

Workshops on Building Political Parties

**Indonesia
December 12 - 16 1998**

AGENDA

- **Membership Development and Recruitment**

1. Developing a membership base
2. Broadening the membership base
3. Utilization of members

- **Message Development**

1. What is a message?
2. Message groundwork
3. Research
4. Writing the message
5. Putting the message to work

- **Communications**

1. Internal communications
2. Communications and voter outreach
3. Media relations

- **Fund-raising**

1. Developing a fund raising plan
2. Methods of fund raising
3. Grassroots fund raising versus national
4. Fund raising and budgeting

- **Party Structure and Internal Democracy**

1. Range of party units
2. Links - local/regional/national
3. Decision making
4. Role and structure of party headquarters
5. Party Congress

- **Strategic Planning**

1. Why do we need a plan?
2. Key elements
3. Organization and structure

Strengthening Political Party Organization in Zambia

OBJECTIVE 1:

Improve methods of communication between and within political parties.

Strategy 1

- Having inter-party dialogue respect each other's manifestoes (within) to improve inter-personal communications among party members
- Strengthening party loyalty
- Respect for party leadership
- Discuss accountability with the party

OBJECTIVE 2:

Assist political leaders in institutionalizing ethical standards that promote openness, accountability and accessibility.

Strategy 2

- Approach leadership professionally
- Strengthen professionalism in managing party affairs
- Learn management ethics and apply it to the party

OBJECTIVE 3:

Begin to develop local and regional party structures that are accountable to the national leadership, their members and the public leadership.

Strategy 3

- Involve the people from the grassroots in decision making on who gets what office
- Free and fair elections uninfluenced by the party leaders from the headquarters
- Stick to the decision of the people
- Raise awareness at the grassroots of the power of the vote and voting the right people

OBJECTIVE 4:

Increase political parties' awareness of the need to conduct civic education programs.

Strategy 4

- Sensitize the party leadership to the need for continued awareness especially at the grassroots
- Maintain a two-way contact with the grassroots even after acquiring the seat (at parliament, or at party office.)
- Maintain a network with External Resources for Civic Education and Awareness Raising

OBJECTIVE 5:

Improve the grassroots organizing capabilities of political parties.

Strategy 5

- Strengthen grassroots networks
- Maintain a 2 way communication
- Involve male and female gender and both young and old in all grassroots mobilization activities

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ELECTIONS AS PARTY BUILDING

INTRODUCTION:

This session will focus on using your time to ... Strengthen and build local branches while at the same time prepare for the election

The goal is to help you develop a plan of action for the next 8 months. In developing that plan you simply have to answer 3 key questions:

THREE KEY QUESTIONS:

- Where are we at?
- Where do we want to be (at the start of the campaign)?
- How do we get there?

WHERE ARE WE AT:

The assessment must be honest to be useful. It is critical. If this is not accurate you cannot properly answer questions two and three. This allows you to set reasonable goals and to allocate resources toward achieving those goals.

SOME KEY AREAS TO BE ASSESSED

(group to help make list)

- Membership size
- Volunteer base
- Level of activity
- Money
- Past voter support
- State of readiness
 - Records
 - Lists
- Central support and readiness

WHERE DO WE WANT TO BE:

What are the things necessary or desirable to have in place by the start of the campaign.
(group to help make list)

- Campaign team
- Candidates
- Money
- Large & Active Membership

- Lists
- Campaign plan/strategy
- Issues Identified
- Local program
- Municipal profile

Set targets where appropriate such as members and money.
(review each)

CAMPAIGN TEAM

- Election planning committee & chair
- Campaign Manager
- People responsible for
 - Volunteers
 - Fund Raising
 - Finance
 - Candidate Search
 - Organization
 - Voter Contact
 - Leaflets and Posters
 - Media
 - Strategy
 - Outreach – Central and Local

Various people and tasks can be phased in but should be identified early.

LISTS

- Volunteers
- Donors
- Voters and Supporters
- Media
- Civic Leaders and organizations

MUNICIPAL PROFILE

- Registered voters
- Areas of strength
- Demographics
- Key locations

HOW DO WE GET THERE:

Set some goals. Make a plan and do it.

Working in small groups (by party if possible) map out a rough timeline or plan including elements of the "where do we want to be" list.

Review as many plans as time permits and offer further assistance by RFC.

Next ... getting started ... Membership and Volunteers, Fundraising

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MEMBER/VOLUNTEER RECRUITMENT

INTRODUCTION

A large and active membership is critical to the success of any party municipal branch.

No matter what size your campaign or how large or small your campaign budget, volunteers are critical.

This seminar focuses on Volunteer recruitment but much of it is applicable to members.

WHY WE NEED VOLUNTEERS

Group to list all functions performed by volunteers including:

- distribute literature
- put up posters
- phone voters and supporters
- knock on doors
- raise money
- do research
- write and design material
- office work

WHY DO PEOPLE VOLUNTEER

- Policy
These people are drawn to your campaign or party because they support one or more of your policies.
- Friends or supporters of your candidates
- Social
They will volunteer because they enjoy meeting people and being involved in something they enjoy
- Political
Party loyalists
- Opportunity
These people volunteer because they expect something, contacts or support for a policy or project
- Recognition
People that are looking for respect or a change of routine by volunteering

FINDING VOLUNTEERS

The volunteer or membership coordinator

- Well organized
- A people person
- A team player
- Flexible and creative
- Friendly and outgoing

Where to look

(Spheres of Contact Diagram)

1. First name universe
Family and friends
2. First and second name universe
Associates, clubs, people you interact with such as hairdresser, store keeper, baby sitter, older children's friends etc.
3. Cold universe
Strangers who support the party

Always begin from the first universe and work your way out. Least energy for greatest return.

HOW DO YOU ATTRACT VOLUNTEERS

Many people say they never volunteer because nobody asked.

Think about why people volunteer and you have a better idea how to attract them. It is not always for money.

Direct Ask

Most effective with universe one and two.

If you have 10 people on your municipal board and each agrees to recruit 4 people from universe one and 4 people from universe 2 you have 80 new volunteers or members.

Social Events

Social events such as coffee parties. They should be fun and include a direct appeal for volunteers, including an explanation of why they are needed and what is expected of them. (Detail example of coffee parties)

Meetings

Particularly with universe three. Formally discuss the links between your party and the group and explain the importance of volunteers in a political campaign. "If we win you win, but we need your help".

These can also be held as less formal coffee party style events.

Recruitment Campaigns

Working from hot or warm lists such as past supporters, volunteers or supportive groups ... phone, visit and/or write.

Invite people that have responded positively to a volunteer event planned as part of the campaign.

KEEPING AND MOTIVATING VOLUNTEERS

- Always say thank-you ... In person and in writing
- Recognize their contribution ... Posters, awards, social events
- Always have something for them to do
- Stay in touch with them

A RECRUITMENT PLAN

Like most things, successful member and volunteer recruitment requires planning. Make a list of some activities you could undertake to recruit volunteers. Pick three from the list and plot them on the timeline.

Include activities designed to stay in touch with existing members or committed volunteers such as news letters, meetings, social events etc.

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FUND RAISING

INTRODUCTION

Fund raising is more than raising money it is a good means of activating and mobilizing membership.

Important to establish fund raising as ongoing part of party and branch activities. In initial stages it is more important to start than it is to raise large sums of money.

THE BASICS OF FUNDRAISING

1. If you don't ask you won't receive.
2. Assign someone on your executive or Election Planning Committee responsibility for fundraising.
3. Be realistic in the events you hold and the targets you set.
8. Thank donors immediately
9. Have a 6 to 12 month plan (what's it look like later in presentation)

TYPES OF FUNDRAISING

Direct donations
Events

DIRECT DONATIONS

Asking members, supporters, volunteers, friends for donations.

DIRECT ASK

Approaching individuals directly and in person for donations.

- larger donors
- candidates and their personal friends
- high profile supporters
- members of municipal board

In other words, people close to the campaign, the party or the candidate with the potential or history of being large donors.

Make a list of these people. Get names from municipal board members, candidates etc.

Assign the individual most likely to succeed. One with the best relationship with the potential donors. Senior campaign people, candidates etc.

Pass the Hat

Every party event is a fund raising event.

Have a place for donations at the entrance to the meeting and/or

Have someone during the meeting ask for donations (large or small) and then just pass the hat.

Direct Donation Campaign

Used to approach a larger number of people for small to medium size donations. More complicated and requires a great deal of work. Most of you won't have the time or resources so we will focus on the easier approaches.

FUND RAISING EVENTS

These are events held to raise money for the party or campaign.

Some examples ... A dance, concert, t-shirt sale, auction, Flea market/garage sale, Bake sale, Barbeque, Car Wash, Dinners, Book sales, Coffee house, Raffle, Games ... others?

Selecting and Planning an Event

1. Know the market
 - how much money can people spend
 - what kind of things are they likely to spend it on
 - what important days or events are there in the community
5. Know your resources
 - how many volunteers do we have to work on this
 - do we have money to invest (how much)
8. Choose the date carefully to avoid conflicts
9. Be creative and fresh with your ideas
10. Assign someone to be in charge
11. Set up a committee to help them
12. Be realistic

Publicity

Key to success.

Will vary with kind of event.

1. Design and distribute posters and/or leaflets in key places
2. Free media: t.v./newspapers/radio
3. Phone committee to call members
4. ABCs of promotion ... Accurate, brief and complete

A FUNDRAISING PLAN

1. Should be simple and realistic
2. Set a goal for the 6 or 12 month period
3. Decide on activities and events required to meet the goal
4. Schedule them
5. Assign responsibility
6. Do it and have fun

Make a list of potential fundraising activities for your municipal branch. Select three activities from the list including target revenues for each event. One activity should be a direct ask effort. Plot these activities on the timeline.

The following is the cycle one training schedule.

March 20 to March 27 & April 6 to April 15

Date	Location	Time	Parties	Trainer(s)
Sat, March 20	Mostar	10:00	NHI	M. Balagus A. Repak
		13:00	SDP	M. Balagus M. Popovic
		16:00	Multi-party	M. Balagus A. Repak
Sun., March 21	Livno	11:00	NHI	M. Balagus A. Repak
Mon., March 22	Sarajevo	18:30	Multi-party	M. Balagus M. Popovic
Tues., March 23	Sarajevo	18:30	NHI	M. Balagus A. Repac
Weds, March 24	Sarajevo	18:30	SDP	M. Balagus M. Popovic
Thurs., March 25	Travnik	18:30	NHI	M. Balagus A. Repak
Fri., March 26	Travnik	18:30	SDP	M. Balagus M. Popivic
Sat., March 27	Zenica	10:00	NHI	M. Balagus A.Repak
		13:00	SDP	M. Balagus A. Bijedic
		16:00	Multi-party	M. Balagus A. Bijedic
Tues., April 6	Brcko	18:30	SDP	M. Balagus A. Bijedic
Weds., April 7	Tuzla	18:30	SDP	M. Balagus A. Bijedic
Thurs., April 8	Tuzla	18:30	NHI	M. Balagus

				A. Repak
Fri., April 9	Tuzla	18:30	Multi-party	M. Balagus A. Bijedic
Sat., April 10	Travel Day	Travel Day	Travel Day	Travel Day
Sun., April 11	Bihac	10:00	SDP	M. Balagus A. Bijedic
		13:00	Multi-party	M. Balagus A. Bijedic
Mon., April 12	Usora	18:00	NHI	M. Balagus A. Repak
Tues., April 13	Tesany	19:00	SDP with Multi-party	M. Balagus A. Bijedic
Weds., April 14	Travel Day	Travel Day	Travel Day	Travel Day
Thur., April 15	Gorazde	14:00	Multi-party	M. Balagus A. Repak
		18:00	SDP	M. Balagus A. Bijedic