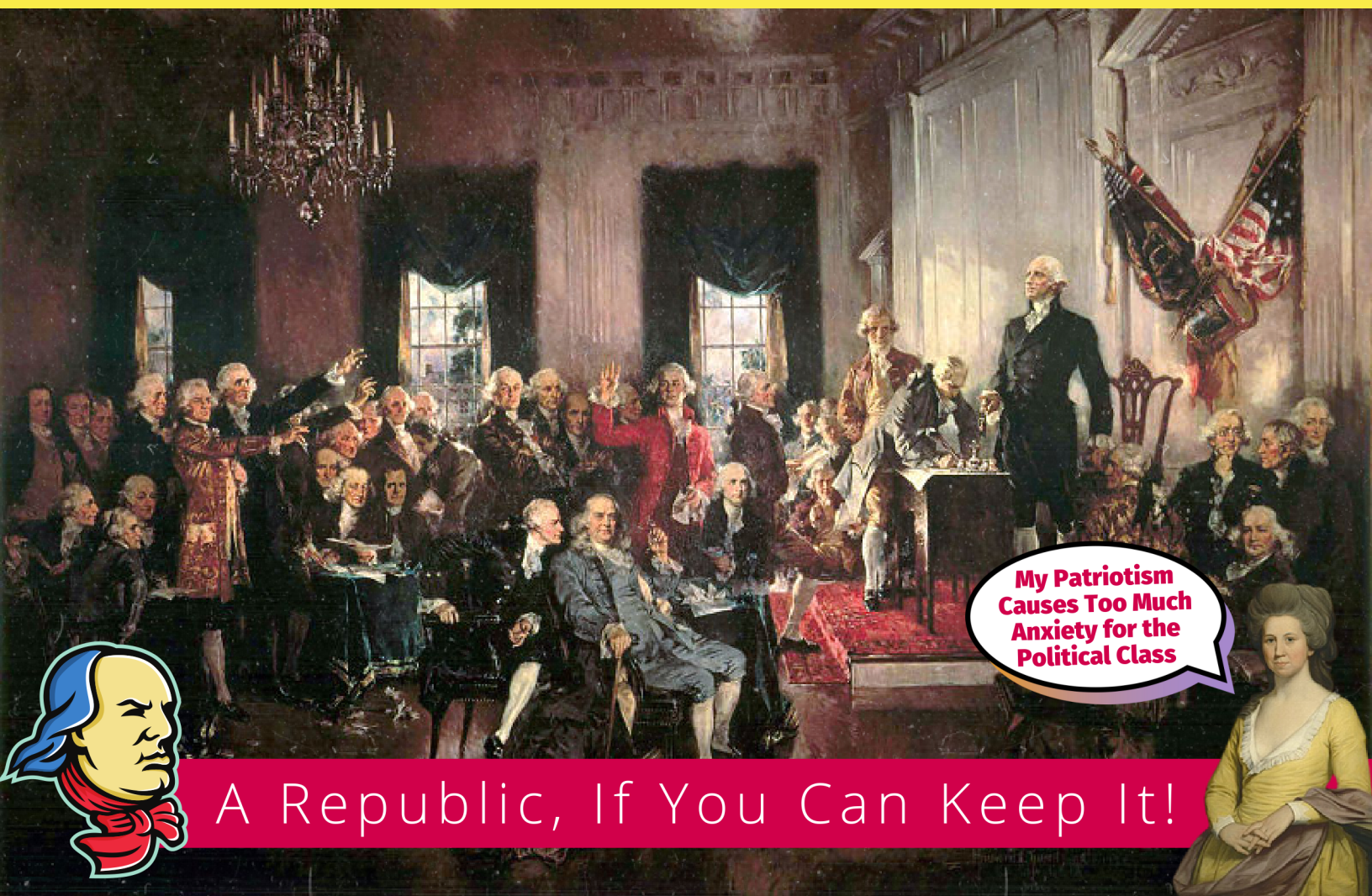


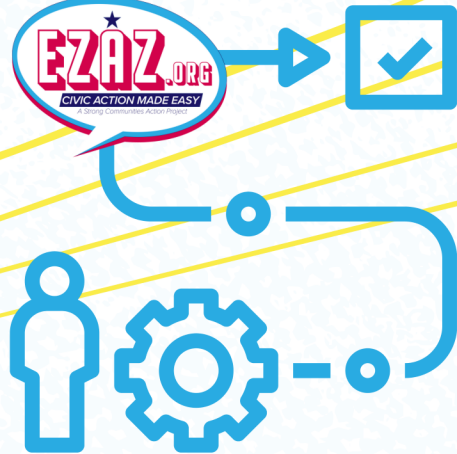


The Rescue Freedom

Grassroots Voter Outreach Workbook

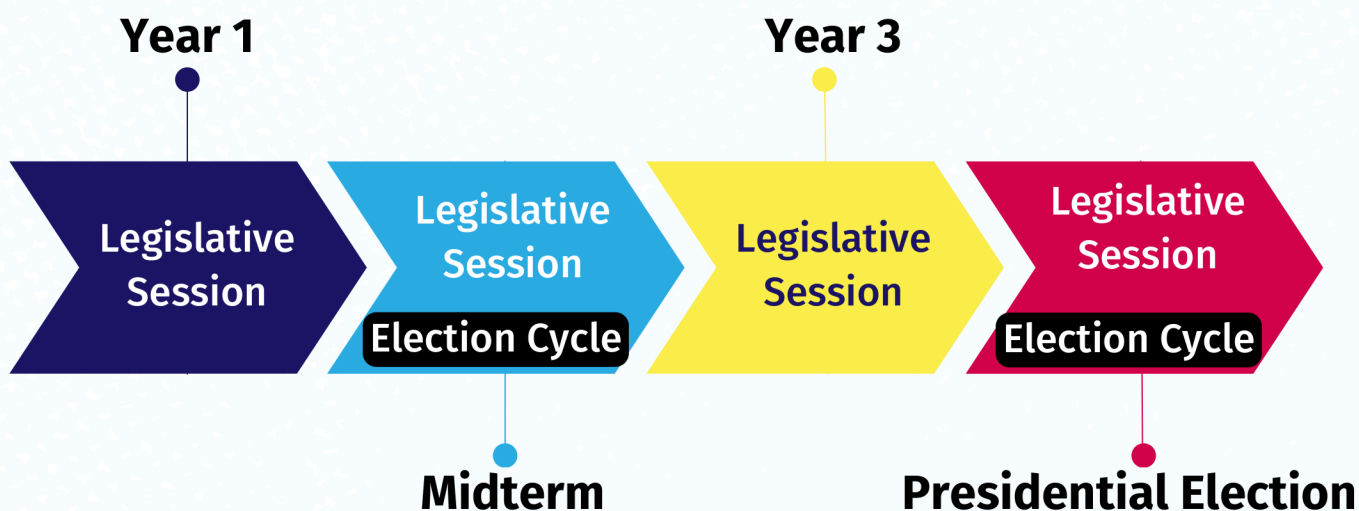


A Republic, If You Can Keep It!



BUILDING A RESCUE FREEDOM STRATEGY

Use the Legislative Cycle Wins to Build Grassroots
Infrastructure for Election Cycle Wins.
(This applies to every level of government.)



Identify the Swing Precincts & Districts

Swing precincts in Swing
Districts is the battleground in
both the legislative and
election cycles.

Survey 100 - 1000 Voters to Identify Top Issues

Let the voter conversations
inform you what should be the
legislative policy strategy.
Inform legislative allies!

Calculate the Cycle over Cycle Voter Turnout

The cycle over cycle voter turnout
may tell you if your ideology has
momentum with the voters or
not. Keep in mind other factors
will impact this. That's why you
need to do voter contact.

Legislate. Message. Act. Repeat.

Work with your legislative
partners to lead on policy the
voters informed you they care
about. As you achieve wins, let
them know!



BUILDING POSTIVE GRASSROOTS INFRASTRUCTURE

DAY 1 BALLOTS MAILED

**FRIENDLY
BALLOT
CHASING WITH
VOTERS THAT
YOU IDENTIFIED
AS ON YOUR
SIDE**

**JAN THROUGH
MAY**

**VOTER
OUTREACH
&
MEET AND
GREET
(4/4 LIKEMINDED
VOTERS)**

**GET OUT
THE VOTE**

RECRUIT

**ALWAYS BE READY
WITH VOTER
REGISTRATION FORMS**

DEPLOY

**ENGAGE,
IDENTIFY &
PERSUADE ALL
VOTERS EXCEPT
RADICAL LEFT.
PRIORITIZE BASED
ON RESOURCES.**

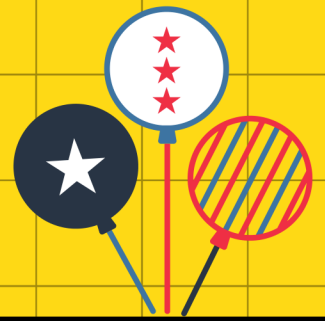
**TRAIN &
EQUIP**

**MAKE IT EASY TO
GET INVOLVED.
PLUG THEM
INTO LOCAL
POSITIVE
GROUPS. BITE
SIZED TRAINING.**

**BEGIN AT LEAST 3
MONTHS PRIOR TO
BALLOTS GOING OUT**

ONGOING

CREATING A



GRASSROOTS PLAN

MISSION:

RESOURCES:

KEY PEOPLE:

KEY DATES:

HOW TO HOST A MEET & GREET

DON'T LET PERFECT BE THE ENEMY OF GOOD!

01

Set the Event

Speakers, Date, Time.
List the Event Online.

02

Create a Voter Contact Handout

Contact 300 - 500 voters
at the door

03

Host the Meet & Greet

Serve Pie & Coffee or
whatever you prefer

04

Follow Up

Engage & Activate in Your
Mission

STEP 1: SET THE EVENT

Event Agenda should be no more than an hour and a half.

- 30 Min for Mingling & Pie
- 1st Speaker is an elected official or known public figure (10-15 min speaking + 10 min Q&A)
- 2nd Speaker is a candidate (5-8 min speaking + 5-8 min Q&A)
- 3rd Speaker is presenting the Rescue Freedom Mission & Call to Action (Host or Neighborhood/ Precinct Leader = 15-20 min speaking + 5-10 min Q&A)

List the event online (we can help)

- We use Canva to create the graphic
- We use Wix to create the website
- We use Givebutter to make the event
- **IMPORTANT: Do not list the address on the event if it's at a private home. Only list cross-streets.**

Find a Date and Time that works around the schedule of the elected official, but also make sure it works for the host of the event.

Event Location Options:

- A Home (Best option)
- A Park
- A Restaurant Private Room

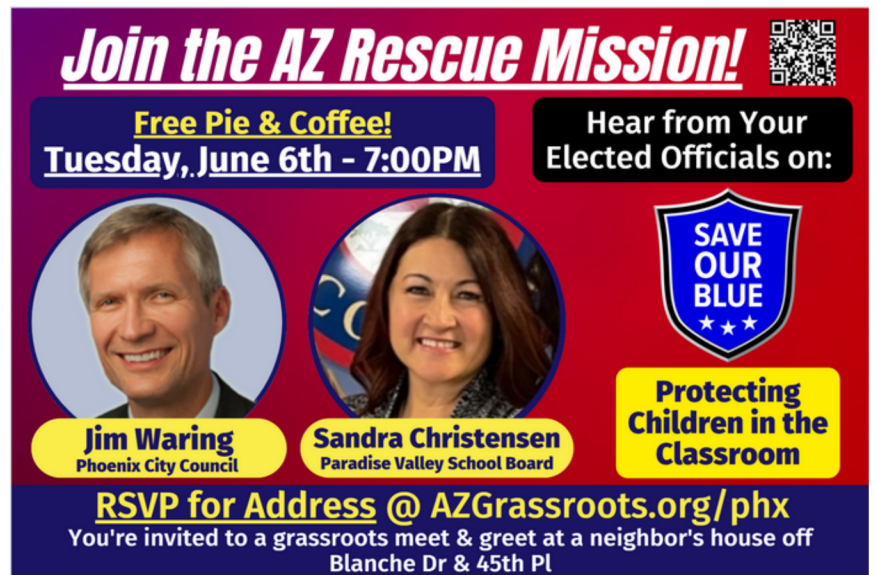
HAVING AN RSVP ONLINE SIGN UP FOR THE EVENT IS IMPORTANT FOR LIST BUILDING AND TO MAKE SURE YOU HAVE ENOUGH SEATS, FOOD, ETC

The screenshot shows the Arizona Grassroots website. At the top, there's a navigation bar with links: HOME, Saguaro Meet & Greet, Hillview Meet & Greet, Become a Precinct Committeeman, and More. Below this is a banner for 'GRASSROOTS IN ACTION' with the tagline 'FREEDOM ♥ OPPORTUNITY ♥ SECURITY'. The main content area features a 'Join the AZ Rescue Mission' event. It includes two circular portraits of speakers: Alex Kolodin, Arizona State Representative, and Allen Skillicorn, Fountain Hills City Council. To the right of the portraits is a QR code and a call to action: 'You're Invited to a Grassroots Meet & Greet to Learn More'. Below the portraits, it says 'Free Pie & Coffee! Saturday, June 3rd 1:30PM'. At the bottom, there's a request to 'Please RSVP for Address at AZGrassroots.org/th with Promo Code: PIE' and a note to 'Join us at a neighbor's house off Sirocco Dr & Parlin Dr'. There's also an 'AMERICA PACK' logo and a yellow 'RSVP' button at the bottom right.

STEP 2: CREATE THE VOTER CONTACT HANDOUT

We find a postcard format works best because it's more welcoming and less like a professional political operation

- We use Canva to create the graphic
- Make sure to put photos of the speakers
- Include Pie & Coffee
- Describe the Purpose of the Event
- If you have a QR code, always also include the URL
- Set a plan to door knock 300-500 doors in the neighborhood of the Meet & Greet



- 5-7 volunteers is ideal
- We also text message about 1,000 voters in the neighborhood/precinct

STEP 3: HOST THE MEET & GREET

- Make sure to text out a friendly reminder to attendees the day of the event which includes the time and event address.
- If it's the first event they are attending, you might want to call a day ahead to all of the guests.
- Confirm with the speakers too.
- Have a check-in table at the front so attendees can sign in, fill out a name tag, and grab any materials needed for the event
- Have a warm, friendly atmosphere. Snacks and drinks are always helpful for recruitment and attendance.
- If possible, try to have a microphone available if you will have more than 20 people at the event. Make sure to find out if the speaker needs a visual for a powerpoint. If not, ask them to bring printed copies.
- MAKE SURE TO HAVE NAME TAGS
- Handouts are helpful because people will have the information to take action on and share with others
- Have a clear call to action at the event. Attendees should clearly know why they are there and what to do next before they leave.
- TAKE PICTURES - Pictures or it didn't happen



STEP 3: HOST THE MEET & GREET

- At the call to action presentation, make sure to have clipboards ready with a sign up sheet to get involved
- The Presentation should include the current status of freedom in your state, burning platform issues, what's causing the problem, and how they can get involved to help solve it.

STEP 4: FOLLOW UP, ENGAGE & ACTIVATE IN YOUR MISSION

- Send the forms to action@ezaz.org
- Within 2-4 days from the event, the host or neighborhood leader should followup with every person that signed up and the attendees that didn't sign up
- Plug them into a local organization's event that has a friendly atmosphere
- Ideally you will add them to a monthly or weekly email update that pertains to your neighborhood to keep them informed on the issues happening at the state & local levels
- An ongoing monthly or quarterly Meet & Greet will help you build neighborhood infrastructure

Join the AZ Rescue Mission

Name: _____ Address: _____
(or Cross Streets)
Email: _____
Phone: _____ City & Zip: _____

How are you most interested in helping with the AZ Rescue Mission?

- ☐ **Subscribe me to your list to stay informed**
By providing your information to Strong Communities Action, you agree to receive email updates and text messages from SCA and its partners in freedom.

Meeting Other Neighbors:

- ☐ Talking to Neighbors at their Door
☐ Literature Dropping at Doors
☐ Postcard Writing
☐ Phone Calls
☐ Text Messaging
☐ Hosting a Meet & Greet

Other Areas You Can Help:

- ☐ Event Planning
☐ Informing Businesses
☐ Tabling at Events
☐ Photography & Graphics
☐ Website & Social Media
☐ Volunteer Outreach

Getting More Involved in Local Government:

- ☐ Public Meeting Agenda Tracking
☐ Attending Public Meetings
☐ Submitting Public Comment & Request to Speak signup at the Legislature
☐ Speaking at Public Meetings
☐ Researching Policy Issues
☐ Data Cruncher - Excel & Google Sheets Experience Helpful
☐ Submitting Public Records Requests
☐ Meeting with Elected Officials

Which Issues are You Most Interested in Focusing On:

- ☐ Inflation, Taxes & Affordability
☐ Border & Public Safety
☐ Homelessness
☐ K-12 Concerns
☐ Stopping Road Diets
☐ More Economic Opportunity vs Regulations
☐ Election Integrity
☐ Water, Energy & Resources

Stay informed with us real time on Telegram.



EZAZ.org Telegram
<https://t.me/ezazpie>

We'd love to hear your feedback. Let us know your thoughts below.

Thank you for getting more involved and helping us Save Arizona! You can contact us at action@ezaz.org or reach Jeff Caldwell at 913-484-8404



SAVING FREEDOM IN A NEIGHBORHOOD NEAR YOU



*Neighborhood
Meet &
Greetings!*



THE NUMBER 1 RULE: DON'T LET PERFECT BE THE ENEMY OF GOOD

- Have fun meeting your neighbors and getting people plugged in where they are comfortable
- Don't pressure people to get involved beyond their comfort level
- Community building happens one day at a time!



HOW TO DO VOTER CONTACT AT THE DOOR

Meeting voters at their door is the most effective way to build new grassroots infrastructure and meet people that want to get engaged. When we focus on the issues with a curated list of voters, we find one out of three voters want to get involved. Check out the Early Vote Action phone app to connect with voters in near you!

Reach out to Jeff Caldwell at action@ezaz.org for the full door knocking handout.



TIPS

- SMILE & WEAR A NAME TAG
- ATTACH A PRINTOUT TO THE BACK OF THE CLIPBOARD WITH 6 TO 10 TOP ISSUES
- SAY HI AND FOLLOW THE SCRIPT WITH A BRIEF INTRO
- HAVE A SIGN UP SHEET ON THE CLIPBOARD SO YOU CAN BUILD YOUR LIST TO STAY ENGAGED
- HAVE A LEAVE BEHIND
- NEVER GET INTO A DEBATE AT THE DOOR

- ISSUE 1 • ISSUE 5
- ISSUE 2 • ISSUE 6
- ISSUE 3 • ISSUE 7
- ISSUE 4 • ISSUE 8

EACH ISSUE WILL NEED A SCRIPT EXPLANATION

A CLIPBOARD & NAME TAG
WILL BE YOUR NEW BEST
FRIENDS

SCRIPT

Good morning/
afternoon/evening! How are you
doing today?

My name is _____, and I am
a neighbor from down the street.

Are you _____?

[if it is who we are looking for]

Wonderful! I am working on policy
that will positively impact the area
and want to know what is the
number one issue you'd like
tackled/handled first? Which issue
matters the most to you?



Are any of these important to you?

- *Collapse of our southern border
- *The high cost of gas & food
- * "Choose your gender" education to elementary students
- *Unelected bureaucrats making laws
- *Our weakness on the foreign stage (over)

If you are interested in staying abreast of what is going on with legislation, how you can influence a legislator's vote, if you want to get involved or you'd like to register to vote, we can help.

We are GOP Precinct Committeemen in Willow precinct. Give us a call or send us an e-mail

Terry or Carol

Terry: 602-588



VOTER CONTACT HANDOUTS WORK!

Keep your handouts simple:

- Use issues to connect & put them at the top of the page
- Make sure to include a call to action & let them know why you are contacting them
- Include ways to contact you
- Smiling pictures build trust
- Be friendly and casual like you are leaving a note for your neighbor
- Leave space so you can add a handwritten note if they aren't home

EFFECTIVE TECHNIQUES FOR HANDWRITTEN POSTCARDS

Handwritten notes on post cards are an easy way to recruit new activists, contact voters, or contact elected officials. They can double as a palm card for door-knocking which saves costs on bulk printing.

We received responses from 1 out of 50 voters when using a curated list.

- Have a website to reference with a clear call to action
- Make sure the website has a subscribe feature
- Create a simple script:
 - My name is _____ and I am a fellow neighbor. I wanted to invite you to our next local grassroots meeting. If you have any questions, you can call me at _____.
- Follow-up with a phone call/text three days later

Join the AZ Rescue Mission



Free Pie & Coffee!

You're Invited to a Neighborhood Grassroots Meet & Greet to Learn More!

Tuesday, March 21 - 6:30PM
at 8th Ave & Thunderbird
Please RSVP for Address:
AZGrassroots.org



With **Shawanna Bolick,**
Fmr AZ State Representative



With **Merissa Hamilton,**
EZAZ.org



With **Valerie Turley,**
AmericaPack



With **Lisa Blankenship,**
EZAZ.org

RSVP: AZGrassroots.org
with Promo Code: FLIP



EFFECTIVE TECHNIQUES FOR CALLING VOTERS



Keep your script short, simple, and friendly. Make sure to smile when you say hello!

We find 1 out of 20 dialed numbers results in someone interested in staying informed when we follow-up with a personal text message.

Create a simple script:

- My name is _____ and I am a fellow neighbor that wanted to stay informed with what's happening locally. We are having a grassroots meet & greet with our representative _____ on _____ day and time at _____ house near _____. I was reaching out to see if this was something you would like to attend.

HOW TO TEXT MESSAGE

- Short story telling is very effective
- Be conversational
- Identify yourself and your org
- Do not use google form links
- Make sure to put optout language

We usually find we receive between 15 and 30 responses per 1000 texts.

Free Pie & Coffee! It's {first_name} from the neighborhood and I wanted to make sure you got the invite!

Join former State Representative Shawna Bolick and other grassroots leaders at your neighbor's house off 8th Ave & Thunderbird on Tuesday, March 21 at 6:30pm and learn how you can help save Arizona!

Feel free to invite your friends and family! Please RSVP for the address at AZGrassroots.org and you will be sent the direct address.

A big thanks to Strong Communities Action for helping me connect with you! 🙌 {first_name}, you can reply STOP 2optout

MAKE YOUR TABLING COUNT



- Find local community events you can set up a table or booth
- Tabling usually costs between \$50 and \$200. Plan out your budget and don't be afraid to raise money to help cover the costs.
- Announce the tabling event on social media ahead of time
- Have two volunteers at a minimum present so that one person can greet people over to the table
- At every event make sure you have:
 - Informational Business Cards listing a simple website with more information and a sign-up form
 - Have clipboards at the table with a sign-up form
 - Wear a Name Tag at Events with your First & Last Name in ALL CAPS!
 - Say Hi and Smile!
 - Connection Conversations: Family, Work, Message
 - Flyers of your next local event
 - Post the success of your event on social media

Remember to Take Pictures

Pics or it didn't happen!

MAKE YOUR MISSION AND CALL TO ACTION CLEAR WITH VISUALS

Fun & happy energy :)

- Wear a name tag & Be full of happy energy
- Have vertical displays both table-top and/or on the ground
- Background banners are helpful but not always necessary if you have a nicely decorated table
- Build your list – if you use tablets have a paper backup
- Be ready with an action item
- Prepare a 10 to 20 sec pitch for when people come to your table
- Volunteers should stand in front of your table to greet people to come over - Candy at the table helps



ORGANIZING A VOLUNTEER EVENT

Bring Lots of Water and Liberty to Outdoor Events!



- Prepare all materials including handouts maps, water, and phone lists, scripts, etc ahead of time
- Have volunteers sign up for shifts so you know how many to prepare for
- If you are needing to use any apps, set up the user-name and passwords ahead of time whenever possible
- Have a backup in case the tech doesn't work
- Sort materials out into packs of 50 and try to keep maps to only 30 to 50 doors if possible
- Make sure to have a follow-up plan and a way for volunteers to get help while they are in the field
- Consider pairing up new people with more experienced people if it's their first-time volunteering for something such as canvassing



**Thank
you!**

**Your hard work and
dedication is making a
difference in saving
freedom across
America! One person
with courage is still a
majority!**

**Remember, don't let
government steal your
pie!**

*Lisa, Jeff, Eric and
Merissa*

**The EZAZ.org Team
action@ezaz.org**

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**Join
Our
Monthly
Pie Club**

- ★ *Exclusive Text Message Action Alerts*
- ★ *Reserved Seating at All Events*
- ★ *Discounts on Events*
- ★ *Special Member-Only Events*
- ★ *Get the Inside Scoop of What's
Happening in Your Government*



**We Make Civic Action
Easy as PIE!**

15 MINUTES A WEEK TO SAVE AZ

EZAZ.org/Pie