

BUILD A STRONG PARTY COMMITTEE





The success of a party committee is dependent on a variety of talents and many volunteer hours!

A party committee must consist of members who are dedicated to handling the following items efficiently and effectively:

- **Communications**
- **Community Engagement**
- **Grassroots Training & Support**
- **Candidate Recruitment & Support**
- **Campaign Finance & Budgeting**
- **Fundraising**
- **Event Planning**
- **Election Day Operations**
- **Data & Information Technology**
- **Marketing**
- **Legal Advice**
- **Parliamentary Advice**

COMMUNICATIONS (aka PUBLIC RELATIONS)

The #1 responsibility of the political party is to defend, protect and promote the United States Constitution and the core principles of its Party Platform.

The party's communications team plays a critical role in fulfilling this responsibility, which involves three primary tasks:

- Research (issues, events, legislation, elected officials, opposition, etc.)
- Content development
- Digital media management - website, mass email, SMS, social media, etc.

An executive committee in a small county may only require one or two talented writers who also manage the party media.

The state central committee or an executive committee in a large county requires a large communications team, involving a Director, multiple researchers, multiple writers and an individual to handle each form of digital media.

COMMUNITY ENGAGEMENT & OUTREACH

Engagement at community events is critical to building a positive party brand and being relatable to the voters. The party should have a presence at parades, cookoffs and other local events or celebrations.

Each event requires the involvement of approximately ten or more volunteers – overseeing event tables, carrying large banners or signs in parades, distributing literature and treats, engaging with voters, etc.

Depending on the size of the county or district, a party should dedicate two or more people to plan and manage resources for community events.

The party should have an Outreach Committee focused on connecting with various demographics to understand all the ways the party can offer valuable support. These demographics include the youth, faith-based non-profits, small business owners and more.

CANDIDATE RECRUITMENT, TRAINING & SUPPORT

The party must recruit and support candidates who meet the requirements for holding each office and will uphold the principles of the U.S. Constitution within that office.

A county executive committee is responsible for recruiting and supporting candidates for:

- County-wide offices – Clerk, Treasurer, Sheriff, Prosecutor, Water (or Drain) Commissioner, Road Commissioner(s)
- County Commissioners
- Municipal offices – Township supervisor or City Mayor, Clerk, Treasurer and other members
- School Board and Community College Board members
- Library Board members
- Precinct Delegates

The state central committee is responsible for recruiting and supporting candidates for:

- U.S. Senators & U.S. Representatives
- State-wide offices – Governor, Lieutenant Governor, Secretary of State, Attorney General, Board of Education members, Supreme Court Justices, University Board members
- State legislators

Review the **Candidate Recruitment, Training & Support Course** at moveitchristian.com to learn more.

BUDGET & CAMPAIGN FINANCE

Each party should have a Budget Committee analyzing the funds raised, assessing the party's financial needs and establishing a budget to cover the party operations and candidate support.

The party committee Treasurer should have accounting experience and must understand the requirements of Michigan Campaign Finance Law. The State Central Committee Treasurer must also be familiar with Federal Campaign Finance Law. Campaign finance reports must be submitted accurately and on time.

Review the **Campaign Finance for Party Committees Course** at [moveitchristian.com](https://www.moveitchristian.com) to learn more.

FUNDRAISING

Fundraisers are an effective way to raise money and build relationships with donors and voters. A LOT of planning and organization goes into hosting an event – renting venues, catering food, lining up sound and audio, sending out invites, and more!

The party should dedicate two or more people to plan and manage resources for fundraisers.

Review the **Party Fundraising Course** at moveitchristian.com to learn about various fundraising methods.

ELECTION DAY OPERATIONS

The State Central Committee and County Executive Committees each have responsibilities relating to specific election operations.

Party committees should have an Election Operations Committee dedicated to managing efforts to:

- Clean up the Qualified Voter File
- Recruit and train poll challengers
- Recruit election inspectors
- Monitor ballot drop boxes
- Collect tabulator tapes
- Ensure election integrity with all means possible

Review the **Party Involvement in Election Operations Course** at [moveitchristian.com](https://www.moveitchristian.com) to learn more.

POLICY & CONVENTION PLANNING

The party should have a Policy Committee that works with legal counsel and parliamentary counsel to review bylaws and rules and propose necessary amendments.

The Policy Committee should also be responsible for convention planning, including:

- preparing documents and other resources for convention officers and committees
- assembling and training the human resources needed to handle each aspect of the convention
- providing training to convention delegates

Review the **Convention Prep Course** at moveitchristian.com to learn more.

OTHER EXPERTISE NEEDED

Data & Information Technology

The executive committee in a small county may use a few **spreadsheets** to keep track of voters, volunteers and other data, while the state central committee requires **team management software**, complex **data management software**, and customized **mobile “get-out-the-vote” applications**.

The “data team” may range from one individual doing data entry and running spreadsheets (small county executive committee) to an entire team of data entry volunteers, digital security and technology experts (state central committee).

OTHER EXPERTISE NEEDED

Marketing

The executive committee in a small county may need one graphic designer to make a logo and a few mailer designs, while the state central committee requires multiple dedicated web designers, graphic designers and videographers!

Legal & Parliamentary Counsel

Each party committee should have one or more constitutional lawyers and credentialed parliamentarians to contact for both legal and parliamentary advice.



Party officers and committee chairs play a large role, but they cannot do it all.

Party mistakes or losses are usually blamed on party leadership. While they do bear some responsibility, the negativity often comes from individuals who spend endless amounts of time talking about solutions but no time being part of the solution.

It is impossible for a party to achieve mission success without a large, dedicated team of volunteers who efficiently and effectively handle the tasks delegated to them.



Onboard and train volunteers and employees properly.

Free interns and volunteers are awesome, but often they are left with nothing to do. They will easily get frustrated if they don't receive **clear, specific directions** on how they can add value.

Do not leave your critical assistants feeling as though they are wasting their time! Things can quickly move from bad to worse and destroy the party from within.

- Identify specific tasks that need to be done.
- Decide who will report to who – and how! Create an **organizational chart** for the party committee based on party bylaws to establish the chain of command and facilitate proper feedback loops.
- Party leaders must communicate often with employees and volunteers and provide steady direction. For many volunteers this is a fantastic learning experience, and they are willing to obtain it for free. You can mutually benefit each other!



Show critical assistants - delegates, volunteers, employees and donors - how much you appreciate their support.

- Be intentional and meaningful when expressing gratitude.
- Set aside time to send personal hand-written thank you cards or make thank you calls.
- Recognize that some team members may appreciate gifts or public recognition!