in precinct p)

The fraction of Kerry voters is obviously

$F(p)$ = (Number of Kerry votes) / (Number of ballots cast in precinct p)

To quantify persuadability we find the difference between the fraction of votes cast for Kerry and those cast for Boxer. We must be careful in that in some precincts Kerry might lead Boxer by a wide margin and in others the reverse is true. This means we should consider all differences as positive numbers; i.e., we take the absolute value of the difference:

$P(p)$ = | [(Number of Kerry votes) – (Number of Boxer votes)] / (Number of ballots cast in precinct p)

We need to scale these quantities so that the scores are easy to interpret. First find the precincts with the largest and smallest turnouts T_{MAX} and T_{MIN}, respectively. The normalized turnout is given by

$$S_T(p) = 1.00 - (T(p) - T(p)_{MIN}) / (T(p)_{MAX} - T(p)_{MIN})$$

Thus, the smallest turnout, T_{MIN}, gives a high score of 1.00 and the largest, T_{MAX}, gives 0.00.

The normalized Kerry fraction has almost the same form as for turnout:

$$S_F(p) = (F(p) - F(p)_{MIN}) / (F(p)_{MAX} - F(p)_{MIN})$$

Normalized persuadability is similar:

$$S_P(p) = (P(p) - P(p)_{MIN}) / (P(p)_{MAX} - P(p)_{MIN})$$

Given these quantities, what precincts are the most useful to walk? Clearly we want to target a precinct with both a low turnout *and* a high Kerry vote. But we also want to target a precinct that might have a high turnout and low Kerry vote, but which is highly persuadable. That is, the useful precincts have low turnout and high Kerry votes or are highly persuadable. As every electrical engineer and mathematician knows, "and" means "multiply," and "or" means "add."

Let's first consider turnout and Kerry vote. We define a new combination quantity, which is the product of normalized turnout and Kerry vote:

$$C(p) = S_T(p) \, S_F(p)$$

Because it is unlikely that $S_T(p)$ and $S_R(p)$ take on their maximum values for the same precinct, we find that $C(p)$ is no longer normalized. We must again find the maximum and minimum values for $C(p)$, and now define the normalized combination:

$$S_c(p) = (C(p) - C(p)_{MIN}) / (C(p)_{MAX} - C(p)_{MIN})$$

Now we can add these two normalized quantities, the combination and the persuadability, into one benefit index. Because it is a little hard to read and interpret decimal fractions, it makes sense to scale the sum in a convenient way, say from 0 to 100 with 100 being the precincts most useful to target. We define benefit, $B(p)$, as

$$B(p) = W_C\, S_c(p) + W_P\, S_P(p)$$

where W_C and W_P are arbitrary weights assigned to what we consider the relative importance of turnout and Kerry vote as opposed to persuadability. To scale the values of $B(p)$ from 0 to 100 requires that

$$W_C + W_P = 100$$

Thus we might take $W_C = 60$ and $W_P = 40$, for example, so that for any precinct

$$0 \le B(p) \le 100$$

Example

The table below shows some of the precincts in Santa Clara County with actual data from the November 2004 general election. (This very abbreviated table includes those precincts that show the minimum and maximum values turnout, fraction for Kerry, etc.)

All calculations were done in Microsoft Excel, and the data have been sorted in decreasing order of "Benefit," which is shown in the far right column. The first line of data, for Precinct 1252, shows that this precinct had only 21 registered voters, so it should be ignored.

The next line, for Precinct 2543, shows the precinct that where a precinct worker would get the most traction – best results for Democrats for time and effort expended. The precincts that follow are listed in decreasing order of benefit.

There are a couple of cautionary notes. First is that when we check the location of the "best" precinct to target, Precinct 2543, we find that it is located on the Stanford University campus. It received a very high benefit score in part because turnout at 39.8% was very low – average for the county was 70%.

The low turnout was most likely to be due to the fact that many of the students registered in that precinct had moved. Thus, it might not be a very good precinct to target despite its high score.

The second note of caution relates to persuadability. The maximum for the entire county is 0.1395 from Precinct 1495, which has a total registration of only 196 voters. The average number of voters in the precincts considered here (i.e., those with at least 100 registered voters) is nearly 1,000.

Thus, the precinct that provides the maximum persuadability from which the normalized persuadability is calculated is a little unusual. It is important to take such considerations into account when calculating benefit. It is for that reason that persuadability was given slightly less weight than turnout and Kerry vote.

													Wc = 60		Wp = 40

Precinct	Registration	Total ballots cast	Turnout T(p)	Kerry	Boxer	Fraction Kerry F(p)	Persuadability P(p)	Normalized Turnout St(p)	Normalized Fraction Kerry Sf(p)	Normalized Persuadability Sp(p)	C =St * Sf	Normalized Sc(p) =St * Sf	Benefit = Wc*Sc+Wp*Sp Wc=60, Wp=40
1252	21	19		2	3								
2543	1077	429	0.3983	369	321	0.8601	0.1119	0.9833	0.9871	0.8019	0.9706	1.0000	92.1
2542	1094	426	0.3894	350	323	0.8216	0.0634	1.0000	0.9196	0.4542	0.9196	0.9475	75.0
1849	933	499	0.5348	267	320	0.5351	0.1062	0.7289	0.4183	0.7612	0.3049	0.3141	49.3
1495	196	129	0.6582	59	77	0.4574	0.1395	0.4990	0.2823	1.0000	0.1409	0.1451	48.7
2061	924	609	0.6591	490	461	0.8046	0.0476	0.4973	0.8899	0.3413	0.4425	0.4559	41.0
3651	939	683	0.7274	484	427	0.7086	0.0835	0.3700	0.7220	0.5981	0.2671	0.2752	40.4
1703	1119	726	0.6488	545	512	0.7507	0.0455	0.5165	0.7956	0.3258	0.4109	0.4233	38.4
1478	890	544	0.6112	354	369	0.6507	0.0276	0.5865	0.6207	0.1976	0.3640	0.3750	30.4
3821	1116	732	0.6559	494	478	0.6749	0.0219	0.5032	0.6629	0.1566	0.3336	0.3436	26.9
2545	1506	1170	0.7769	1015	980	0.8675	0.0299	0.2777	1.0000	0.2144	0.2777	0.2861	25.7
1949	1512	1035	0.6845	666	640	0.6435	0.0251	0.4498	0.6080	0.1800	0.2735	0.2818	24.1
1314	633	395	0.6240	265	264	0.6709	0.0025	0.5626	0.6559	0.0181	0.3691	0.3802	23.5
1001	737	568	0.7707	369	348	0.6496	0.0370	0.2892	0.6188	0.2650	0.1790	0.1844	21.7
1417	1403	905	0.6450	545	556	0.6022	0.0122	0.5234	0.5358	0.0871	0.2804	0.2889	20.8
2391	1019	798	0.7831	463	443	0.5802	0.0251	0.2660	0.4973	0.1796	0.1323	0.1363	15.4
1618	1599	1214	0.7592	725	711	0.5972	0.0115	0.3106	0.5270	0.0826	0.1637	0.1686	13.4
1159	912	675	0.7401	412	412	0.6104	0.0000	0.3462	0.5501	0.0000	0.1904	0.1962	11.8
1242	863	799	0.9258	473	449	0.5920	0.0300	0.0000	0.5179	0.2153	0.0000	0.0000	8.6
1793	1348	1111	0.8242	613	614	0.5518	0.0009	0.1895	0.4475	0.0065	0.0848	0.0874	5.5
5761	140	125	0.8929	37	36	0.2960	0.0080	0.0615	0.0000	0.0573	0.0000	0.0000	2.3
MIN =			0.3894			0.2960	0.0000				0.0000		2.3
MAX=			0.9258			0.8675	0.1395				0.9706		92.1

California Democratic Council

WHEN DEMOCRATS VOTE, GOOD THINGS HAPPEN

22.   How to Write Your Legislator

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Legislators want to know how voters in their districts feel about problems which challenge effective government. Public officials need to understand what individuals and organizations desire and dislike.

Constituent letters, if well written, can be a potent way to make our influence felt in Sacramento and Washington. When you write a legislator, follow these suggestions to make your message more effective:

Address your legislator correctly:

The Honorable (full name)
Member of State Assembly (or State Senator)
State Capitol
Sacramento, CA 95814

Dear Assembly Member (or Senator) (last name):

The Honorable (full name)	The Honorable (full name)
Member of Congress	United States Senator
House Office Building	Senate Office Building
Washington, DC 20515	Washington, DC 20510
Dear Representative (last name):	Dear Senator (last name):

Introduce yourself. Early in your letter, tell who you are. A simple statement such as, "I am a teacher at Elmwood High School," is important. Also, be sure to include your address at the top of the letter, and your full name at the bottom.

Write to your own legislator. Communicate your views to those legislators who represent you. Legislators care mainly about how their own constituents feel.

Be specific. Clearly identify the particular legislation about which you are writing. Instead of saying, "I am writing about the retirement bills discussed in the newspaper article last Sunday," try instead to say, "I'm writing in support of Assembly Bill 100." Moreover, because bills are amended often, it is wise to identify the specific provisions or version which you are discussing.

State your case. State your views as concisely as possible. Your most potent argument is to point out how the legislation will affect your community. So whenever possible, discuss the legislation in terms of your district, its unique needs, problems, and assets. Give as many reasons as you can why the proposed law warrants support or opposition, and describe exactly what steps you are asking the legislator to take.

Keep your letter short. Tell your story, but don't waste words. A longhand letter, which is perfectly proper, should be no longer than two pages; a typewritten letter should be held to a single page.

Use appropriate stationery. If you are writing on behalf of your organization, or in an official capacity, be sure to use a printed letterhead. It lends the communication dignity and stature, and emphasizes the organizational identity.

Ask for a response. Whenever appropriate, include in your letter a question which will elicit an answer. Ask the legislator for his or her view on the matter, or on how it will affect your program.

Try telephone or email. These are especially useful when time is limited and your message is urgent.

Some Tips

- Be concise and factual

- Put your name and return address on the envelope as well as in the proper place on the letter itself.

- Write legibly, and avoid careless errors in spelling and grammar.

- Use plain or personal stationery when you are writing as an individual. If you are writing as the representative of a group, use that organization's stationery.

- Let the legislator know how the particular measure will affect his/her district.

- Include enough pertinent facts and reasons to substantiate your position.

- Be courteous and sincere.

- Identify the bill with which you are concerned, using its title and number.

23.   Guide to Lobbying

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Introduction

The basic premise of government in the United States was stated simply by Abraham Lincoln in the Gettysburg Address: "A Government Of the People, By the People, For the People…"

Unfortunately, many people are intimidated by the governmental process, not knowing where to turn to solve a problem or how to influence a policy decision.

This pamphlet explains how to effectively participate in the legislative, or law- making, process. The legislative process is most effective when people share their views with their elected representatives. By lobbying, average citizens can influence an elected official's position on an issue.

Influencing the legislative process begins with informed citizens. Keep up on the issues and know who the elected officials are who make the decisions at each level of government - whether it be the City Council, the County Board of Supervisors, the State Legislature or Congress.

You can influence your elected officials by communicating your views. Write a letter or make a phone call to your legislator's office. Many legislators hold regular public forums where you can ask questions and express your views.

You may also make an appointment to talk to the legislator or a staff member.

By actively participating, you can become part of the process. You can influence the decisions that establish policy and create law.

Get To Know Your Legislators

It is important to become familiar with your elected officials. This is easier than you might think. Although state and national representatives split their time between the home districts and either Sacramento or Washington, D.C., legislators and their staff are readily available. Elected officials typically have offices in both communities.

Many legislators hold public meetings to get to know the people they represent - their constituents - and to learn about their concerns. By understanding the issues in a community, a legislator can more adequately represent constituents.

The easiest way to meet your legislator is to attend public meetings or to make an appointment to see your representative.

Correspond With Your Elected Officials

Contact from citizens can greatly influence a legislator's position on issues.
Hearing concerns from the community helps to inform legislators on issues of importance to their constituents. It also helps them to establish useful resources on particular issues affecting their citizens, and it allows them to effectively represent their constituents.

Legislators are contacted not only by their constituents, but by citizens throughout California. Most legislators respond promptly. However, due to the large volume of letters, phone calls, and emails they receive, they often respond only to residents of the communities they represent.

Here are some helpful guidelines to use when writing your letter:

Do:

- Put your views in writing and send the letter to your legislator's office as early in the session as possible.
- Address your representative properly; use correct titles such as Assembly Member Smith or Senator Smith.
- Be brief and to the point, courteous and reasonable.
- Include your name and address.
- Write if you need help dealing with governmental departments or agencies.
- Be direct about identifying the problem and how existing law affects the problem.
- Provide specific suggestions on what should be done.
- Show the local effects and tangible positive results of your position.
- Have each member of a group send a letter.
- Include articles from local newspapers that reinforce your concerns.
- Before writing, find out to which committee the bill has been assigned.
- Write the committee chairperson and the individual committee members prior to the bill's hearing.
- Make sure any petitions clearly spell out the issue and the bill involved.
- Say "Thank you."
- Ask your legislator to inform you how he or she voted and why.
- Be willing to compromise.

Don't:
- Rely on a phone call to your legislator's office.
- Limit your letter to one lawmaker.
- Rule out mounting a local petition drive.
- Write to another legislator simply because you disagree with your representative.
- Be rude, threatening or intimidating.
- Use a form letter.
- Wait until the last minute before a bill is heard before writing.
- Be vague or just complain.
- Just let your state or regional committee send letters.
- Rely on the threat of the legislator losing your vote.
- Give up if your concern is not fully addressed.

Sample Letter

(Date)

The Honorable (member's name)
California State Senate (Assembly)

Dear Senator/Assemblymember (member's name):

I am writing in support of (or opposition to) SB/AB (bill number) that wil be heard on the
Senate/Assembly floor in the upcoming week/month.

The bill will have the following effect in the community: (Expand on issues related to the bill).

Thank you for taking the time to review my concerns on this legislation. After this bill comes up for a
vote, I would appreciate being informed as to how you voted and why. I am available to answer
questions or provide testimony on this important issue.

Sincerely,

(your name)
(address)

Common Mistakes

1. Addressing an elected official with an incorrect title, for example, confusing a California State Senator with a United States Senator. Letters are either returned to you or lost in the mail in these cases.

2. Forgetting to include your address and phone number. This makes it difficult, if not impossible, for a legislator to answer your letter.

3. Writing lengthy letters which do not clearly state your concerns or position on a piece of legislation.

4. Not writing legibly. The office needs to be able to read your name, address and your concern.

How To Lobby

It is important to know the steps in the legislative process to understand how an idea or issue becomes a bill, and how a bill becomes law. After reviewing the legislative process, a strategy must be plotted to increase the chances of the bill's passage or defeat.

- California has a bicameral (two house) legislature. The Assembly has 80 members who serve no more than three two-year terms, and the Senate has 40 members who serve no more than two four-year terms.

- The bill process begins with an idea which often comes from an individual or group who brings the issue to a legislator and asks the legislator to author a bill. The Individual or group becomes the bill's sponsor.

- The proposed legislation goes to Legislative Counsel. They draft the actual bill text. After the author reviews the bill, along with the sponsor, it is then introduced, given a number, and read the first time in the house of origin.

- In both houses, the bills are assigned to policy committees by the Rules Committee. If the bill has any fiscal impact, it must also go to a fiscal committee after it is heard in the policy committee.

- A bill goes through the house of origin first, then repeats the process in the second house. If both houses cannot concur, it goes to Conference Committee. (See charts in back)

- Once the bill has been introduced, the next step is to figure out who on the committee is sympathetic to your viewpoint and which members need to be persuaded. To evaluate the members' views, look at their interests, voting records and constituencies, as well as their media coverage.

Never assume you know how legislators will vote on an issue. Always check with each legislator to make sure all questions have been answered. More time should be spent with the members who are undecided or who are inclined to vote against you.

When lobbying, remember that legislators are most responsive to their own constituents. Whenever possible ask supporters to contact their own representatives. This is most important when a bill is before a legislative committee.

On most issues, the legislators have done their homework on a bill before the committee hearing and have decided their position. At the hearing itself, the only additional votes to be gained are those by members that are undecided.

This means that you should follow up your written position on a bill with a phone call or personal visit to those undecided legislators a day or two before the hearing, either in Sacramento or in their district office.

The most persuasive argument you can use is to tell a legislator how a bill will affect his or her district.

1. Be aware of the member's interests and district concerns.

2. Present issues in a clear and concise manner.

3. Be available to answer questions and provide testimony when needed.

4. Offer to help the member with passage of a bill important to him or her.

5. Provide the necessary follow-up after each stage of the legislative process.

Lobbying In Person

Talking to a legislator in person can be extremely helpful in getting the vote you want on a bill. Here are a few suggestions:

1. Find out which legislators are on the committee that will be hearing the bill. (Ask your representative for a list of who sits on each committee)

2. Set up appointments with committee members to discuss the bill; because of time constraints on legislation, it is often easier for a constituent to get in than for a non-constituent.

3. Be honest with the scheduling person about how much time you need.

4. If a member is unavailable, ask to speak to his or her key aide.

5. Have printed material available.

6. At the meeting, be prepared to quickly present highlights of the bill. Be prepared to list other supporters and discuss the Issues which concern the opposition.

7. If the legislator does not agree with your position, be gracious about the difference in views and ask if there are any amendments which would make the bill acceptable. Suggested amendments must be taken back to the author and other supporters of the bill. After a decision is made on the amendment, make sure you get back to the member who suggested the amendment. If the member does not have suggestions for amendments, thank him or her for taking the time to listen to your views.

Testifying On A Bill

1. Contact the author of the bill and indicate that you would like to testify.

2. Coordinate your testimony with others who are testifying on the bill so statements before the committee will be brief and not redundant.

3. Be prepared to answer questions on the bill from members, especially on those issues which are of concern to the opposition.

4. Finally, be sure to thank the committee chairperson and the committee members for the opportunity to express your views.

Tools of Effective Citizen Advocacy

Find out about Issues or Legislation Important to You
The best source is probably the media. Newspapers, the Internet, radio and TV all report on legislation of concern to Californians. Most organizations and interest groups publish newsletters. Many of these public interest groups have advocates in the Capitol who have access to the most up-to-date information.

In addition, your legislator's district office staff can help you track down legislation of interest to you. To receive copies of bills, you can also write directly to the Legislative Bill Room, State Capitol, Sacramento 95814. They will provide you with one copy of up to 100 bills free of charge.

Stay Current - Bills Are Often Amended
Again, newsletters and the media are very helpful. There are also official legislative publications found in public libraries and on the Internet at www.sen.ca.gov

Senate (Assembly) Daily File - printed each day with the agenda and bills set for hearing.

Senate (Assembly) Weekly History - indicates the status of each bill.

Senate (Assembly) Daily Journal - the official record of each day's proceedings.

Legislative Index - the complete listing by subject matter of all bills introduced.

Call your legislator's distend office to get an update on the status of legislation. Also, feel free to visit the office at any time to use the resources available.

Types of Legislation

SB - Senate Bill (AB - Assembly bill)- bills require a majority vote. If there is a fiscal impact, they require a two-thirds vote.

SCA (ACA) Senate (Assembly) Constitutional Amendment - two-thirds vote of the Legislature and a vote by the people.

SCR (ACR) Senate (Assembly) Concurrent Resolution - relates to general matters of concern to the Legislature.

SJR (AJR) Senate (Assembly) Joint Resolution - conveys to the federal government views of the Legislature.

House Resolutions - matters of concern to one house.

Communicate with your Legislator

Letters are extremely effective. Give your legislator all of the reasons why you support or oppose a particular piece of legislation. Be sure to include your name and address. Send it to either the State Capitol office or to the district office. Emails, postcards, petitions, phone calls and personal letters all help.

When to Contact Your Legislator

Each bill is heard a minimum of four times before passing the Legislature - in the policy committees and on the floor of each house. However, you should contact your legislator as early in the session as possible.

Go Online

The California State Senate is on the internet. By accessing the Senate Home Page at www.sen.ca.gov you can:

- Find the full text of bills, resolutions and constitutional amendments, their status, history, votes, analyses and veto messages.

- Access links to other state agencies and media websites.

- Get answers to frequently asked questions (FAQS).

- Listen to and watch live Senate hearings, floor sessions and press conferences.

- Find out about the day's scheduled events, agendas of upcoming hearings, floor session schedules, the Legislative calendar and deadlines.

- Look at a glossary of legislative terms.

- Visit Senators' home pages.

- Find a roster of addresses and phone numbers.

- Find out who your Senator is.

- View district maps.

- Get information about Senate and Assembly Committees.

What a Bill Looks Like

Indicates house of origin.

Author(s) and co-authors.

Legislative Counsel drafts all legislation and writes a summary.

Most bills require a majority vote. A measure with an appropriation or which takes effect immediately requires a 2/3 vote by each house.

AMENDED IN ASSEMBLY JANUARY 15, 2001 ········· Date noted
AMENDED IN ASSMEBLY JANUARY 5, 2001   each time bill
                                             is amended.

SENATE BILL   No. 1693 ······ Bills are
                                                      introduced in
                                                      sequential
                                                      number in
                                                      each house

Introduced by Senators Smith and Doe
(Coauthors: Senators Jones and White)
(Coauthors: Assembly Members Wright and Thomas)

July 6, 2000 ···················· Date introduced.

   An act to add part 9 (commencing with Section 5315) to Division 31 of the Health and Safety Code, relating to financing a housing program by providing the funds necessary therefore through the issuance and sale of bonds of the State of California and by providing for the handling and ········· Code section being added or amended
disposition of those funds, and declaring the urgency thereof, to take effect immediately.

LEGISLATIVE COUNSEL'S DIGEST

SB 1693, as amended, Smith. Housing *and Homeless* Bond Act of 2001.

Under existing law, there are various programs providing state assistance for housing.

This bill would enact the Housing *and Homeless* Bond Act of 2001 which, if adopted, would authorize for purposes of financing a housing program, as defined in SB 1692 of the 2000-2001 Regular Session, the issuance, pursuant to the State General Obligation Bond Law, of bonds in the amount of $850,000,000.

The bill would provide for submission of the bond act to the voters at a statewide election to be held on June 7, 2001.

The bill would declare that it is to take effect immediately as an urgency statute. ·········· Bills which make an appropriation or affect state spending must go to a fiscal committee.

Vote: 2/3. Appropriations: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

1   SECTION 1. Part 9 (commencing with Section 53150) is
2   added to Division 31 of the Health and Safety Code, to read: ·········· Text of the bill.
3   PART 9. HOUSING *AND HOMELESS* BOND ACT OF 2001.

24. How a Bill Becomes Law

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

The Legislature functions to create laws that represent the best interests of the citizens within each legislative district. Proposals for new laws are called bills. To become a law, a bill must successfully pass through a number of steps. Use your mouse to explore the image below and learn more about each step in the lifecycle of a bill.
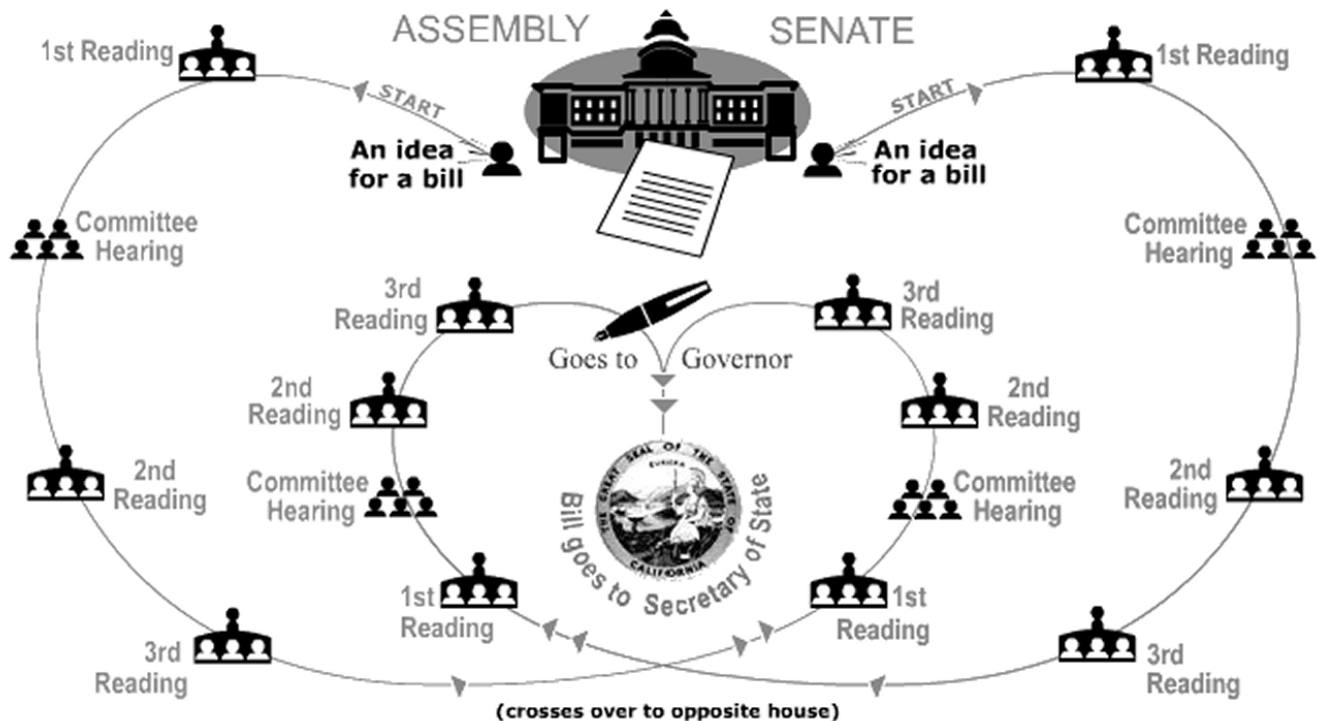
1. Idea
All legislation begins as an idea. Ideas can come from anyone. The process begins when someone persuades a Senator or Assembly member to author a bill.

A Legislator, who acts as the author, sends the idea and language for the bill to the Legislative Counsel where it is drafted into the actual bill. The drafted bill is returned to the Legislator for introduction.

2. First Reading
A bill's first reading is when the Clerk reads the bill number, the name of the author, and the descriptive title of the bill. The bill is then sent electronically to the Office of State Printing. A bill must be in print for 30 days, giving time for public review, before it can be acted on.

3. Committee Hearings
The bill then goes to the Senate or Assembly Rules Committee where it is assigned to the appropriate policy committee for its first hearing. Bills are assigned according to subject area. During the hearing the author presents the bill, people testify in support or opposition of the bill, and the committee acts on the bill. The committee can pass the bill, pass the bill as amended, or defeat the bill. It takes a majority vote of the membership of the committee to pass a bill. Bills that require money must also be heard in the Fiscal Committee, Senate and Assembly appropriations.

4. Second Reading
Bills passed by committees are read a second time in the house of origin and then placed in the Daily File for third reading.

5. Third Reading

When a bill is read the third time it is explained by the author, discussed by the Members and voted on by a roll call vote. Bills which require money, or which take effect immediately, require 27 votes in the Senate and 52 votes in the Assembly. All other bills require 21 votes in the Senate and 41 votes in the Assembly.

Once the House of origin approves the bill it proceeds to the other House where steps 1-5 are repeated.

If a bill is amended in the second House, it must go back to the House of origin for concurrence, which is agreement on the amendments. If agreement cannot be reached, the bill moves to a two house conference committee to resolve differences. Three members of the committee are from the Senate and three are from the Assembly. If a compromise is reached, the conference report is voted upon in both houses.

6. Governor

The bill then goes to the Governor. The Governor has three choices. He or she can sign the bill into law, allow it to become law without his or her signature or veto it. A governor's veto can be overridden by a two-thirds vote in both houses. Most bills go into effect on January 1 of the next year. Urgency measures take effect immediately upon being signed by the Governor and chaptered by the Secretary of State.

7. Secretary of State

Bills to become law are sent to the Secretary of State for final review for accuracy. Each bill is given a chapter number and the Secretary of State stamps it with the Great Seal of the State of California.

Senate Standing Committees

COMMITTEE	STATE CAPITOL	PHONE (916)
Agriculture and Water Resources	Room 405	445-2206
Appropriations	Room 2206	445-3284
Budget and Fiscal Review	Room 5013	445-5202
Business and Professions	Room 2053	445-3435
Constitutional Amendments, 1020 N St.	Room 235	445-2802
Education	Room 2083	445-2522
Elections and Reapportionment	Room 5046	445-2601
Energy, Utilities and Communications	Room 4040	445-9764
Environmental Quality	Room 2203	324-0894
Finance, Investment and International Trade, 1020 N St.	Room 584	445-6306
Governmental Organization	Room 2193	445-1193
Health and Human Services	Room 2191	445-5965
Housing and Community Development	Room 407	445-8740
Industrial Relations	Room 4039	445-1237
Insurance	Room 2032	445-0825
Judiciary	Room 2205	445-5957
Local Government	Room 410	445-9748
Natural Resources and Wildlife	Room 2080	445-5441
Public Employment and Retirement	Room B-31	445-8958
Public Safety	Room 2031	322-1305
Revenue and Taxation	Room 408	445-3808
Rules	Room 400	445-4311
Transportation	Room 2209	445-3182
Veterans Affairs	Room 5061	445-5798

Appendix A:
# CDC History

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Ventura, CA 93006-6591
http://www.cdc-ca.org/

Volunteers In Politics: The History of The California Democratic Council ('53-'74)

By Dr. R. Fred Kugler, CDC Historian
This essay from the mid-1970s was published as part of the CDC's 50th anniversary celebration.

1953
January--State Senator George Miller Jr., Democratic Party State Chairman, called the Asilomar Conference to discuss, "What's wrong with the Democratic Party?" Participants put the blame on disunity, partially caused by Republicans cross-filing in primaries, lack of principled candidates, and other reasons. The conference formulated a liberal platform of state and national issues, then gave birth to the idea of an independent council of Democratic clubs with party leaders working together in such activities as making pre-primary endorsements of candidates.

November--First CDC State Convention wrote a constitution providing for a grassroots Democratic organization, Alan Cranston, first CDC President, told the delegates that the country was challenged to develop policies capable of meeting human needs and "to achieve secure and lasting peace." Young Democrats affiliated with CDC.

1954
February--CDC held first pre-primary endorsing convention.

June--With help of "DEM" on ballot, Democratic candidates won every primary for state and congressional offices, defeating numerous Republican cross-filers who had previously won numerous Democratic primaries.

November--General election resulted in Democrats picking up six Assembly and five Senate seats, most significant of which was the victory of Richard Richards for the L. A. County position. He had been endorsed by the L. A. County CDC pre-primary convention.

1955
March--CDC Convention adopted the following policies: (1) support of United Nations, (2) disclosure of all campaign contributions, (3) civil rights legislation, (4) opposition to political (loyalty) oath, (5) taxation based on ability to pay, and (6) increased funding for education,

1956
February--Two presidential candidates, Adlai Stevenson and Estes Kefauver, addressed the CDC Convention, and praised its members, Stevenson stated: "Your commitment, in the end, is no different than mine--to devote your energies to the furtherance of the ideals you believe to be right," (N. Y. Times, 2/4/56)

1957
March--Cranston told State Convention that CDC had organized almost five hundred Democratic clubs with 40,000 members.

December--Cranston, a candidate for state controller, resigned as CDC President. Board of Directors appointed Joseph Wyatt, CDC Secretary, as proxy.

1958

January--CDC clubs spent much of the year registering voters, and helped to increase Democratic lead over Republican registrants.

June--Just before the primary, CDC mailed its slate of endorsed candidates to voters. Most CDC endorsed candidates won their primaries.

November--Democrats won greatest victory since 1889, taking most top State offices, winning a majority of State legislative and Congressional seats. Governor Edmund "Pat" Brown and other victors gave CDC major credit for this.

1959

March--CDC Convention featured first full-blown issues conference for discussion of platform.

January to July--CDC clubs worked with other advocates of legislation to meet human needs, gaining passage of bills for Fair Employment Practices labor benefits, repeal of cross-filing law, and a halt to repressive acts.

1960

February--U, S, Senator Stuart Symington told CDC Convention: "I have never seen democracy in action any better." (L. A. Times, 2/14/60)

1961

March--Bennet Skews-Cox, head of CDC Foreign Policy Committee, sent to President Kennedy, the Committee's background material. The President replied, "I have always regarded the California Democratic Council as one of the United States' most important centers of citizens' participation in public affairs," (Original letter in John P. Kennedy Library.) CDC Convention predicted that the People's Republic of China will eventually be admitted into the United Nations. Delegates elected Tom Carvey as 3rd CDC President.

1962

November--Voters re-elect Governor Brown and Democratic legislature. Richard Nixon lost by almost 300,000 votes to Brown, in spite of his Watergate-like tactics, Nixon's Committee for the Preservation of the Democratic Party-- a secret front organization--failed to defeat Brown by smearing his CDC supporters for their resolutions favoring peaceful relations with China and also for calling for the abolition of the House Un-American Activities Committee. (See Congressional Record, 5/7/73, p. 8377)

1963

March--While supporting President Kennedy's progressive proposals, delegates at the CDC convention opposed his air-raid shelter program. The Convention took the position that the U.S. should emphasize steps to reduce world tensions rather than the opposite. (Later, the Kennedy Administration de-emphasized the shelter program, and moved toward arms control.)

November--CDC Board asked the President to appoint Mexican-Americans to meaningful posts in the government.

1964

February--CDC Convention called for the neutralization of Vietnam. The delegates asked for the seating of the Mississippi Freedom Democratic Party delegates at the Democratic National Convention.

1965
CDC was the first Democratic body to take a strong anti-Vietnam War stand.

March--CDC Convention called for a political settlement of the Vietnam War, and criticized President Johnson's efforts to win a military victory. Delegates elected Simon Casady as the 4th CDC President.

1966
February--CDC Convention contributed thousands of dollars to Farm Workers Union led by Cesar Chavez. The Convention called for joint Congressional committee to determine if the CIA was "exceeding its authorized role of gathering information." Gerald Hill elected as 5th CDC President.

1967
March--CDC went on record and then worked for the eighteen-year-old vote.

April--President Hill appointed members of the Labor Liaison Committee. (Later, this committee elected Paul Perlin as its chairperson.)

September--Board of Directors, in compliance with the March Convention decision, called a special convention in Long Beach as the result of the Johnson Administration's failure to get out of Vietnam. The delegates called for a reduction of military expenditures, and the reordering of national priorities; they demanded more funds for urban areas and consideration for the rights of all the people. The Convention kicked off a campaign to run a Peace and Equality slate of delegates in the California presidential primary.

November--Gerald Hill, Allard Lowenstein of New York, and others persuaded Senator Eugene McCarthy to run for the presidency. Apparently, CDC's peace actions and its opposition to the Johnson Administration encouraged McCarthy. (See Albert Eisele, Almost to the Presidency. Blue Earth, Minn,: Piper, 1972, p, 278 and elsewhere.) Ray Cox, who organized the CDC Black Caucus, and Evelyn Velarde Benson, who organized the Brown Caucus, contributed to minority representation in CDC and then in the Democratic Party.

December--National Conference of Concerned Democrats led by CDC President Hill endorsed McCarthy and then launched his presidential bid.

1968
March--CDC Convention called for the "total, active support" of Senator McCarthy's presidential campaign. In his speech to the delegates, Martin Luther King commended them for supporting McCarthy, and added: "You have been standing up for peace, when it was not too popular to stand up for it... " King spoke on his decision to work for peace as part of his work for human rights. The Convention sent its policy recommendations to the Democratic Party Platform Committee. (The 1972 National Convention adopted many of CDC's proposals, particularly on foreign policy and women's rights, copying the latter plank almost word for word.) CDC delegate Ruth Ehrlich organized the CDC Women's Caucus. The Convention also advocated public ownership of those vital industries which could be operated better by the government.

March--Jo Sedita, CDC Secretary, led the successful effort to put Senator McCarthy's name first on the California primary ballot; during one night after midnight March 5, some 30,000 names were collected! Such actions raised the morale of McCarthy's workers, who scored an upset in the New Hampshire primary, winning twenty out of twenty-four delegates. This helped to bring Robert Kennedy into the presidential race and take LBJ out of it.

June--Robert Kennedy won the California primary, but McCarthy came in a close second, giving the peace vote an 88% total, with the Lynch (Johnson-Humphrey) slate receiving only 12%, Kennedy was assassinated on election night.

August--Although McCarthy lost to Humphrey at the Democratic Convention, the reformers won some issues. Out of this Convention came the McGovern Reform Commission and more representation for the unrepresented. CDC delegates at the Chicago Convention took an active part in the reform activities.

1969
April--CDC Convention added five positions to the Board of Directors, giving representation to women, youth, labor, Black and Brown caucuses. Delegates elected Assemblyman John Burton as 6th CDC President.

June--Hans Schiller, Chairperson of CDC Resolutions Committee, presented CDC's proposals to the McGovern Commission. He told the Commission that CDC's leadership on peace and reform issues "helped to prepare the climate" for the presidential candidacies of Robert Kennedy, Eugene McCarthy, and George McGovern.

1970
March--CDC Convention emphasized action needed to safeguard the environment.

Mid-Summer--CDC News carried Congressman George Brown's letter of praise, which stated that CDC had influenced public policy by its leadership.

December--Board of Directors elected Ernie Hartz as interim CDC President, after John Burton resigned.

1971
April--State Convention elected Nathan Holden as 8th CDC President, Delegates cheered speeches of two members of Congress, Bella Abzug and George McGovern, who criticized Nixon's failure to end Vietnam War and take care of home needs.

November--CDC and the L. A. Democratic County Central Committee (Les River, Chairperson) co-sponsored issues conference, which recommended a progressive platform for the National Convention. The Miami convention adopted many of the CDC's recommendations, which had, in part, been made four years ago, while others (peace in Vietnam, etc.) had been made earlier--as indicated above.

1972
March--CDC Convention amended its constitution to permit endorsement of a presidential candidate, but the Convention did not avail itself of this opportunity. McGovern received 56% of the vote, but fell short of the 60% required for official endorsement, Congressman Ronald Dellums inspired the delegates with his call for a coalition of all oppressed groups-- victims of racism, injustice, sexism, exploitation, age, and others who constituted the majority of the people. Congressman Jerome Waldie stated to the delegates: "When the California Democratic Council is active, the Democratic Party has a conscience; when the California Democratic Council is inactive, the Democratic Party loses its conscience." He admitted that power-hungry office-holders had turned against CDC, because its stands on issues had embarrassed them.

July to November--CDC and Democratic clubs participated at all levels in support of the Democratic slate. CDC's local priority candidates who won included: for Congress--George Brown, Yvonne Brathwaite Burke, Fortney Stark, and Ed Royball; for state Assembly--Jim Keysor, Richard Allatore, and Pete Chacon.

1973
February--In the special state senatorial election, CDC helped to elect Alan Robbins. His victory regained Democratic majority in the Senate.

March--CDC Convention assembled 629 delegates, 145 alternates, and over 300 observers in L. A. "Hot Seat" dinner featured leading gubernatorial candidates answering questions of caucuses. Delegates passed a resolution calling upon Democrats to work for the election of Tom Bradley as mayor of Los Angeles.

May--L. A. voters elect Tom Bradley, who received support of broad liberal- minority-labor coalition. CDC helped also in election of Burt Pines, City Attorney, Dr. Robert Doctor, L. A. Board of Education, and Ralph Richardson, L. A. Community College Board. CDC held rally on Watergate in L. A.

June and July--CDC testified before Democratic Party Commissions in favor of a open party, affirmative action, and democratic procedures. Ms Wally Albertson, CDC Vice-President South, served on Democratic Party Charter Commission.

August--Northern CDC members help to elect Bill Lockyer in 14th Assembly District.

September--Board of Directors called for the impeachment of Nixon. Board elected Adria Garabedian as interim Vice-President North.

1974
February--Over 1000 delegates came to the CDC Convention in Sacramento. As the result of numerous strong candidates seeking endorsement, the delegates could not agree for most of the positions. Delegates commended Wilson Riles for his work as Superintendent of Education. Mayor Tom Bradley, U. S. Senator John Tunney, and State Senator George Moscone praised CDC's leadership on the issues.

June--CDC-endorsed primary candidates who won included Ed Edelman, L. A. Board of Supervisors; Nate Holden, 30th District, State Senate; Norman Mineta, San Jose Mayor and congressional candidate; and Assembly nominees, Art Torres, Betty Brennan, Julian Camacho, and others.

June 8--For the November elections, the Board of Directors gave top priority to gubernatorial nominee Edmund "Jerry" Brown and U. S. Senator Alan Cranston.

September 7--Board recognized new Asian/Pacific Caucus, and also endorsed candidates for November election recommended by the Brown Caucus. Passed resolutions for giving jobs to the unemployed, and the Board opposed the destruction of food and the waste of funds for the B-1 Bomber.

November 4--Largely as the result of Watergate, inflation, and the recession, Democrats won many electoral contests. In California, Edmund "Jerry" Brown led a long list of state victories by becoming Governor, Democrats winning five out of six state-wide constitutional offices. For the first time a Chinese-American woman, March Fong, won a state-wide race as Secretary of State, and Mervyn Dymally took the Lieutenant-Governor's post. Alan Cranston won re-election to the U. S. Senate. Democrats increased their legislative majority in Sacramento. President Nate Holden took the 30th District Senatorial seat, Ed Edelman won the 3rd District L. A. County supervisorial seat.

November 9--CDC actively participated in congressional district caucuses of all Democrats to elect delegates to the Kansas City Charter Conference. California sent the largest delegation of any state, and strongly supported affirmative action and Democratic Party procedures.

November 23--CDC, L. A. Democratic County Central Committee, and the State Central Committee co-sponsored a conference on political reform. The Conference also passed a resolution on economic proposals to end the recession.

December 6-8--The Kansas City Conference wrote the first constitution of a major political party, providing for an open party based on progressive principles. The Black Caucus, with support of other caucuses (Women, Latino, and Labor), as well as help from progressives, won the issue of affirmative action. Although the Conference resolution on economic policy did not touch on basic issues, it did call for immediate help for the unemployed, the poor, and other victims of the recession and inflation. CDC delegates supported the caucuses.

Thus as this history shows, in its first 22 years CDC led the Democratic Party on many issues, and, as the result of similar grassroots activity in other states, the Democratic Party has become more liberal. As the Democratic Party becomes more liberal and more responsive to the people's needs, the people will, as they have demonstrated in recent elections, not only vote Democratic but stay Democratic.

Although Watergate, inflation, and the recession have been the main factors in turning voters against the Republican Party, voters could also turn against the Democratic Party. If the people are disappointed in the record of Democratic incumbents then they might either boycott the elections or join new parties. On the other hand, if the voters become organized in CDC clubs and similar groups in other states, they can make the Democratic Party what they want it to be. When the Democratic Party really becomes a grassroots organization, it can then win popular support.

To make the Democratic Party more of a grassroots party, it must first give representation to the unrepresented--minorities, women, youth, the aged, working people, and others. CDC has given special representation to these groups within its structure, and the Democratic Party, although it has begun to do the same, has a long way to go in this direction, By giving more representation to the unrepresented, the Democratic Party will gain their loyalty and active support.

Nationally, CDC provided a model for grassroots groups in many states, These volunteers have been influential in liberalizing the Democratic Party platform and structure. The 1972 platform and the Kansas City Charter reflect this movement. If more Democrats were to join CDC and other grassroots groups, the Democratic Party could become a people's party. If this happens, the nation could truly celebrate the Bicentennial of the American Revolution in the proper spirit. Once more the people would be fighting for life, liberty, and the pursuit of happiness. This is what CDC has worked for, and what it will continue to work for. That is why CDC has made history, and will, in the future, write more glorious pages in the history of humanity.

The above essay was written by past CDC Historian Dr. R. Fred Kugler in 1974 or shortly thereafter.

Appendix B:
CDC Platform

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Over the weekend of June 7-9, 2002, the California Democratic Council held a statewide convention in Sacramento to develop a state-issues platform. The ten topics were chosen by vote of nearly 100 clubs across California. Delegates from Democratic clubs and county committees brainstormed, debated, and authored drafts of the platform on Saturday. On Sunday afternoon, the Convention delegates discussed, amended and approved the below text on the Convention floor, one section at a time.

Campaigns and Elections
CDC needs to emphasize:
1. grassroots precinct work
2. small radio stations to help rural campaigns
3. free television time devoted to debate because we the people own the airwaves
4. all primaries should be held the first Tuesday after the first Monday in June

CDC endorses the concept of fair political practices and campaign ethics enforced by a bipartisan Campaign Ethics Foundation in Santa Clara County.

CDC recommends elimination of punch card ballots. We wish to replace them with electronic voting that will permit instant runoff ballots for local races.

Further, CDC supports the Clean Elections Initiative as practiced in Arizona, Maine, Massachusetts and Missouri. Under this plan, candidates collect $5 with each nomination signature until enough paid signatures allow a candidate to run for public office. Government auditors guard campaign funds and release money to eligible campaigners. All candidates must participate in public debates.

Civil Rights
1. Fear aroused since 9/11 has been used to erode personal freedoms. We shall defend our constitutional civil liberties as we provide security for all California residents.
2. The U.S. Patriot Act has many provisions that violate the Constitution and the Bill of Rights.
3. Defend and encourage local law enforcement jurisdiction free from imposition of federal control.
4. Civil rights needing protection include: the right of assembly without surveillance; the right of due process; implementing security measures without ethnic or religious profiling; freedom from inappropriate search and seizure.
5. We demand that our state government be open and required to provide all requested information to the public.
6. Ensure privacy in all forms of media. Private communication shall not be accessed without a search warrant.
7. We reaffirm our support for affirmative action. We support restoration of affirmative action programs in the areas of government contracting, education and housing.
8. We encourage the enforcement of laws that protect the rights of gay, lesbian, bisexual and transgender people.
9. We support a woman's "right to choose."
10. We support the right to participate in labor organizing without fear of retaliation.

Criminal Justice

Three Strikes Law.
The California Democratic Council supports amending the Three Strikes Law to (a) specify the three offenses (felonies) as VIOLENT crimes; and (b) to restore judicial discretion in sentencing because: The public perception of the Three Strikes Law as it appeared on the ballot was that it referred to violent crimes against persons.

As currently written, the Three Strikes Law clogs the courts and prisons by occupying time, space, and resources which should be reserved for punishment of more serious crimes.

Education, prevention and rehabilitation have proven to be more effective in preventing crime than prolonged incarceration.

Moratorium on Executions in the State of California.

The California Democratic Council urges a moratorium on executions in California until issues of forensic science and judicial fairness are resolved because:

1. There is a risk of executing innocent persons.

2. Statistics point to discrimination based on race, ethnicity, national origin, geography and economic status.

3. Historically, some death penalties have been reversed due to inadequate representation or DNA evidence.

4. Studies reveal that capital punishment does not deter crime. One study found that states with the death penalty had homicide rates 48% to 101% higher over the last 20 years than states without capital punishment.

5. Every other Western democracy has abandoned the death penalty. In 2001, 90% of documented executions occurred in four countries: China, Iran, Saudi Arabia and the U.S.

6. Financial costs are overwhelming. The death penalty is far more expensive to enforce than a system of "life without parole." The death penalty diverts resources from other law enforcement and community safety needs.

Education

1. CDC advocates effective financing of the CPEC by the legislature. The California Postsecondary Education Commission provides numerous important services to the legislature on aspects on educational studies, campuses, additional courses of study, and other important educational issues. Since the Commission is formed by trustees and regents from California's public and private college and universities, the Commission is in an exceptional position to coordinate and to recommend to the legislature on all aspects of postsecondary education.

2. A student should be encouraged to maintain his/her graduation timeline. Therefore when transferring from a community college, it should be state mandatory that all General Education requirements meet the CSU and UC graduation requirements to avoid time loss and higher tuition payments.

3. A high school diploma from any public high school should meet minimum statewide quality standards. A diploma from any high school in California should signify that the student has mastered specific educational and/or job-related skills regardless of the county or school district in which the student resides.

4. California's public colleges must ensure adequate teacher-preparation classroom space to respond to the state's need for teachers. California will need 300,000 new teachers to reach the next generation. The practice of allowing "on the job training" teachers who are on emergency credentials to teach our children is unacceptable. We call on the legislature to fund adequate teacher education programs.

5. Establish a Joint Assembly and Senate subcommittee to investigate the health impacts of students transporting textbooks to and from campuses. If found to be of negative impact, develop potential solutions., i.e., more lockers, more textbooks, more online learning, etc.

6. CDC supports publicly-funded free pre-school for any student between three and five years old (optional attendance). In this day and age, our curriculum in elementary education have higher standards. Quite a number of those pre-schoolers are not prepared to meet these standards. So that all children can have equal opportunity to develop the pre-K skills. Emerging educational research states that much of a child's learning curve is set before five years old.

7. CDC supports the continuance of a 20:1 class ratio for students in grades K-3. Our focus continues to be literacy (every child able to read by 3rd grade). We need to keep the class sizes small for the teacher to give the one-on-one support to meet this focus.

8. Establish mandatory minimum safety and security standards for all public and private schools, to be administered at the local level district-by-district. All students, teachers and staff have a right to be educated and to work in a safe campus environment

9. We continue to oppose vouchers. Further, we are in favor of quality and fiscal integrity assessments for home-school programs.

10. The CDC advocates the incremental extension of the K-12 school year from its present 180 days to 200 days. Educational research long ago identified "time on task" as the most important variable in learning. Other industrialized nations whose children outperform California students all have longer school years than in California. To facilitate smooth integration of a change of this sort, including meaningful curriculum revision, extending the school year by a week at a time (5 days) is recommended. Adoption of an extended school year will have significant fiscal implications which are acknowledged and supported by this proposal.

11. ASD programs should meet high standards for elementary, junior high and high school, especially for expelled or incarcerated students. All children have a right to the best education available. Students in alternative, community and court schools should be provided with education programs that best meet their learning styles, thereby helping students to be productive members of society.

12. All infrastructure-related tax increment, property tax or other public funding, regardless of source, should be pooled at each County Office of Education and redistributed by enrollment to schools within that County, with no commingling of funds allowed at the local levels. Schools that serve economically-strong families should not de facto have better facilities than schools that serve economically-challenged families. We believe in offering students a level playing field.

13. Support a default college-preparation curriculum for all high school students, with an opt-out option for teens who prefer a different curriculum. Many parents and students need to be aware that high school algebra and geometry are as essential for vocational preparation/apprenticeship programs as they are for admission to UC and CSU systems. So are writing and speaking skills. By making college-preparation the default curriculum, more students will have access to high paying jobs requiring these skills.

14. It is important that schools, districts and teachers meet state mandates. This can be accomplished through adequate funding by the legislature of all state mandates. ADA should not be available until State mandates have been met.

15. Expand teacher preparation programs at public universities to correlate to local teacher needs. Provide incentives to recruit HS seniors and college students into teacher prep programs.

16. School boards must ensure that all student facilities meet state-set standards for school facilities, curriculum-quality and textbook availability.

17. Aggressively pursue support of educational and training programs that facilitate welfare-to-work. Offer adequate education and training programs for non-degree seeking adults and/or retraining / job loss / layoffs. Provide state-funded or state-subsidized quality childcare support for students in job training and retraining programs.

18. Expand state-funded after-school programs to help keep kids busy and "off streets."

Employment, Training and Housing

JOBS

Eliminate poverty and the need for welfare through support of a living wage
- Ally support of the Business Community.
- Out-sourcing not to exceed 5% of total production.
-

We believe that a living wage is the standard for which all American workers should be compensated so they can provide for themselves and their families a standard of living and quality of life consistent with the promise of financial independence inherent within the American Dream.

We also believe it is the responsibility of US corporations and business entities to support American workers and the American economy with a dedicated presence on American soil for 95% of their total production capacity.

Eliminate socialized corporate welfare, as we know it
- All government assisted programs to corporations need to transition into real jobs

Make corporate offshore tax shelters illegal.

We believe that corporations who receive government compensation, including tax deductions, should be required to transition that compensation in a manner that directly benefits it's employees' income, company or retirement benefits.

We also believe that US corporations and business entities that attempt to avoid their fair share of taxes place their own profits above the law and the standard of living and quality of life of all Americans.

JOB TRAINING

Encourage government, labor and business to partner in vocational, service and trade education.

We believe that a partnered, concentrated effort that restores the dignity and value of vocational, service and trade professions should become an alternative curriculum priority with our middle and high school systems, and that the same opportunities for Federal Student Loans be made available for vocational, service and trade institutions of higher education.

HOUSING

Encourage programs that provide the development and financing of affordable home ownership.

We believe that the State of California should require all jurisdictions to comply with State Affordable Housing Laws, including mandated enforcement and penalties for non-compliance.

We encourage the further development of collaborative efforts that emphasize and provide incentives for personal ownership versus renting.

We also believe in a continuing re-evaluation of red line practices to ensure compliance and the development of incentives for lending institutions who have demonstrated the implementation of programs for the benefit of the underserved.

We include our support requiring municipal jurisdictions to provide affordable housing ownership for its emergency and community serviced employees. We believe it is unconscionable to deny these valued citizens the financial opportunity of residency in the communities they serve and put their lives on the line for every day.

Energy Goals

California shall work towards energy independence achieved through economical, efficient and safe, non-polluting sources.

The State of California shall mandate conservation of energy in private and public buildings. Tax incentives shall be offered for all construction designed and sited according to energy-efficient standards. Where feasible, tax incentives shall be offered to retrofit existing structures.

Registration, taxes and fees for motor vehicles shall be graduated commensurate with vehicle fuel efficiency. Consideration shall be given to the hidden public-borne costs of operating inefficient vehicles. SUVs and light trucks shall meet the same fuel efficiency standards as passenger vehicles.

The State of California shall offer incentives to private industry for the development of ultra-fuel-efficient vehicles.

The State of California shall encourage development of non-polluting transportation alternatives.

California shall prioritize funding for efficient, well-maintained public transportation.

SOURCES OF ENERGY:

Continued high consumption of fossil fuels exacerbates the grave problem of global warming. Furthermore, American's reliance on imported oil compromises America's foreign policy and risks interruption of supply. Fortunately, there are practical, realizable solutions to these problems that can ensure a continued high standard of living for Americans.

We must convert to domestically produced, clean, safe, non-polluting sources of energy. These must include wind, solar heating, photovoltaics, geothermal, biomass, passive and active solar, all proven technologies.

Research on the above, new and advanced energy sources and techniques should be pursued by public universities leading to ultimate self-sufficiency. Such research subject matter should also include co-generation, fuel cells, hydrogen, water desalination techniques, distributed systems and the ocean.

We realize that, for the immediate future, consumption of fossil fuels will continue, but every reasonable effort must be made to reduce their use. When fossil fuels are used, all effective technology must be used to minimize pollution and emission of greenhouse gases.

Because of the hazards of existing nuclear plants, we should phase them out. New nuclear plants should be considered only when the technology has been proven to be safe, clean and terrorist proof.

We must recreate energy systems that serve the people and the economy. We would prefer public energy systems, or if not, fully regulated systems.

The rules should prevent "gaming" and ensure full transparency in energy transactions. The pricing structure should ensure affordability for all our residents.

The energy supply and distribution must be dependable.

Under deregulation the people paid for the utilities' assets as stranded costs. The rate payers should own these facilities by now. Public utility company assets paid for by the rate payers and shifted out-of-state should be returned to the ratepayers.

ACCESS TO POWER AND OTHER ENERGY RESOURCES:

The price of energy should make it accessible to poor people.

The state should re-regulate its mass-supplier energy systems.

The state should buy-out the electric grid.

The system of top-price ISO bid determining price overall should be eliminated.

Incentives to use renewable, efficient, clean and passive energy should be built into tax costs.

Public power takeover should be encouraged and facilitated. If private utilities want to sell their assets, the public should have the right of first notification, time to pass bonds and right of first refusal with due consideration for depreciation taken.

One goal of the state's approach to regulation is to ensure continuity of energy supply and independence.

We encourage energy-related research by California's university systems.

Environment

1. Earth belongs to future generations and the economy depends on the environment. Wilderness preservation must be enhanced for individual health and future generations.

2. We support the elimination of MTBE additives to gasoline. Leakage of storage tanks contaminate groundwater.

3. We support a California program to reduce greenhouse gases. In light of the Federal EPA report, and the Bush response, California must act on its own.

4. We support reduction of unnecessary toxics. The effects on individual health via air and water contamination are great.

5. We support elimination of certain toxic organophosphates and other hazardous pesticides and herbicides, particularly those currently creating toxic exposure to farm workers and food processing workers, such as methyl bromide used in strawberry production. Integrated pest management can achieve the same ends.

6. We support CEQA to boost air quality with no exemption for agriculture.

7. We support a long-range comprehensive state policy of growth control. Elimination of agricultural land and wilderness areas leads to loss of greenbelts, more traffic, more pollution and a degradation of the quality of life.

8. We support family planning programs to reduce population growth. Water and land are finite. The quality of air, water and living conditions are negatively impacted by overpopulation.

9. We support expanding recycling programs including computers. Landfill is finite.

10. We support programs to expand conservation of water, water storage and desalinization. The overall supply of water must be maintained and enhanced.

11. We support the inclusion of water conservation in statewide school curriculum.

12. We support California emission standards stricter than that of the Federal standards and we support application to all vehicles.

13. We support an equitable science-based statewide water policy plan that emphasizes water conservation and which allocates and prices water equitably among environmental, agricultural, residential and industrial uses. This plan shall affect proposed large-scale developments.

14. We support a comprehensive, long-range State policy of growth management, adapted and implemented by regional and local agencies.

15. We support limiting urban sprawl, establishing urban-rural boundaries, greenbelts, infill development; protect ecologically-sensitive areas and agricultural lands. We support the Coastal Protection Act, the protection of wild land habitats and corridors, preserves and parklands.

Fiscal Solvency

1. We support restoration of the top state income tax rates.

2. We support adequate funding of state-mandated services, such as county health services.

3. We support the rollback of corporate tax reductions.

4. We support restoration of the split roll levy of property taxes between residential and commercial property.

5. We support an equitable formula of revenue sharing between the state government and counties.

6. We support reliable sources of funding in order to avoid an over-reliance on sales tax revenue which favors retail development over housing.

7. In order to ensure fiscal solvency and accountability, we support streamlining of administrative structures within public institutions.

8. We urge wiser allocation of limited resources through more humane and cost-effective alternatives to incarceration, such as drug courts, community service, preventative and rehabilitative programs.

Health Care

1. Tenet Nurses. We support Tenet nurses, indeed all nurses, fighting unfair labor practices, for example, Tenet/Sutter nurses. We support legislation that looks at adequate staff-to-patient ratios. Tenet does not provide adequate nursing staff potentially endangering the health of their patients. And, Tenet refuses to bargain in good faith with unions that won organizing elections and have been reorganized by the NLRB.

2. Medical Marijuana. We need to enforce Proposition 215 equally and consistently throughout the state, to keep marijuana safe and affordable, to maintain current medical funding levels, and to develop protection for local, approved growers.

3. Single-Payer Health Plan. California should enact a single payer, universal health plan. Health care is a right for all and not a privilege for some.

4. Assisted Death with Dignity. California should explore the concept of assisted death with dignity, and should enact appropriate legislation, following Oregon's successful legislation.

5. Bonds for Hospital Repairs. We advocate that a bond measure be enacted to raise money to ensure that each county has hospitals that will survive a major disaster. Because half of all hospitals in California would collapse in a large earthquake and because California hospitals are mandated by law to find money to retrofit and because most hospitals will be hard-pressed to find the money to retrofit.

6. Mental Health. We urge the defeat of AB896 (Developmentally Disabled Act) and we urge a stop to the release of institutionalized persons to unknown circumstances and to account for their whereabouts. Mental health care is as critical as physical care to ensure the well-being of all citizens. We further mandate that worker/employee mental health insurance be on a par with physical protection. And, we note that public education is necessary to inform citizens who are institutionalized including the nature of their illnesses so they are aware of their situations.

7. Pharmaceutical Issues. We propose legislation to index cost increases of pharmaceuticals to the cost of living. Pharmaceutical cost increases far exceed the cost of living based on the consumer price index.

8. AIDS Research. We urge the legislature to maintain and increase funding for AIDS research, treatment and management.

9. Funding of Prescription Drugs. We support including prescription drugs under Medicare.

10. Right to choose. We support every woman's right to choose and we support the defense of Roe v. Wade. We support state funding for reproductive services.

11. Universal Immunization. We support legislation to make immunization for communicable diseases available and free for those desiring immunization.

Public Transportation

We support a transportation policy that includes expanded and integrated municipal, regional and statewide public transportation systems and increased fuel efficiency standards.

High-speed rail

We support implementation of a high-speed rail system as proposed in SB1856. The benefits of this include reduced traffic congestion, mitigation of potential airport expansion, improved air quality, and helping meet projected traffic growth.

Inter-city and Intra-city Public Transportation

We support an expansion of inter-city and intra-city public transportation with an emphasis on rail systems.

We support a state-funded pilot project for municipal light rail sufficiently extensive to be cost effective. Such a pilot system would provide convenient accessibility, speed, and cost to be attractive to large numbers of residents. Communities throughout the state could apply for consideration of this project. The selection decision would be made on the basis of which plan most efficiently promotes:

- Usage
- Cost-effectiveness
- Feasibility
- Linkage with other public transportation systems

Municipal light rail systems must be well integrated with regional and statewide rail and other public transportation systems. To foster usage of these systems they must include adequate parking structures. All such transportation systems must emphasize reliability and frequency. They must achieve speed by means of appropriate rights-of-way, employing grade separations where necessary, with consideration given to responsible land use.

Amtrak

We encourage the California Congressional delegation and State Legislature to support the preservation and enhancement of the Amtrak system both in California and nationwide. In addition, we encourage the delegation to take the steps necessary to prohibit privatization of any high ridership segments of Amtrak or the system in its entirety. We further ask our delegation to advocate for adequate, reliable, and long-term funding for Amtrak.

Fuel Economy

To promote non-toxic fuel efficiency in the State of California, we urge the state to adopt increased CAFE (Corporate Aggregate Fuel Efficiency) standards, abandon tax benefits that favor gas-guzzling, heavyweight vehicles, and promote production of clean-burning fuel additives within the state as a safer alternative to MTBE.

Appendix C:
CDC Constitution
and By-laws

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Ventura, CA 93006-6591
http://www.cdc-ca.org/

Preamble
WE, THE PEOPLE OF THE CALIFORNIA DEMOCRATIC COUNCIL OF THE STATE OF CALIFORNIA, HEREBY AFFIRM OUR DEDICATION TO THE DEMOCRATIC PROCESS - A PROCESS WHICH EXISTS TO DEFEND THE EQUAL DIGNITY AND VALUE OF ALL HUMAN BEINGS - AND THE RIGHT OF ALL PEOPLE TO PARTICIPATE IN THIS PROCESS AND TO SHAPE IT TO THEIR NEEDS AND ASPIRATIONS. WITH THIS AS OUR PURPOSE, WE CONSTITUTE THIS ORGANIZATION.

Article I - Name
The name of this organization shall be the CALIFORNIA DEMOCRATIC COUNCIL.

Article II - Incorporation
The California Democratic Council shall be incorporated under the laws of California as a non-profit corporation.

Article III - Purposes
   a. To build and maintain a network of grassroots Democratic organizations and activism throughout all areas of the State of California.

   b. To work for the establishment and maintenance of Democratic clubs across California to ensure every address in the state is served by at least one functioning, chartered, geographically-focused Democratic club.

   c. To promote diversity and opportunity for full participation throughout the Democratic Party and to end discrimination based on race, age, creed, national origin, economic condition, sex, sexual/affectional preferences, marital status and disability or handicap.

   d. To promote the candidacy and election of Democratic candidates for partisan offices in cooperation with the California Democratic Party.

   e. To promote the candidacy and election of Democratic candidates for non-partisan offices in cooperation with the California Democratic Party.

   f. To assist in the development, training and activism of affiliated organizations.

   g. To coordinate the exchange of ideas, issues and information among affiliated organizations.

   h. To consider pre-primary endorsements of Democratic candidates for partisan and non-partisan elected offices.

   i. To study, discuss and adopt positions on public policy issues and legislative proposals and to work for the enactment of those positions.

   j. To regularly meet with members of the State Legislature to discuss and promote CDC positions on issues and legislation.

Article IV - Records and Offices
   a. The Board of Directors shall determine the location of the offices for the organization, and shall designate a principal office.

   b. All official records as designated by the Board of Directors shall be maintained at the principal office of the organization.

   c. The policies and procedures, as determined by the Board of Directors, shall be compiled into a manual which shall be maintained at the principal office.

   d. All records, policies and procedures shall be available for inspection to any office or director.

   e. All policies and procedures shall be provided to the officers and directors.

Article V - Membership

a. Membership in this Council shall consist of the following:

  1. ORGANIZATIONS

     a. Democratic clubs

     b. County Central Committees

     c. Young Democrat and College Democrat clubs

  2. EX-OFFICIO MEMBERS

     a. Democratic elected officials or nominees for public partisan office in California.

     b. Democratic National Committee members registered to vote in California.

     c. Statewide and regional officers and Assembly District Committee chairs of the California Democratic Party

     d. The statewide officers of the California Young Democrats

     e. The statewide officers of the California College Democrats

     f. The chair of the Federation of County Central Committees

     g. Past presidents of this Council

  3. MEMBERS-AT-LARGE
     This Council shall have a Members-at-Large Division. Any registered Democrat may become a Member-at-Large.

b. REQUIREMENTS FOR MEMBERSHIP

  1. Organizations shall:

     a. Subscribe to the Constitution and Bylaws of the California Democratic Council, and to the Constitution and Bylaws of the California Democratic Party and the National Democratic Party Charter and Bylaws, when not in conflict with the CDC Constitution and Bylaws.

     b. Support only Democrats for partisan and non-partisan public office, who best exemplify and subscribe to the philosophy and platform of this Council.

  2. Democratic Clubs

     a. Have as members only those persons registered as Democrats, or if ineligible to register have declared their intention of registering immediately upon eligibility.

     b. Have a minimum of twenty (20) paid-up members who are not members of any other club represented on this Council. Members (including ex-officio) belonging to more than one club shall designate in writing their club of primary affiliation.

     c. Be a bona fide Democratic Club chartered by a Democratic County or State Central Committee, holding at least one meeting in each quarter, and an annual or biennial election of officers.

     d. Have a minimum of one dollar ($1.00) annual dues per member.

  3. Young Democrat and College Democrat clubs

     a. Shall be duly chartered by their governing organizations.

     b. Shall have at least ten (10) members who shall be registered Democrats or who intend to register as Democrats upon eligibility.

4. Ex-Officio Members

    a. All individuals who qualify as ex-officio members shall also be required to hold membership in and appear on the roster of an affiliated organization to be eligible to fully participate in the activities of this Council.

5. Members-at-Large

    a. Members-at-Large shall maintain their registration in the Democratic Party at all times.

6. Free Affiliation for all Chartered Democratic Clubs and County Central Committees

    a. All chartered Democratic clubs and county central committees are provided a free Associate Affiliation each year.

    b. As an Associated Affiliate, they are entitled to one delegate (Club President/Chair/Permanent Representative) to attend all conventions, state, area and regional board meetings, with voice and vote, and to receive notice of all such meetings.

    c. Organizations wishing to participate at a greater level may affiliate as full members and be entitled to all the benefits that accrue to full membership.

Article VI - Dues

a. The determination of dues and associated fees shall be reviewed and adopted by the Board of Directors no later than the last meeting of each calendar year.

b. All dues and fees are due and payable at the start of each calendar year. All dues and fees must be current for any affiliated organization, its members and delegates to fully participate in any Council meeting or activity or hold office in this Council.

c. Affiliated organizations shall pay annual dues to the Council which shall become due and payable upon application for affiliation. In addition:

    1. Each affiliated Democratic club shall pay a per capita fee, as determined by the Board of Directors, for at least twenty (20) of its members.

    2. Each affiliated County Central Committee shall pay a fee for each Assembly District wholly or partially contained in the county.

    3. Young Democrat and College Democrat clubs shall pay no per capita fees.

d. Ex-Officio members shall pay annual dues.

    1. The ex-officio member's dues may be included with the dues and fees submitted by his or her affiliated organization.

e. Members-at-Large shall be required to pay annual dues of no less than $20.00, such dues to be set by the President.

f. If an application for membership is not granted to any person or organization, the dues and fees payment accompanying the application shall be returned.

g. The Board of Directors may consider hardship applications.

Article VII - Officers

a. The officers of this Council shall be a President, Secretary, Treasurer, Controller and three Trustees, one or more Area Vice-Presidents, one Member-at-Large Vice President, and a minimum of 15 but not more than 25 Regional Vice-Presidents.

b. The number and geographic assignment of area vice presidents and regional vice presidents shall be reviewed and determined by the Board of Directors in even numbered years. Area and regional officers shall be assigned along county lines.

c. Elected officers shall be elected at the Annual Convention in odd-numbered years and shall assume office upon conclusion of that Convention.

d. In addition, the President shall be entitled to appoint additional officers, as determined by the Board of Directors, to assist in the governance of this Council.

e. The terms of office for appointed officers shall be the same as for elected officers.

f. ELIGIBILITY

    1. Any member of an affiliated club of this Council is eligible to hold office in this Council.

    2. Any Officer of this Council, other than Trustee, who is a candidate for full-time paid elective public office, other than offices within the Democratic Party, shall be required to take a leave of absence upon the announcement of his or her candidacy, unless otherwise authorized by the Executive Committee, the Board or the Convention.

    3. Remuneration for elective or appointed officers, except as reimbursement for expenses (i.e. postage, mileage, travel, phone, Internet, et al.) shall be approved by the Executive Committee, the Board or the Convention, or as set forth in the organization's adopted strategic plan.

g. DUTIES & AUTHORITY

    1. President. The President shall serve as the chief executive officer and in that capacity shall oversee the day-to-day activities of this Council. In addition, the President shall:

        a. Preside over the Annual Conventions, board of directors meetings and executive committee meetings.

        b. Serve as the official spokesperson for this Council.

        c. Serve as the chief fundraiser for this Council.

        d. Serve as liaison to the California Democratic Party and DNC.

        e. Hire all paid staff of this Council, provided estimates for staff compensation have been approved as part of the adoption of the organization's strategic plan or by vote of the Executive Committee, the Board of Directors or the Convention.

        f. Appoint additional unpaid, non-voting officers, as necessary, to assist in the governance of this Council.

        g. Develop and implement an annual strategic plan to be approved by the Executive Committee, the Board of Directors, or the convention.

        h. Report annually on the state of the CDC and its progress under the strategic plan presented during the preceding annual convention.

        i. Have the authority to authorize all proper expenditures of this Council, except that expenditures exceeding $7500 shall require the approval of the Executive Committee, the Board of Directors, or the Convention.

        j. Coordinate the activities of all volunteer officials of this Council and serve as primary representative to all affiliates.

k. Have the authority to appoint one or more special assistants, the number to be determined by the Board of Directors, for the purpose of coordinating activities among the various areas and regions. The special assistant(s) shall have voice but no vote on the Board of Directors and shall be eligible to serve as a delegate to conventions.

2. The Area Vice-Presidents shall assist the President in the performance of her or his duties and shall be responsible for coordinating the activities of this Council within their respective areas. In addition they shall:

    a. Preside over conventions, board of directors meetings and executive committee meetings in the absence of the President. The Area Vice President serving in the area of the meeting shall preside.

    b. Preside over area conventions and meetings.

    c. Oversee the affiliation of member organizations in their area.

    d. Assist in the establishment of new member organizations in their areas.

    e. Assist in providing training sessions to member organizations in their areas.

    f. Assist in the Council's media relations program in their area.

    g. Develop and implement an annual strategic plan for their area, in conjunction with the Area Board of Directors.

    h. Attend state conventions, state board of directors meetings and state executive committee meetings.

    i. Assist in fund raising activities at the state and area level

    j. Serve as regional vice president in the absence or vacancy of such position(s).

3. The Regional Vice-Presidents shall assist the President and the Area Vice Presidents in their duties. In addition they shall:

    a. Preside over any regional meetings.

    b. Oversee the affiliation of new and existing organizations in their regions.

    c. Communicate regularly with affiliated organization presidents and chairs.

    d. Regularly attend meetings of affiliated organizations as a CDC representative.

    e. Make membership talks to potential affiliated organizations.

    f. Coordinate training sessions for affiliated organizations.

    g. Meet regularly with local Democratic elected officials.

    h. Develop and implement a strategic plan for their region, in conjunction with the Regional Board of Directors.

    i. Attend state and area conventions, state and area board of directors meetings, and state executive committee meetings.

    j. Assist in fund raising activities at the state, area and regional levels.

      k. Notify their regional board of directors and the CDC officers listserv of appointments of Regional Assistants.

          a. Regional Vice-Presidents may appoint up to three Regional Assistants to assist in meeting Regional organizing goals, including:
1) Organizing and launching clubs in jurisdictions not directly served by a municipally-focused club;
2) Supporting existing clubs to develop and to implement club work plans, to set membership and outreach goals, and to meet regularly and to become well-known in their target areas;
3) Such other projects as will benefit the Region.

          b. Regional Assistants serve at the pleasure of the Regional Vice-President and receive assignments from same.

4. The Member-at-Large Vice President shall represent all Members-at-Large and shall have responsibilities equivalent to an Area Vice President.

5. The Secretary to the Board of Directors shall act as secretary of the Annual Convention and of the Board of Directors and its Executive Committee, keeping records of the proceedings thereof, distributing copies as appropriate and notifying members of meetings of this Council and its Board of Directors. In addition, the Secretary shall oversee the communication activities, including maintenance of the CDC website and e-mail listservs.

6. The Treasurer shall be authorized to pay bills of this Council at the request of the President, make regular reports regarding the financial condition and major expenditures of this Council, assist the President and staff with fundraising activities, cooperate with the Trustees in all audits, and in conjunction with the President, ensure that all governmental reports are timely filed in compliance with all applicable state and federal laws and regulations and that all financial transactions of the this Council comply with the internal control policies set forth by the American Institute of Certified Public Accounts.

7. The Controller shall, in cooperation with the Treasurer, maintain the books of account of the organization and the budgetary and internal control matters of the Board of Directors. The Controller shall serve as Chair of the Budget Committee and shall serve as an ex-officio member of the Board of Trustees.

8. The Trustees shall audit the books of account of the Organization at least twice a year and at any time when the incumbent Treasurer shall leave office, submit a report of each audit to the Board of Directors, and of their yearend-audit to the Annual Convention. They shall review the expenditures of Council funds and report whether they have been made in accordance with Convention decisions and/or this Constitution and By-Laws. They shall also serve on the Standing Committee of Finance and assume the Responsibilities thereof as outlined by the Board of Directors.

      a. The term of office of a Trustee shall be three years.

h. AREAS

1. Each Area shall have a Board of Directors which shall consist of all delegates and alternates to the Annual Convention and all ex-officio members resident in that area.

2. Each Area Board of Directors shall have primary responsibility for conducting the business of this Council within its jurisdiction between statewide conventions, and shall be the initial authority with regard to all matters solely affecting its Area Board; provided, however, that the Area Boards shall at all times be subject to statewide policy of this Council as set forth by the statewide convention, this Constitution and Bylaws, and the state Board of Directors.

3. Each Area Board of Directors shall adopt a set of Standing Rules for its Area, and establish such committees as it shall deem appropriate to carry out its responsibilities.

4. Each Area Board of Directors shall meet at least once a year outside the Annual Convention.

i. VACANCIES
Vacancies in any of the offices herein shall be filled by the Board at a regular meeting of the Board of Directors, provided that written notice of the existence of the vacancy shall be sent to all members of the Board fifteen (15) days prior to such meeting.

j. REMOVAL
Any officer of this Council may be removed by a two-thirds vote of those present and voting at any meeting of the Board of Directors; provided that written charges against the officer shall first be presented to the meeting of the Board immediately preceding, that at least sixty (60) percent of those present and voting at the meeting where charges are presented shall vote to notify the officer of such charges and to proceed with a removal action, and that the affected officer shall be given an opportunity to answer and be heard at the Board meeting immediately following the Board meeting at which such charges were presented.

k. ELECTIONS

1. Nominations and elections of Officers, other than those appointed by the President and approved by the Board of Directors, shall take place at the Annual Convention occurring in odd-numbered years, except in the case of Trustees.

2. One Trustee shall be nominated and elected each year at the Annual Convention on a rotating basis from each Area of the State. For the purpose of Trustee rotation, the following groups of Areas shall share a trustee: Northstate and Greater Bay Area; Central North, Central Coast and Central South; Los Angeles Northwest, Los Angeles City, Los Angeles Southeast, Southern and Inland Empire.

3. Voting procedures for Member-at-Large board members and Vice President shall be set by the Executive Committee of this Council.

4. Rules for the election of officers shall be reviewed and adopted at the Board meeting preceding the Annual Convention at which the elections will be held.

l. USE OF NAME
No member of the Board of Directors of CDC may use her or his CDC title in any way - including for identification purposes only - in support of any candidate or ballot proposition not endorsed by CDC.

Article VIII - Board of Directors

COMPOSITION

The Board of Directors of this Council shall consist of the elected and appointed officers, past presidents of this Council, organization presidents and chairs, caucus chairs, one elected Member-at-Large per 1000 Members-at-Large (not to be less than one at any time), standing committee and ad-hoc committee chairs who shall have voice and vote.

Organization presidents and chairs are entitled to appoint a permanent representative in writing to serve in their place at Board meetings

Any affiliated organization having in excess of 100 affiliated members shall be entitled to an additional representative on the Board of Directors.

RESOLUTIONS AND POLICY

All resolutions and policy statements shall require a 60% vote of those present and entitled to vote at conventions and meetings of the Board of Directors.

Policy resolutions in the name of the California Democratic Council shall be the function of the state-wide Convention and Board meetings; resolutions of the Executive Committee shall be limited to implementation of previously stated policies of the California Democratic Council.

The Board of Directors shall be the final authority between state-wide Conventions with regard to all matters of state-wide policy; provided, however, that the Board of Directors shall at all times be subject to the policies of this Council as adopted by the Statewide Convention, and to the provisions of this Constitution and Bylaws.

QUORUM

One-fifth (20%) of the Board of directors shall constitute a quorum.

REGULAR AND SPECIAL MEETINGS

Regular business meetings of the entire Board of Directors shall be held no less than two times a year. Said regular meetings shall be called by the President.

Special meetings of the entire Board of Directors may be called by the President at any time, and shall be called by her or him upon request of Twenty percent (20%) of the affiliated organization presidents and chairs.

Area Vice-Presidents are responsible to call and to coordinate at least one properly noticed area meeting every nine months. If more than nine months pass between properly noticed area meetings, the Area Vice-President position shall fall vacant immediately, and may be filled as with vacancies caused by other means. Additional meetings beyond this requirement may be called by the Area Vice-President, by vote of the area assembled, or as otherwise provided in this Constitution.

Regional Vice-Presidents are responsible to call and to coordinate at least one properly noticed regional meeting every six months. If more than six months pass between properly noticed regional meetings, the Regional Vice-President position shall fall vacant immediately, and may be filled as with vacancies caused by other means. Additional meetings beyond this requirement may be called by the Regional Vice-President, by vote of the region assembled, or as otherwise provided in this Constitution.

Special area or regional meetings may be called by the said Vice-Presidents at any time; by the President; or upon request of Thirty percent (30%) of the affiliated organization presidents and chairs resident in the area or region.

All club presidents resident in the jurisdiction, all county committee chairs resident in the jurisdiction, all AD Chairs resident in the jurisdiction, all individual convention delegates resident in the jurisdiction, such statewide or local CDC convention delegates or permanent representatives as may be on file for the jurisdiction, the CDC President and the CDC Secretary shall be noticed of all Regional and Area meetings.

For purposes of counting six-month (regional) and nine-month (area) meeting requirements, the first day of the range shall be considered the day the Regional Vice-President or the Area Vice-President takes office. Subsequent six-month and nine-month ranges shall begin with the call to order of each properly-noticed regional or area meeting.

The CDC statewide officers, in conjunction with staff, shall assist the Area Vice-Presidents and the Regional Vice-Presidents in tracking the time requirements in which to call a meeting, and shall provide other reasonable meeting-related assistance as requested.

EXECUTIVE COMMITTEE

The Executive Committee shall consist of the elected and appointed officers.

The Executive Committee shall act on matters that are of an urgent nature between meetings of the Board of Directors. Any action taken is subject to ratification at the next Board meeting.

The Executive Committee also shall advise the President from time to time, as necessary, on policy issues and planning matters.

All meetings of the Executive Committee shall be open to any member of the Board of Directors.

Article IX - Committees
a. MEMBERSHIP & AUTHORITY

1. Standing and ad-hoc committee members shall be members of affiliated organizations and shall appear on the affiliated membership list.

2. Each affiliated organization is entitled to appoint a voting member to each standing committee, with the exception of the Finance Committee, whose membership will be defined by the Board of Directors.

3. Each CDC Area Vice-President may appoint up to three additional "at large" people from each respective area to serve as members of each standing committee.

4. Each Area Vice-President shall designate a committee member from his/her area to serve as the "Area Chair" of each Committee.

5. Each Committee's Area Chair may call meetings of area committee members for the purpose of making recommendations to a statewide standing committee or to an area's Board of Directors.

6. For each committee, the CDC President shall name one of the Area Chairs as "State Chair."

7. If an Area Vice-President has not named an Area Chair for each standing committee, or has not filled the three "at-large" positions for each standing committee within two weeks after the adjournment of a CDC Convention, the CDC President or an Area Board of Directors may fill any vacant committee appointments.

8. Affiliated organizations may name or change their committee delegates at any time by notifying the CDC Secretary, the committee State Chair and the committee Area Chair.

9. If the CDC President does not designate a State Chair for each committee within 15 days after the adjournment of the CDC Convention at which he or she is elected, the Executive Committee or the Board of Directors may name any vacant State Chairs.

10. In the instance the State Chair is vacant or absent, the committee members present at a meeting may choose a temporary chair from among their members to preside.

11. All committees shall meet at each meeting of the Board of Directors, and at other times as each Committee or its State Chair shall determine.

12. No committee shall have the power to set policy for CDC or to represent CDC unless such authority is explicitly granted to such committee by the CDC Convention or the CDC Board of Directors. The primary purposes of Committees are to make recommendations and to carry out tasks assigned by the CDC Convention and the CDC Board of Directors.

13. All committee appointments made by affiliated organizations shall stay in force until a replacement is designated, or until the organization's affiliation with this Council lapses. Under no circumstances may an unaffiliated organization be represented by voting members to committees.

14. Committee appointments normally falling to the CDC President or to any Area Vice-President shall terminate at the expiration of the appointing officer's term.

b. STANDING AND AD HOC/SPECIAL COMMITTEES

1. Standing Committees

   a. The Standing Committees of the Board of Directors shall be: Bylaws & Rules, Communications, Credentials, Finance, Issues & Political Action, Membership, Organizational Development and Resolutions.

2. Ad Hoc/Special Committees

   a. The Board of Directors may create Ad Hoc/Special Committees as it deems necessary.

   b. The President shall appoint the members and chair of any Ad Hoc/Special Committees.

Article X - Conventions
a. TIME AND PLACE

1. A Convention of this Council shall be held annually. The time and place shall be fixed by the Board of Directors, at least one year prior to the date of such Convention. Notice of such Convention shall be mailed to each ex-officio and organization member at least Two (2) months in advance of any cut-off date for credentials established in accordance with Article X, Section B, Subsection 1-c.

2. Conventions held in even-numbered years shall be for the primary purpose of deciding whether to endorse Democratic candidates for statewide public office, national offices requiring statewide votes, and for ratifying the endorsement recommendations of area and regional endorsing conventions.

3. No odd numbered year convention held for the purpose of electing statewide officers may be held in the same area as the immediately previous odd-numbered year convention which was held for the purpose of electing officers.

4. Rules for the Annual Convention shall be reviewed and adopted by the Board of Directors at least four months in advance of the Convention.

b. REPRESENTATION

    1. Organizations

        a. Each club affiliated with this Council by 30 days prior to the convening of the Annual Convention or by March 31, whichever is earlier, shall be entitled to one duly elected delegate, and one alternate, for each Ten (10) members who appear on the affiliation roster, as well as a vote for the Club President or the Club President's designee.

        b. Each County Central Committee affiliated with this Council by 30 days prior to the convening of the Annual Convention or by March 31, whichever is earlier, shall be entitled to two duly-elected delegates, and two alternates, for each Assembly District, whole or partial, contained in the county.

        c. Clubs that are new members or clubs that have not renewed by March 31 shall be limited to no more than two delegates and two alternates, as well as a vote for the Club President or the Club President's designee, with right of appeal to the Credentials Committee if desired.

        d. All other organizations shall be guaranteed only one convention vote, with right of appeal to the Credentials Committee if desired.

        e. Each club president shall certify in writing to this Council that the names listed on the submitted roster are paid-up members who are not members of any other club represented on this Council; or are members who have designated in writing that club as their club of primary affiliation.

        f. Copies of affiliation papers shall be provided to the respective Area Vice Presidents and Regional Vice Presidents.

    2. Ex-officio members are entitled to serve as individual delegates.

    3. Past presidents of this Council are entitled to serve as individual delegates.

    4. The Member-at-Large Division shall elect one delegate per 500 at-large members, the number of such delegates not to be less than one (1). Rules for the election of Member-at-Large delegates shall be set by the Executive Committee of this Council.

c. QUORUM
A quorum to conduct business at any convention shall consist of One-Third (1/3) of the duly registered accredited delegates at the convention; for purposes of endorsement a quorum shall be Fifty percent (50%) of the duly registered accredited delegates.

d. PROXIES
There shall be no duplicate voting or voting by proxy.

e. SPECIAL CONVENTIONS

    1. Special state-wide conventions may be called by the President with the approval of the majority of the total membership of the Board of Directors, which may be polled in writing; or by Two-Thirds (2/3) majority of the total membership of the Executive Committee. Special Regional Conventions may be called by the Regional Vice-President in consultation with local clubs. The call for a special convention shall specify the subjects to be considered, and no subjects shall be considered that are not so specified, without the vote of a majority of the duly accredited delegates registered at the convention. The time and place shall be fixed by the Regional Vice-President in consultation with clubs; and each organization and ex-officio member shall be notified thereof in writing at least Thirty (30) days in advance of said convention.

    2. Local endorsing conventions for Special Elections shall be called by the appropriate Regional Vice-Presidents to convene after the Special Election is called.

f. ENDORSING CONVENTIONS

    1. Area Endorsing Conventions shall be held in even-numbered years for the purpose of making pre-primary endorsement recommendations for partisan offices.

        a. The Convention shall be called by the Area Vice President in consultation with the affected Regional Vice Presidents.

        b. Area Endorsing Conventions are to be held no sooner than the close of filing for the Primary Election.

        c. All current delegates and alternates to the State Convention resident in the area are entitled to be delegates to the Area Endorsing Convention.

        d. To be endorsed, a candidate must receive a 60% majority of those present and voting. "No Endorsement" is an option on each vote. Prior to voting, the delegates may decide to use Instant Runoff Voting or to hold no more than three voting rounds to determine if a candidate can be endorsed. For additional voting rounds the candidate receiving the lowest number of votes shall be dropped from further consideration.

        e. Voting will be by secret ballot unless the Convention delegates specifically vote not to do so. In either event, a tally of the vote will be taken and recorded.

        f. Notices of Area Endorsing Conventions shall be mailed to each delegate at least 15 days prior to the Convention.

        g. Prior to each Area Endorsing Convention, notice shall be given by mail, electronically or orally to each Democratic candidate for the offices under consideration for endorsement.

        h. In instances where an office under consideration for endorsement falls into two or more areas, the delegates from each area are entitled to vote on the office and the votes from each area will be merged. In such cases, Instant Runoff Voting procedures will be used.

        i. Where appropriate, due to geographic constraints, Area Vice Presidents, in consultation with Regional Vice Presidents, may hold one or more Regional Endorsing Conventions in lieu of or in addition to an Area Endorsing Convention.

        j. Any endorsement recommendations from an Area or Regional Endorsing Convention shall be approved or disapproved without right of substituting alternate candidates at the Annual Convention unless at least ten delegates present objection to the endorsement within one week of the Convention. Objections must be for reasons of procedural or credentialing error and not solely because those objecting were on the losing side of an endorsement vote.

        k. General Rules for Area and Regional Endorsing Conventions shall be reviewed and adopted by the Endorsing Convention delegates at the start of the Convention.

        l. Democratic candidates not endorsed by CDC who win the Primary Election shall be presented for endorsement at the Board meeting following the Primary Election.

g. LOCAL ENDORSEMENTS

1. Area and Regional Endorsing Conventions may consider making endorsements for local non-partisan offices, for candidates who exemplify and subscribe to the philosophy and platform of this Council.

2. Only candidates registered as Democrats may be considered for endorsement.

3. All candidates registered as Democrats seeking an office under consideration should be notified by mail, electronically or orally well in advance of the Convention.

4. The delegates may decide whether to allow candidates to address the Convention. Nonetheless, candidates are entitled to distribute literature to delegates and to have the names of all candidates under consideration for endorsement to have their names listed prior to voting.

5. All endorsements of local non-partisan candidates shall become a CDC-endorsed candidate unless at least ten delegates present object to the endorsement within one week of the Convention. Objections must be for reasons of procedural or credentialing error and not solely because those objecting were on the losing side of an endorsement vote.

6. Any objections shall be resolved by the Board of Directors or the Executive Committee, if a timely resolution is required.

h. RULES
Any Convention or meeting of this Council shall be governed by the most recent edition of Robert's Rules of Order, Newly Revised. In addition, the Board of Directors will develop, review and adopt rules governing specific procedures for each meeting, consistent with this Constitution and Bylaws.

i. CONSTITUENCY CAUCUSES

1. A Constituency Caucus may be created by Twenty (20) or more delegates gathering together at an Annual Convention, signing a Caucus Affiliation form; electing a Chair and other officers; and notifying the Convention Secretary of the establishment of the caucus.

2. The purpose of a Constituency Caucus is to promote issues, legislation and candidates of interest to the specific constituency.

3. A Constituency Caucus will need to re-affiliate annually.

4. The Caucus Chair shall be a member of the Board of Directors.

Article XI - Amendments

a. The Constitution and Bylaws of this Council may be amended at any annual or special convention by a majority vote of the duly registered accredited delegates present.

b. All proposed amendments to the Constitution and Bylaws shall be submitted to the Bylaws & Rules Committee for review prior to consideration by the Convention delegates.

c. A proposed amendment which the Bylaws & Rules Committee has rejected or refused to consider may be considered by the Convention if submitted over the signatures of 25 accredited delegates, or has been approved by a majority of the Board of Directors.

d. Those amendments which do not involve changes in substance, but only changes in language or form, may be voted on as a group.

e. The Bylaws & Rules Committee is empowered to make any and all non-substantive changes, whether for grammar or typographical error in reproduction.

f. All amendments approved by the delegates in Convention shall become effective on the first day following that Convention, and an updated version of the Constitution and Bylaws shall be posted on the CDC website.

Appendix D:
Affiliation Forms

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

Affiliation Instructions
Please read these instructions as we have updated our forms from previous years.

Eligibility

The following organizations are eligible to affiliate with the California Democratic Council:

Democratic clubs chartered by county central committees.

Democratic county central committees.

Young Democrat and College Democrat organizations

The application packet enclosed applies to the organizations listed above.

Deadline

CDC membership is based on a calendar year. Organizations must re-affiliate in January of each year.

Fees

CDC has suspended its club fee structure for 2009. This means all clubs may affiliate fully without payment this year. A club must have at least 20 members to be affiliated with CDC and to have voting rights at CDC meetings.

Votes earned by a club are based on the size of the roster submitted to CDC. The Credentials Committee reserves the right to verify a club's size by contacting a selection of club members.

- Clubs earn CDC Convention delegates at a ratio of one delegate and one alternate per each ten members.

- Newly-chartered Democratic clubs are limited to three Convention votes during their first year of existence.

- Young Democrat or College Democrat clubs also do not pay in '07, and receive the same benefits as all clubs.

Clarity & Completeness

Please type or print information clearly to ensure we have the correct information for you and your members.

Please provide complete information. We ask for e-mail addresses for your organization, your president/chair, your delegates/alternates and your affiliated members. CDC fully embraces the use of e-mail to distribute information, to make announcements and to hold on-line meetings of our standing committees. Help us keep you and your members in the loop by providing e-mails where available.

Filling Out The Application Form

Page One - Part A: Indicate if you are a renewing or first-time organization by checking the appropriate box.

List the name or your organization as you wish to have it appear on our roster, web site and in correspondence.

Provide the organization's main mailing address. Hopefully, it is a permanent address (e.g. P. O. Box) but it could be the home address of your president or chair. If the organization has its own phone number, fax, e-mail or website, please provide it. Otherwise, leave it blank and provide information in the next section.

List the name, address, phone, fax and e-mail address of your organization president or chair. We rely on this individual to help spread the word about CDC activities so it is important we know all the various ways to reach this person. Also, let us know when the term expires so we know when to contact you to determine if there is a new president or chair. If you are no longer the president or chair, please forward this info ASAP.

We also want to know how to contact your newsletter editor. We will send out articles on topical issues or announcements about upcoming CDC events that we would appreciate you placing in your newsletter.

Page One - Part B: Check off the appropriate box for your organization.

Page One - Part C: The organization president or chair should certify the information by signing the form.

Part D: Please submit your organization's printed or electronic full membership roster, including name, address, city, zip, phone and e-mail for each member. Please list fax numbers if your members have access. E-mailed spreadsheet rosters are acceptable and preferable. Please e-mail to office@cdc-ca.org. Please call with questions.

Part E: Please submit your organization's appointments to CDC Standing Committees. Descriptions of the committees are available. You may change these appointments at any time. If more than one of your members wishes to serve on a particular committee, please contact your Area VP to ask for a supplemental appointment.

Thank you for your Democratic activism! We are proud to have you as part of CDC.

CALIFORNIA DEMOCRATIC COUNCIL

8124 W. Third Street, Suite 207, Los Angeles, CA 90048

800-446-9709 (toll free) / 323-653-1091 / 323-653-3864 (fax)

affiliation@cdc-ca.org

www.cdc-ca.org

2009 AFFILIATION FORM

A. AFFILIATED ORGANIZATION INFO   Status**:** ☐ Renewal   ☐First Time

Organization Name: _____

Organization's FPPC number: _____ **Organization's FEC number:** _____

Org. Mailing Address: _____ Org. Phone: (_____)_____

City: _____ Zip:_____ Org. Fax: (_____)_____

Org. E-mail: _____ Org. Website: _____

Org. President/Chair: _____ Term Exp.: _____/_____

Mailing Address: _____ Home Phone: (_____)_____

City: _____ Zip: _____ Work Phone: (_____)_____

Email: _____ Fax: (_____)_____

Org. Treasurer: _____ Term Exp.: _____/_____

Mailing Address: _____ Home Phone: (_____)_____

City: _____ Zip: _____ Work Phone: (_____)_____

Email: _____ Fax: (_____)_____

Org. Newsletter Editor: _____ Term Exp.: _____/_____

Mailing Address: _____ Home Phone: (_____)_____

City: _____ Zip: _____ Work Phone: (_____)_____

Email: _____ Fax: (_____)_____

Newsletter Frequency: _____ Publishing Deadline: _____

B. 2009 AFFILIATION: *Please attach your organization's full roster so your members receive CDC benefits.*

(Both delegates and alternates may vote at Regional & Area meetings which doubles your local vote allocation!)

Clubs:

- Large-size club *(200 or more affiliated members - you earn at least 21 State Convention delegates & alternates)*

- Medium-large club *(150 to 199 affiliated members - between 16 and 20 State Convention delegates & alternates)*

- Medium-size club *(100 to 149 affiliated members - between 11 and 15 State Convention delegates & alternates)*

- Small-medium club *(60 to 99 affiliated members - between 7 and 10 State Convention delegates & alternates)*

- Small-size club *(20 to 59 affiliated members - between 3 and 6 State Convention delegates & alternates)*

- First-time member club (not chartered previously) *(limit of 3 State Convention delegates & alternates)*

- Young Democrat club or College Democrat club

- Associate Affiliate *(limit of one delegate for State Convention, Area and Regional gatherings)*

C. CERTIFICATION: I certify the names listed on the attached roster are current, paid members of this organization.

Signed:_____ Org. President/Chair   Date: ____/___/ 2009

FOR OFFICE USE ONLY:

Check date__   _/_____/ 2009   Check #_____

Deposited__   __/_____/ 2009

Org db updated __   __/_____/ 2009

Board db updated __ __/_ ___/ 2009

Members db updated __   __/_____/ 2009

Certificate sent _____/_____/ 2009

D. 2009 LIST OF ORGANIZATIONAL MEMBERS FOR: _____

Total organizational members: _____

You may submit a printout, electronic file or other roster, or you may fill out the form below by hand.

If you choose to manually complete the paperwork, please copy this form or print extra copies.
Also, if manual, please fill in the page number line, so we can double-check receipt of all information.

CDC does not sell membership rosters to political organizations or campaigns. This data is used to distribute newsletters and information about regional, area and statewide meetings.

Page _____ of _____ of hand-filled membership roster

1. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

2. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

3. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

4. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

5. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

6. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

7. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

8. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

9. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

10. Name: _____ Phone: (_____)_____ Email: _____
Address: _____ City: _____ Zip: _____

Signature of President: _____ Date**: _____**

E. Each affiliated organization is entitled and encouraged to appoint a voting member to each general standing committee. Members appointed to a standing committee must appear on the affiliated organization's CDC membership list. Standing Committees hold both face-to-face meetings and virtual meetings via listservs and teleconference. If possible, appointed committee members should have email access so they can fully participate in the committee work.

Name of Club or County Committee: _____

This organization hereby appoints the following members to the CDC Standing Committees listed:

Bylaws & Rules Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

Communications Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

Credentials Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

Issues & Political Action Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

Membership Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

Organizational Development Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

Resolutions Committee:

Name: _____ Phone: (_____)_____ Email: _____

Address: _____ City: _____ Zip: _____

I certify that the names listed on this form are paid members of this organization and whose names are listed on this organization's CDC Membership Roster of affiliated members. Appointed members of standing committees are expected to maintain satisfactory attendance and participation in the work of the committee. I also attest that this appointment, and the obligations and activities of the standing committee, have been discussed with the appointed member(s) and are understood by the appointee to each standing committee.

Signed: _____ President/Chair   Date: ____ / ____ / 2009

CDC STANDING COMMITTEES

Bylaws & Rules Committee

The CDC Bylaws & Rules Committee considers revisions to CDC's guiding documents as needed, as submitted by other Standing Committees or at direction of the State Board of Directors. Constitutional changes recommended by this Committee are approved by the membership at the Annual State Convention. The Bylaws & Rules Committee also revises and recommends changes, as required, to the CDC Rules of Convention issued prior to each Annual State Convention.

Communications Committee

The CDC Communications Committee has advisory responsibility for all statewide communications including newsletters, email listservs, the CDC website and media contact. The Committee suggests improved and new methods for effective communications between CDC officers, clubs, committees, the general membership and the public.

Credentials Committee

The CDC Credentials Committee reviews and maintains membership rosters of all affiliated organizations; and verifies all delegates and attendees at State Board of Directors meetings, the Annual State Convention, and each Regional Board meeting.   The CDC office in Los Angeles maintains the statewide master roster of all affiliated organizations, but it is important that each Region update and maintain their respective membership and delegate rosters.

Issues & Political Action Committee

The CDC Issues & Political Action Committee was established in the 2003 revision of the Constitution to develop strategies to implement CDC resolutions, platform statements and legislative advocacy. Does your club have issues of concern? This is the committee to which to appoint a member to represent your priorities. Also, your organization may request ad hoc issues subcommittees to focus on particular issues. If your team wants to be involved in advocacy, this is the committee for you!

Membership Committee

The CDC Membership Committee provides assistance to the Regional and Area Vice Presidents in working with County Central Committees and existing Democratic Clubs, and by establishing new Democratic Clubs in all communities throughout the state. Each Area Membership Committee works with their local County Central Committee(s) to help with developing and chartering new clubs and increasing CDC membership. The Committee has organizing tools available such as suggested club bylaws and other materials. Additionally, this Committee helps to identify ways of increasing local club membership!

Organizational Development Committee

The CDC Organizational Development Committee (ODC) is one of the more active committees of the CDC. Working with frequent communication among committee members, committee meetings are conducted via the Internet on a closed e-mail list service available to committee members only. The Committee most recently was responsible for development of the Reorganization and Realignment plan adopted by the membership during the 50th Annual State Convention. The Committee is currently working on development of a Policy & Procedures Manual authorized in the revised Bylaws. The ODC is working to facilitate more active political advocacy for CDC. If you want to help to shape the future of the California Democratic Council, please appoint a member to the ODC.

Resolutions Committee

One of the more hands-on CDC committees, the Resolutions Committee has responsibility for the review and recommendation of all Resolutions submitted by affiliated CDC Clubs and Central Committees. The Resolutions Committee recommends action and/or revision regarding every submitted resolution. Reports are issued prior to each meeting of the State Board of Directors, the Annual State Convention and at Area/Regional Board meetings.   Whenever directed by the resolution, the Committee presents the approved resolutions to the California Democratic Party Resolutions Committee and to state and federal legislators as required. Area Resolutions Committees are authorized to approve and lobby resolutions pertaining to local issues to the appropriate city councils, school boards or county supervisor boards as may be indicated.

Your club's participation with CDC Standing Committees will enhance your organization's community leadership.

Being a part of CDC, your members will be energized and recognized as leaders among grassroots Democrats.
Participation and support in the vital operations of the CDC will create a value-add to your CDC membership.

ACTIVE PARTICIPATION LEADS TO CLUB GROWTH! APPOINT MEMBERS TO REPRESENT YOU!

Appendix E:
Sample Club By-laws

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
Ventura, CA 93006-6591
http://www.cdc-ca.org/

To use these bylaws for your local club simply substitute any italicized text, such as *Name of Your Democratic Club,* with the appropriate words. In addition, make sure to change the dates of adoption and club chartering to the dates applicable to your club.

This file can be found on the Templates CD for easy editing.

The CDC believes that focusing on a geography containing no more than 100,000 residents and identifying your club's target communities in your bylaws is crucial to the success of your club.

Name of Your Democratic Club

Constitution and By-Laws

Month Year

I.   Name
The name of this organization shall be the *Your Democratic Club*.

II.   Purpose
The *Your Democratic Club* (hereinafter called the Club) shall focus its efforts within the *Your Service Areas*; and shall seek to publicize activities, and to build its membership from registered Democrats within the city. The Club may become involved with activities outside of the city by a 2/3 vote of those present and voting at any Club meeting. The Club shall develop a work plan (including action items with evaluation criteria), which shall be evaluated by the membership at least once every six months. This work plan shall include a report on the number of registered Democrats within the *Your Service Areas*, a report on Democratic voter turnout in Santa Clara, and a comparison of local Democratic statistics to other political affiliations.

III.   Affiliation
A.   The Club is affiliated with the *Your County Central Committee* (hereinafter called the Central Committee) and was duly chartered by the Committee on *Month Day, Year*.

B.   As a chartered and affiliated club of the Central Committee, the Club shall comply with bylaws of the Central Committee and the California Democratic Party, as they apply to fully chartered local affiliates.

C.   The Club shall apply for membership in the California Democratic Council. Membership above the minimum affiliation level shall be permitted if approved by a majority vote of the club, or 2/3 of its officers.

D.   The Club shall create an affiliated youth caucus club with members under the age of 36, which shall be called the *Your Young Democrats*.

    1)   Provided the Club has at least ten members under the age of 36, the *Your Young Democrats* shall apply each year for affiliation with the California Young Democrats, and the Club shall pay all necessary annual charter fees, or annual dues, on behalf of the *Your Young Democrats*.

    2)   The *Your Young Democrats* shall elect officers, provided that all members of the *Your Young Democrats* shall first be members of the Club.

    3)   Any member of the Club who is under the age of 36 automatically shall be a voting member of the *Your Young Democrats*, and may participate in any *Your Young Democrats* meetings if desired.

IV. Membership Requirements

A. Qualifications: Any individual qualifies for Club membership if:

    1) The individual is a registered Democrat; <u>or</u>
    2) The individual is ineligible to vote (due to minority, non-residency, or other legal impediment), but pledges to register as a Democrat when eligibility is attained; <u>and</u>
    3) Supports the purpose of the Club as stated in Article II, above.

B. Active Membership: A qualified individual shall be considered an active member only if:

    1) The member has attended at least one meeting prior to being eligible to vote <u>and</u>
    2) The member has paid all club dues.

V. Dues

A. Each member shall pay dues on an annual basis, as follows:

Individual	$25
Household	$40
Senior (over age 60)	$10
Student (Full time)	$10

B. Dues are due on January 1, and payable by January 31 of each calendar year.

C. Annual dues for new active Club members shall be prorated on a monthly basis.

VI. Meetings

A. Regular Meetings

    1) The Club shall hold regular monthly meetings on such day as the membership may determine from time to time.
    2) Regular meetings shall not be canceled more than 3 times within any calendar year and in no event shall more than 2 regular meetings be canceled in succession.

B. Special Meetings

    1) Special meetings may be called by the chair at any time, on notice as specified below.
    2) In the absence of the chair, any two officers may call a special meeting, on notice as specified below.

C. Notice of Meeting

    1) Notice of regular or special meetings shall be given at least 24 hours in advance to all active members, in any manner as follows:
        a. Notice in writing by US mail
        b. Notice in writing by e-mail
        c. Telephone message
    2) Notice of the meeting shall be deemed sufficient by any manner specified above if such notice includes the date, time and place of the meeting and is calculated to be received at least 24 hours prior to the meeting.

VII. Rules for Meetings

A. The Club shall use the newly revised *Roberts Rules of Order* to govern parliamentary procedure at all official meetings of the organization, except as specifically noted in these bylaws.

B. A quorum for any official meeting of the Club shall be 15 percent of the total organizational membership, or ten members, whichever is smaller, as of 24 hours before the meeting, as reported by the secretary.

C. Unless otherwise specified in these Bylaws, the Club may adopt events and conduct regular business with a vote of 50 percent plus one of the members present at any meeting.

D. The Club may pass resolutions not related to endorsements with a vote of 2/3 of those present and voting at any meeting.

E. A process to consider the endorsement of candidates must be approved prior to any suggestion of endorsements. If the discussion of an endorsement process is noticed in the meeting agenda, such process must be approved by at least 2/3 of those present and voting at any meeting. If the discussion of an endorsement process is brought up from the floor as New Business, such process must be approved by at least three-fourths of those present and voting at any meeting. Under no circumstances may the Club consider the endorsement of a candidate for public office who is not registered with the Democratic Party. The minimum threshold for endorsement in a race with multiple Democratic candidates is two-thirds of the members present and voting.

F. The Club may suspend specific portions of these bylaws and/or *Roberts Rules of Order* for purpose of emergency business by a vote of two-thirds of the membership present at a meeting, unless the item to be suspended calls for a higher qualification. In such case, the percent specified in that portion of the bylaws shall be required to suspend that text. The motion to suspend shall call out the particular section of the bylaws proposed to be suspended.

G. Changes to the constitution and bylaws not specifically referenced elsewhere must be noticed to the membership at least 72 hours before the vote in question, and must be approved by a majority vote of the Club, or 2/3 of its officers.

VIII. Officers

A. Club officers shall consist of chair, vice-chair and secretary/treasurer. They shall be elected to serve one-year terms of office.

B. Election of officers shall be held in June. If the chair vacates office, the vice-chair shall ascend to the position of chair, until an election is held to fill the chair's remaining term of office.

C. In the temporary absence of the chair, the vice-chair shall serve as chair. If the position of vice-chair is vacant, the secretary/treasurer shall serve as vice-chair.

D. The secretary/treasurer shall be responsible to ensure that all members are notified of Club meetings. Additionally, the secretary/treasurer shall maintain all written and financial records of the Club.

E. The chair shall officiate at all meetings of the Club.

F. The chair may appoint members temporarily to fill un-expired terms of office, subject to election by the membership at the next Club meeting 30 days after the office is vacated.

G.   The Club shall be represented at meetings of the Central Committee and any Assembly District Committee meetings at which it may be entitled to membership, and at meetings of the California Democratic Council. A person may serve as representative to more than one outside body if the club membership approves.

H.   The Club is encouraged to appoint a publicity officer, who shall have the responsibility to develop and to implement a plan to increase the visibility of the Club among Democrats within the *Your Service Areas*.

I.   The chair may appoint Club members to serve in other capacities as needed.

J.   The Club may elect such other officers as may be deemed necessary from time to time to conduct Club business.

ADOPTED THIS _____th DAY OF _____, *Year*.

Certified by:

_____
Secretary

Appendix F: Simplified Parliamentary Procedures

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

P.O. Box 6591
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Bylaws – the best advice: Parliamentary procedure is useless to you, unless you are familiar with your organization's bylaws.

The agenda – choreography of rights and abuses: The more serious an issue is, the more reason to insist that the issue be included on the agenda, and that the agenda includes explicit starting time for each major section.

Entitled to be heard: Who is entitled to be heard? When? Any form of discussion on the merits of a motion is referred to as debate. You may not make a motion or speak in debate unless you obtain the floor, by being recognized by the chair.

Totally wrong phrases:
1. **So moved** – this is a common statement which means nothing.

2. **I move to table** – the correct motion is "move to lay on the table." According to Robert's rules of order, this motion is in order only as a temporary interruption of the agenda.

3. **Call for the question** – this is not a motion. At best, it is a nagging hint to the chair to stop the discussion and get on with the voting. Actually, a motion to stop the discussion ("i call for" or "i move the main question") would require a 2/3 vote to be adopted.

Unanimous consent: "if there is no objection….". These are the 5 most helpful words a chairperson will ever find.

Six steps to every motion: Every motion, with some exceptions, requires 6 steps. The shoulds and shouldn'ts are as follows: (RONR (10th edition), pages 31-54).

Step 1. A member stands up, is recognized, and makes a motion;

Step 2. Another member seconds the motion;

Step 3. The presiding officer restates the motion to the assembly;

Step 4. The members debate the motion;

Step 5. Presiding officer asks for the affirmative voting & then the negative votes;

Step 6. The presiding officer announces the result of the voting; instructs the corresponding officer to take action; and introduces the next item of business.

When six steps do not apply
Privileged motions do not relate to the pending motion, but are of such immediate importance that they take precedence over any main motion.

• **Question of privilege:** As a member of the audience you believe that you cannot hear or see the proceedings, but you have a feasible solution. You have the right to stop the meeting, and have the problem corrected.

• **Call for the orders of the day:** You notice that the agenda specifies the time for each portion of the agenda. You notice that the part you are interested in is scheduled for 9:15 am, and the time is now 9:16 am. The meeting is stuck with the 9:05 am item. You "call for the orders of the day". This automatically forces everyone to abandon the 9:05 am item.

In both cases, you do not need to be recognized, or seconded. No one can amend or debate your motion. No vote is necessary. You can get your way without going through the 6 steps.

Incidental motions:
These motions do not relate directly to the substance of the pending motion, but rather to the method of transacting the business of the motion. Incidental motions must be dealt with immediately:

1. Point of order
2. Point of information
3. Division of assembly

In these 3 cases, you do not need to be recognized, or seconded. No one can amend or debate your motion. No vote is necessary. You can get your way without going through the 6 steps.

Four motions that are always out of order

1. Motions which conflict with laws (federal, state, or local), or with bylaws, constitution, or rules of the organization

2. Motions which present something already rejected during the same session, or conflict with a motion already adopted. (see Robert's sections on "rescind, reconsider, and amend something already adopted")

3. Motions which conflict with or present substantially the same question, as one which has been temporarily disposed of (meaning postponed, laid on table, referred to committee, or being reconsidered)

4. Motions which propose actions beyond the scope of the organization's bylaws. (however, a 2/3 vote may allow this kind of motion).

Modifying a motion

1. Between the time that a motion is made and before the chair states the motion

2. After the chair has stated the motion

3. By means of the subsidiary motion to amend

4. Refer to committee

5. Substitute motion

Once a member learns which motions are out of order, how to make a motion, and how to amend a motion, the member becomes a productive member of the organization. Until then, the member is just another victim of the organization.

Amending a motion:
As a matter of survival, the most common motion a club member needs to know completely is the "motion to amend" a pending motion. You can also "amend the amendment" before it is voted upon.

Unamendable motions:
The power to amend any motion leads to quick compromise which pleases most of the members.
Notice that amending the following motions makes no sense.

1. Adjourn
2. Call for the orders of the day
3. Call for the division of assembly
4. Lay on the table/take from the table
5. Dispense with reading of the minutes
6. Objection to the consideration of the question
7. Postpone indefinitely
8. Previous question (close debate)
9. Parliamentary inquiry
10. Point of information
11. Point of order
12. Raise a question of privilege
13. Suspend the rules
14. Appeal from the decision of the chair
15. Reconsider a motion

Undebatable motions:
You can make some motions which no one can speak against, mostly because sometimes the right to
debate does not make sense. (notice that among the common motions, if you cannot debate them, you
probably cannot amend them either).

1. Some motions perform a time sensitive task where a discussion would be counter productive:
    a. Call for the orders of the day
    b. Call for the division of the assembly
    c. Lay on the table/take from the table
    d. Division of a question
    e. Suspend the rules
    f. Reconsider a motion (most)
    g. Dispense with reading of the minutes

2. Some motions intend to prevent further debate. Discussing the motion defeats its purpose:
    a. Adjourn
    b. Objection to the consideration of the question
    c. Previous question (close debate)
    d. Limit or extend limits of the debate
    e. Recess

3. Some motions intend to perform simple tasks which require immediate attention:
    a. Parliamentary inquiry
    b. Point of information
    c. Point of order
    d. Raise a question of privilege
    e. Appeal from the decision of the chair (most)

Counting votes: voting results

A **Majority:** Does Robert mean….the majority of the entire membership?......the majority of the members present?....the majority of the votes cast? How should you count the blank votes, the illegal votes, the abstentions? Majority does not mean 51%. However, the wording of bylaws can create exceptions to this rule, and there are some motions that require a majority of the entire membership, present or not.

B **2/3 vote:** Robert specifies which motion will require at least a 2/3 vote for adoption. Notice that it is not called a 2/3 majority. A 2/3 vote is generally not taken as a voice vote, but rather as standing count, or some other easily countable fashion. Generally speaking, a 2/3 vote is required for adoption of any motion which:

   1. Suspends or modifies a rule of order already adopted;
   2. Prevents the introduction of a question to consideration;
   3. Closes, limits, or extends the limits of debate;
   4. Closes nominations or the polls;
   5. Takes away membership or office.

C **Previous notice:** There is a further requirement of a previous notice for some motions which require a 2/3 votes to adopt. A previous notice is an announcement of the intent to introduce a motion. A previous notice is typically given at least one meeting before the meeting when the proposal is to be introduced. The most typical example is a motion to amend the bylaws.

D **2/3 vote vs. Majority vote:** The basic requirement for approval is a majority vote. However, the following situations require a 2/3 stand up vote for approval. Notice that all of these motions rob the individual of his rights. As a compromise between the rights of the individual and the rights of the assembly, a 2/3 vote is necessary:

   Modify an adopted rule of order or agenda:
      Amend or rescind the constitutions, bylaws, or agenda
      Amend or rescind something already adopted
      Suspend the orders of the day
      Refuse to proceed to the orders of the day
      Take up a question out of its order

   Prevent the introduction of a question for consideration:
      Adjourn
      Objection to the consideration of the question
      Recess

   Modify the extent of debate:
      Limit or extend limits of debate
      Call for the previous question

   Close nominations

   Repeal an assignment:
      Take away membership or office
      Discharge a committee

   Make a motion a special order

The presiding officer should take a rising vote in these motions where a 2/3 vote is required. You can assure the victory of your ideas once you are aware of the required amount of vote necessary for adoption of your motion.

A motion can be adopted; yet still not be final: For every means of disposing of a motion, there is a means of returning the motion to the assembly, (with certain slight limitations). You would think that once a motion is adopted (or is voted down), the question of the motion should be settled. To someone armed with parliamentary procedures knowledge, it does not mean any such thing. For example:

1. Move to lay on the table
2. Move to refer to a committee
3. Move to rescind (annul or repeal)
4. Move to amend something previously adopted
5. Move to postpone indefinitely
6. Move to reconsider the vote on…..
7. Rescind (often called repeal or annul). There are no arbitrary restrictions, just a couple of logical ones:

    a. If on the day a motion was passed, someone moved to reconsider the vote on that motion, you can neither rescind nor amend that motion, until after the motion to reconsider has been resolved.
    b. If the motion you wish to rescind has been executed in an irreversible manner, you cannot rescind it. However, any reversible portion can be amended.
    c. If a motion results in a contract and the other party has been informed of the vote.
    d. If the motion acts upon a resignation, or results in an election/expulsion, and the person involved is officially notified of the voting.
    e. In the order to rescind a motion, it takes at least a 2/3 vote unless the membership has received a previous notice.

Robert's rules of order base parliamentary procedure on the potential of the majority to change its mind; to need to correct a hasty, and ill-advised action; or to need to take into account a changed situation since a voting.

When a motion is adopted, before you can prepare a means of defeating it, all you need is a 2/3 vote, and you can nullify or amend the offensive motion.

Appendix G: Parliamentary Quick Reference Chart

The CDC is the umbrella organization of all Democratic Clubs and County Committees in California. The CDC provides this and other helpful documents to all affiliated members.

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Robert's Rules of Order Motions Chart
Based on *Robert's Rules of Order Newly Revised (10th Edition)*

Part 1, Main Motions.

These motions are listed in order of precedence. A motion can be introduced if it is higher on the chart than the pending motion. § indicates the section from Robert's Rules.

§	PURPOSE:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§21	Close meeting	I move to adjourn	No	Yes	No	No	Majority
§20	Take break	I move to recess for ...	No	Yes	No	Yes	Majority
§19	Register complaint	I rise to a question of privilege	Yes	No	No	No	None
§18	Make follow agenda	I call for the orders of the day	Yes	No	No	No	None
§17	Lay aside temporarily	I move to lay the question on the table	No	Yes	No	No	Majority
§16	Close debate	I move the previous question	No	Yes	No	No	2/3
§15	Limit or extend debate	I move that debate be limited to ...	No	Yes	No	Yes	2/3
§14	Postpone to a certain time	I move to postpone the motion to ...	No	Yes	Yes	Yes	Majority
§13	Refer to committee	I move to refer the motion to ...	No	Yes	Yes	Yes	Majority
§12	Modify wording of motion	I move to amend the motion by ...	No	Yes	Yes	Yes	Majority
§11	Kill main motion	I move that the motion be postponed indefinitely	No	Yes	Yes	No	Majority
§10	Bring business before assembly (a main motion)	I move that [or "to"] ...	No	Yes	Yes	Yes	Majority

Part 2, Incidental Motions.
No order of precedence. These motions arise incidentally and are decided immediately.

§	PURPOSE:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§23	Enforce rules	Point of Order	Yes	No	No	No	None
§24	Submit matter to assembly	I appeal from the decision of the chair	Yes	Yes	Varies	No	Majority
§25	Suspend rules	I move to suspend the rules	No	Yes	No	No	2/3
§26	Avoid main motion altogether	I object to the consideration of the question	Yes	No	No	No	2/3
§27	Divide motion	I move to divide the question	No	Yes	No	Yes	Majority
§29	Demand a rising vote	I move for a rising vote	Yes	No	No	No	None
§33	Parliamentary law question	Parliamentary inquiry	Yes	No	No	No	None
§33	Request for information	Point of information	Yes	No	No	No	None

Part 3, Motions That Bring a Question Again Before the Assembly.
No order of precedence. Introduce only when nothing else is pending.

§	PURPOSE:	YOU SAY:	INTERRUPT?	2ND?	DEBATE?	AMEND?	VOTE?
§34	Take matter from table	I move to take from the table ...	No	Yes	No	No	Majority
§35	Cancel previous action	I move to rescind ...	No	Yes	Yes	Yes	2/3 or Majority with notice
§37	Reconsider motion	I move to reconsider ...	No	Yes	Varies	No	Majority

Appendix H: California Party Information

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State Officers

The statewide officers of the California Democratic Party (State Chair, Vice Chairs, Secretary, and Controller) are elected to four-year terms. To view responsibilities of these officers please consult the California Democratic Party By-Laws and Rules.

<u>John Burton,</u> <u>Chairman</u>

John Burton began his career as a Deputy Attorney General, served as the President of the Young Democrats, and won election to the County Central Committee. He then served as a State Assemblymember, President of the California Democratic Council, Chair of the California Democratic Party, U.S. Congressmember and as President pro Tem of the California State Senate. After being termed-out of the Legislature, he created a foundation which has raised millions of dollars to assist homeless and foster care children across California.

With a consistent 100% voting record throughout his career from environmental, labor, and human rights organizations, the California Journal wrote: "Burton is trying to do right by some of the least among us.... There's a sense that he's not wielding or exercising power for the sake of power itself; the things he's trying to do have a real purpose behind them."

John Burton Wrote the Laws that Make California Better
- Established landmark farm mediation for farm workers and the UFW
- Achieved DNA testing to free the wrongly convicted and help identify guilty parties
- Secured prevailing wage rates for construction and building trades and restored the 8-hour day
- Guaranteed CalGrant college scholarships for every student with financial need
- Led the effort in the State Senate to pass the nation's first state law requiring automakers to reduce greenhouse gas pollution from cars (AB 1493 (Pavley)-2002)
- Increased aid for the elderly, blind and disabled
- Facilitated agreement to save Headwaters Forest Preserve and Farallones Marine Sanctuary; prohibited offshore oil drilling along the Point Reyes seashore
- Enacted historic levels of support for mental health and juvenile crime prevention programs
- Overhauled the state's flawed child support collection system
- Increased affordable housing and helped fight homelessness with a $2.1 billion bond issue
- Set tough campaign contribution limits and increased public disclosure of contributions

<u>Alexandra "Alex" Gallardo-Rooker,</u> <u>Vice-Chair</u>

Born in Mexico City and a graduate of Cypress College, Ms. Alexandra Gallardo-Rooker is an accomplished leader in the political arena at both the national and state level. Her insight into the inter-workings of California's legislative and political process has proven to be a valuable asset to her colleagues in the Democratic Party and the individuals she represents as the Legislative Advocate in California for the Communication Workers of America (CWA).

Ms. Rooker has a proven track record as a leader. During the past two decades Ms. Rooker has taken on a variety of roles with CWA Local #9400 ranging from Shop Steward to Vice President.

She was elected to the position of Second Vice Chair of the California Democratic Party in 1997 and currently serves as Female Vice-Chair, a position she has held since 2001. Her unfailing commitment to Democratic values and proven leadership skills are among a list of attributes that has made her a valuable member of Democratic National Committee and Governor Howard Dean's Transition Team.

As a former recipient of the "Si Se Puede Award For Distinguished Service," from the Los Angeles Chapter of Labor Council for Latin American Advancement, Ms. Rooker has routinely demonstrated her commitment to Democratic values through her continuous efforts to fight for a better quality of life for hard working Californians across the state.

Eric Bauman, Vice-Chair

Eric C. Bauman was elected Vice-Chair in 2009 and is also currently serving an unprecedented fifth term as Chair of the Los Angeles County Democratic Party – the largest local Democratic Party in the nation. In 2008 Eric delivered on his pledge to raise and spend more than $1 million through LACDP to help elect Democrats, promote Democratic ballot positions and grow the Democratic Party throughout LA County and the state. These funds were used to support candidates for local, state and federal offices; to fund Party-building activities, new-citizen and other voter registration and permanent mail-voter sign-up; to underwrite seminars, forums and summits for our activists, clubs and candidates; and to design and produce cutting-edge Party-building materials that were made available to local County Central Committees and Democratic organizations throughout California.

Professionally, Eric is a senior staff member for Lieutenant Governor John Garamendi. Previously he served as Director of Governor Davis' LA Regional Office. He is a Registered Nurse with graduate education in Health Care Administration, who spent many years in Intensive Care, Trauma Nursing and hospital administration.

Reginald Byron Jones-Sawyer, Secretary

Reggie's commitment to ensuring equal opportunity for everyone began at an early age. His family was one of the pioneers in the civil rights movement. This passion for public service and fighting for issues that will improve the quality of life for the disadvantaged was instilled in him by his family.
Today, Reggie is active with the Democratic Party and the Los Angeles Professional Managers Association, which is affiliated with Service Employees International Union Local 347. He aggressively works to elect democratic candidates who share his views on affirmative action, labor issues and quality education for every child.

Professionally, Reggie is Director of Asset Management for the City of Los Angeles. His duties include directing senior level administrators and real property management staff who in turn are responsible for managing $32 million worth of leases in 800 city-owned properties worth in excess of $2 billion. Previously, Reggie served as Assistant Deputy Mayor (1994-1998). He made policy recommendations to the Mayor and directed the operations of the departments of City Planning, Building and Safety, Housing, Housing Authority, Environmental Affairs and Community Redevelopment Agency. He oversaw several budgets and staff totaling more than $110 million and 1,344 employees.

Hilary Crosby, Controller

Hilary is a certified public accountant (CPA) and has worked as a financial professional for more than 30 years. She is currently a partner in the woman and minority-owned firm, Crosby & Kaneda, based in Oakland. Their clients include organizations advocating on behalf of the environment, people with disabilities, Gay, Lesbian, Bi-sexual and Transgender organizations, economic empowerment, women's issues, labor studies, peace, justice, and the arts.

Her record of service is extensive. She is the president of the El Cerrito Democratic Club, a founding member of the Take Back Red California Council, served as treasurer of the San Francisco Women's Building and Safequest Solano, and taught nonprofit financial management at the University of San Francisco where she got her Masters in Nonprofit Administration. She has been a presenter at the Beyond the Bottom Line conferences produced by Compasspoint and the leadership training of the California Democratic Council. She is a member of the Contra Costa County Central Committee, the American Institute of Certified Public Accountants, and the California Society of CPA's.

Hilary was born in New York City and raised on Long Island. She attended Boston University where she studied ancient Greek and was an active member of Students for a Democratic Society. During her freshman year, she met Kip Crosby; they married in 1971 and moved to California in 1978. Their son Flynn was born in 1982. She and Kip now live in El Cerrito, California.

State Party Caucus Chairs

African-American Caucus
Darren W. Parker, Chair
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cdpaachair@aol.com
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Arab-American Caucus
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Asian/Pacific Islander Caucus
Mike Fong, Chair
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Business & Professional Caucus
Alyson L. Abramowitz, Chair
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Judy Jacobs, Chair
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Computer & Internet Caucus
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Disabilities Caucus
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Environmental Caucus
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Irish-American Caucus
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Labor Caucus
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Jess Durfee, Chair (South)
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Native-American Caucus
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Progressive Caucus
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Rural Caucus
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Senior Caucus
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Veteran's Caucus
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Women's Caucus
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Regional Directors

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