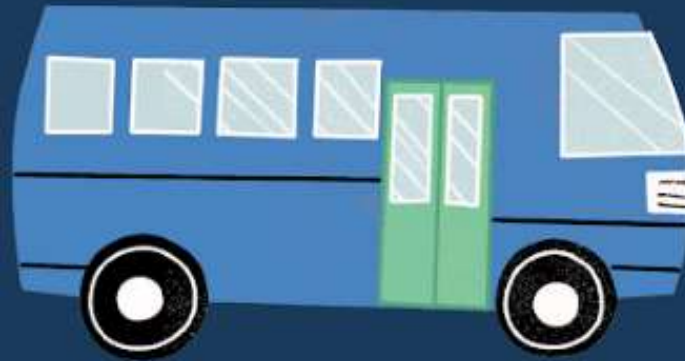


DFL Training Road Show

2024 Kick Off Tour!



Prepared and Paid for by MN DFL
Ken Martin Chair, DFL.org

Agenda

- Norms
- Introductions
- 2024 Overview
- Preparing for Precinct
Caucuses
- Break!
- Caucus Materials
- Reporting for Precinct
Caucuses
- Getting Started with
Convention Planning
- Wrap-Up



Norms

Norms are the way to set expectations and to bring the unknown into the known.

- Step Up/Step Back
- Be Mindful of Language
- Ask Questions – Preferably in the Chat
- Assume Best Intentions, Name Impact
- Be Present
- Be Open to New Ideas



MEET THE STAFF



Sonja

Position: Training and Party Affairs Director

Experience: 2018 Coordinated, 2020 Coordinated/Biden, former Swimming and Lifeguard Instructor

Fun Fact: I lived in Scotland for a year!



MEET THE STAFF



Laurie

Position: Deputy Director of Training & Party Affairs

Experience: 2020 Red to Blue Coordinator, 4 cycle campaign manager, community organizer, project manager

Fun Fact: I'm a big tabletop gaming nerd!



2024 Overview



GOALS

- 1** Gain an understanding of our work next year
- 2** Get an overview of the 2024 Party Processes



Our Purpose:

The purpose of the DFL Party shall be to elect candidates who represent our shared values.

- Constitution and Bylaws of the Minnesota DFL Party, Article I Our Party, Section 4. Purpose.



Key Races



On The Ballot

- President and Vice President
- US Senate
- US Congress
- State House
- Other Local Races



Overview of 2024 Caucus/Convention Process

Precinct
Caucuses

Local
Conventions

CD
Convention &
State
Convention

National
Convention



Then..



**Candidate
Events**

Phonebanking

Doorknocking

Fundraising

Helping our Candidates Win!

**Days of
Action**

**Primary
Election**

**GOTV
(Get Out The
Vote)**

**General
Election**



TAKEAWAYS

- 1** Our purpose is to get Democrats elected!
- 2** We have a set process to select our candidates, then we need to work hard to help them WIN!



Preparing for Precinct Caucuses



GOALS

- 1** Gain and understanding of the work that needs to happen
- 2** Make a plan to implement this work
- 3** Find ways to not just survive – but grow through this process!



**Why do we do all this
work?**



Caucus Night is the Core of Grass Roots Organizing! We get to....

- Build community with our neighbors
- Create a space where any Democrat can impact the platform of our party
- Meet with candidates
- Engage folks in our work

What are some other reasons?



**Find Your Locations!
They need to be
reported by
November 1!**



Recruit Volunteers



Volunteer Recruitment

**Think through
the types of
volunteers that
you will need.**

Planning Team

Site Coordinator(s)

Convenors

**Greeters and Registration
Helpers**



Set Expectations

It is important to be upfront in setting expectations.

- What is the time commitment?
- What are they responsible for?
- What supplies do they need and how will they get it?



Provide Training

Training is how we set our volunteers up for success.

For each position think through:

- What do they need to know to be successful?
- What resources do they need?
- What are available Trainings?
 - On the Training Hub:
 - Convenor Training
 - Caucus planning Trainings

**Remember to Check Out:
DFL.org/caucusplanning**



Invite Attendees



Direct Outreach

The best way to get folks to come –
is to simply ASK them!



Press/Advertising

- Send out Press Advisory
- Invite local press to attend
- Find folks who are willing to be interviewed (as press may ask for this)
- If you have questions about dealing with the press please reach out to our Comms Director

We will release a press kit closer to caucuses!



Social Media

- Make a facebook event and ask all of your central committee to respond as attending and share the event
- Post about it on Social Media and have everyone in your unit like, comment and share your posts – this will help to get it in front of more people
- We will add more graphics that units can use at dfl.org/caucusplanning closer to caucuses



Focus on Radical Hospitality

The practice of putting extraordinary effort and emphasis on making people feel welcome.

Think about the space:

- It should be clean, well-lit, and comfortable as possible (Try to be ready before the participants arrive.)
- Make your space feel positive and high-energy
- Develop clear and inviting signage

Consider your participants needs:

- Be prepared to accommodate
- Demonstrate empathy to all
- Continually summarize and bring back to the big picture

Train EVERYONE to prioritize welcoming people!



Q+A

What questions do you have?



**Let's take a
break!**



Prepare Materials



Key Documents

- Most documents will be handed out at the December 9th SCC Meeting (which will likely be in CD2)
- Digital Copies can be found at dfl.org/caucusplanning

Planning Documents

Caucus Kit Materials



Important Notes for 2024

NEW MATERIALS

- Sample Notice
- Convention Planning Guide

Out of Practice

- Many units opted into contactless caucuses in 2022, so it has been 4 years since caucuses have happened. If you are in that situation, give yourself some grace to not remember things, but focus on planning ahead and asking questions!



Caucus Kits

You should make a kit of all of the materials that each caucus will need that will be provided to the convenor.

What Tips and Tricks do you have for making Caucus Kits?



Caucus Kits Tips and Tricks

- Assembly Line
- Kits early and distribute convenor script at Convenor Training so they have time to see it
- Prepare extra packets for a site
- Planning ahead for unique precinct situations
- Separate form to be a election judge and donation envelope
- Coversheet with name and location, and volunteer names and return information



Caucus Night Plan



Caucus Night Plan

1 Deliver Materials

2 Set Up

3 Registration

4 Convene the Meeting

5 Run the Meeting

6 Notice Delegates to Convention

7 Collect Materials/Report

For of these components
plan for:

- ✦ Who is responsible to get it done?
- ✦ Who is going to help them?
- ✦ What resources do they need?



Tips and Tricks

- Feed them at the training
- Happy face stickers and name tags that said ask me - so folks knew who to ask for help
- Volunteers forget to register – remember to non-attendee form
- Chain of command for calls especially
- Would meet for social gathering to get materials back



Registration and Reporting



Registration Tool

- We will be using Action Builder as an Electronic Registration Tool
 - Tool will let you search for participants by name, and mark them as registered.
- We will provide small group/1 on 1 training in January
- You can still request paper registration sheet starting in January
- You will still need to use the registration to enter the registration data following the caucus.
- Let us know when you are done at Partyaffairs@dfi.org



Quick Registration Tool Demo



If you do not use the tool....

- You will need to request to receive paper registration forms.
- In January, you will be shared via google on a PDF version of registration forms which you can print as appropriate for caucus night.
- You will still need to use the registration to enter the registration data following the caucus.



Follow Up



After Caucus Night

- Get any Data Entry done within 10 Days
- Reach out to new Precinct Leadership
- Make sure to keep these lists so you can invite these folks to future events!



Q+A

What questions do you have?



TAKEAWAYS

- 1** If we want people to participate as volunteers and participants we need to **ASK!**
- 2** It is important to make a plan and spread out the work
- 3** This is one of best opportunities to engage with our communities – it is important to not waste it



Getting Started Planning Your Convention



GOALS

1

Walking through some initial planning of conventions

2

Outline resources that exist and what is to come!



Logistics



Things to think of when Setting the Date and Time...

- State Party Windows
- Are there any known conflicts with Holidays or Community events that would limit attendance?
- What is the availability of locations for your convention in your unit?
- How much business will you need to cover?
- How far will people need to travel in order to reach their location?



Site Visit!

This is an opportunity to begin to make a plan for set-up, take pictures, and ask questions to set you up for success on the day!



Building Your Volunteer Needs



Planning Committee

This doesn't
need to be a
pre-convention
committee

- Logistics
- Recruitment
- Support
- Fundraising



Pre-Convention Committees

These committees are elected at Precinct Caucuses and serve important roles in preparing for the convention.

- **Credentials** – Handles making the initial list of delegates and alternates, handles registration, announces the first credentials report
- **Rules** – Drafts the proposed rules for the Convention.
- **Constitution** – Drafts proposed changes to the Unit Constitution
- **Resolutions:** The Resolutions Committee organizes the resolutions approved at the previous level for the convention body to vote on sending to the next level.



Convention Leadership

There are the people who will ensure the actual meeting is run effectively.

- Convention Convener
- Convention Chair – Does require certification
- Parliamentarian
- Tellers
- Sergeant-At-Arms
- Timekeeper
- Secretary



Reporting Demo



Following Your Convention

- Fill out your Convention Report ASAP!
- We will send the New Officers information on Training
- Plan a Day of Action to Support DFL Endorsed Candidates (Ideally within 2 weeks of convention).



TAKEAWAYS

- 1** Be Timely In Getting Reports Done
- 2** Keep a close eye on upcoming Communications
- 3** Start planning early to have a successful convention



Q+A

What questions do you have?



Key Party Dates

Precinct Caucus location reporting deadline: November 1

December SCC & release of caucus kits: December 9

Deadline to Report Convention Information: January 15

Caucus night: February 27

Organizing Unit Convention Window: March 9-April 21

Non-OU Senate District Convention Window: March 9-May 12

CD Convention Window: May 2-May 12

State Convention: May 31-June 2

National Convention: August 19-22



Thanks for Coming Out!

You can always reach us at

Partyaffairs@df1.org

