

## **Democrats Abroad Job Descriptions**

### **Country Committee Chair**

#### ***Committee Leadership***

- Ensure all Country Committee Executive Committee positions are filled and carried out appropriately
- Identify and mentor possible new Country Committee leaders
- Work with Chapter Chairs and support creation of new chapters where appropriate
- Convene Annual General Meetings and other activities in conformity with by-laws
- Lead creation of annual Field Plans
- Direct annual database cleanup
- Liaise with Regional Vice Chair as necessary
- Network with other relevant organizations and institutions

#### ***Membership***

- Oversee outreach to new members via events, networking, advertising, and other actions
- Develop a varied program of regular events for existing and potential members
- Communicate regularly with existing members about your country committee's news as well as that from Democrats Abroad and the Democratic National Committee
- Ensure membership data is accurate and up-to-date

#### ***Electoral***

- Set and support work toward meaningful voter registration and ballot assistance goals for each election

#### ***Fundraising***

- Lead fundraising for your Country Committee work
- Support fundraising for Democrats Abroad

#### ***Communication***

- Ensure Country Committee web page is up-to-date
- Appropriately publicize the work of DPCA and your committee
- Oversee compliance with DPCA Press and Social Media Guidelines

### **Chapter Chair**

#### ***Committee Leadership***

- Ensure all Chapter Executive Committee positions are filled and carried out appropriately
- Identify and mentor possible new Chapter leaders
- Liaise with Country Committee Chair and Executive Committee
- Network with other relevant organizations and institutions

#### ***Membership***

- Oversee outreach to new members via events, networking, advertising, and other actions

- Develop a varied program of regular events for existing and potential members
- Communicate regularly with your existing members about your chapter's news

### ***Electoral***

- Set and support work towards meaningful voter registration and ballot assistance goals for each election

### ***Fundraising***

- Support fundraising for your Country Committee and Democrats Abroad

### ***Communication***

- Appropriately publicize the work of DPCA, your country committee, and your chapter
- Ensure compliance with DPCA Press and Social Media Guidelines

## **Regional Vice Chair**

### ***Regional Leadership***

- Convene regular regional conference calls to serve as communication and learning fora
- Convene annual regional meetings per DPCA by-laws
- Support existing Country Committee Chairs to have effective and stable country committees
- Identify and support formation of new Country Committees
- Assist existing and forming Country Committees to be in compliance with DPCA policies and by-laws, as well as FEC and US and local laws

### ***DPCA Leadership***

- Represent your region to the DPCA Ex Com
- Assist Ex Com support of your region
- Participate in DPCA Ex Com planning, activities, and fundraising as needed

DA Americas Region Meeting

Costa Rica

11-13 October 2013

## **Phone Banking Presentation**

Dr. Giles Honya

Chair, DA Canada

### **Contents:**

- Massachusetts Special Election Phone Banking Campaign (MSEPBC)
- Volunteer Information Packet for MSEPBC
- Sample Call Report Sheet
- A Volunteer Script
- Sample Email Messages
- Ed Markey Stance on Issues
- Individual Call Report Sheets
- MSEPBC Data Report Sheet

## DAC Massachusetts Special Election Phone Campaign Timeline

DATE	WHAT	WHO	NOTES	STATUS
<b>April 3 to 30</b>	Work to coordinate the Massachusetts Special Election (MSE) volunteer documentation package and finalize DAC Massachusetts voter list Call Report Sheets.	DAV Exec	Package includes: <ul style="list-style-type: none"> <li>• Instructions, telephone script, and e-mail template</li> <li>• Confidentiality Agreement</li> <li>• Call Report Sheets</li> </ul>	<b>IP</b>
<b>April 15</b>	E-mail to Chapter Chairs advising re MSE phone campaign and inviting them to participate as mentors.	DAV Exec		<b>IP</b>
<b>May 1</b>	Announce MSE phone campaign and call for volunteers, via e-mail to DAC members.	DAV Exec		<b>IP</b>
<b>May 15</b>	Mass e-mail to Massachusetts voters to advise they will be contacted by a DA volunteer re voting in the MSE.	DAV Exec		
	Deadline for volunteers to confirm their participation in the MSE campaign.	DAC Volunteers	Volunteers must return signed Confidentiality Agreement in order to participate in the MSE phone campaign	
	Deadline for Chapter Chairs to volunteer as mentors.	Chapter Chairs		
<b>May 21</b>	Send information package and voter list out to volunteers via e-mail.	DAV Exec	General package goes out to all and individual Call Report Sheets are sent under separate cover.	
<b>May 28 to June 11</b>	MSE phone campaign – fifteen days.	DAC Volunteers	Contact Massachusetts voters and record all info on Call Report Sheets.	
<b>June 13</b>	Volunteers return Call Report Sheets to DA Victoria.	DAV Volunteers		
<b>June 14</b>	Collate and analyze data from Call Report Sheets.	DAV Exec	Data will help to evaluate effectiveness of campaign and help with 2014 mid-term elections.	
<b>June 25</b>	Massachusetts Special Senate Election Day			
<b>June 30</b>	Deliver final phone campaign report to DAC Exec.	DAV Exec		

## **Volunteer Information Packet for MSE Voter Phone Campaign**

Greetings Massachusetts Special Election Phone Campaign Volunteer!

Once again, thank you for volunteering! Enclosed is your phone campaign package which contains:

- Volunteer Information, including: (1) general instructions, (2) guidelines for recording the phone calls and emails, (3) a mentor list and (4) sample email messages
- A sample Call Report Sheet
- A Volunteer Script
- An Ed Markey Fact Sheet listing his stands on various issues

We are sending your individual Call Report Sheet in a separate email. The Call Report Sheet will provide information for the voters you will be contacting.

The campaign will run from May 28 to June 11, 2013. Please return your completed Call Report Sheets to us by June 13.

Please review the package and if you have any questions, please contact us, either at [davictoriachapter@gmail.com](mailto:davictoriachapter@gmail.com) or contact one of the mentors listed in your info package.

**\*\*Please let us know you've received the Volunteer Information Package by sending a return email to Heidi Burch at [davictoriachapter@gmail.com](mailto:davictoriachapter@gmail.com).\*\***

Thank you,

**DA VICTORIA in concert with DA Canada-Massachusetts Special Election Committee**

*Dr. Giles Hogle, Chair  
Charles Meadow, Chair Emeritus  
Patricia Kostek, Vice-Chair  
Peggy Hamilton, Treasurer  
Sandi Jones, Secretary & PR Director  
Heidi Burch, Director of Volunteers  
Anny Schaefer, IT Director*

# **VOLUNTEER INFORMATION**

## **Part I - General Guidelines**

1. The dates for the Massachusetts Senate Election campaign are from Tuesday, May 28 thru Tuesday, June 11. We are asking all volunteers to complete their calls/emails during this period and to return the Call Report Sheets to us by Thursday, June 13.
2. Remember, you are phoning other members of Democrats Abroad Canada – a self-selected group that should be interested in hearing about the importance of voting in this election.
3. When you call, please pick times that will be convenient and not too intrusive for the person you are calling. Please don't call too early, too late, or during mealtimes. Remember, you are calling all over Canada and into different time zones. The Call Report Sheet has a column to note "Time Differences."
4. PLEASE BE PERSISTENT! If you are not able to make contact, please try 2 more times - either by phone or email - before giving up. The script has a suggested phone message to leave, but feel free to change or shorten it for the 2<sup>nd</sup> or 3<sup>rd</sup> message if you think it would be appropriate.
5. When you reach a voter, please use the script provided as a guideline. You may wish to read it through and say it out loud a few times to be comfortable with it.
6. If you leave a voice message, please SPEAK SLOWLY AND DISTINCTLY, especially when providing the website and email address.
7. Please send the Sample Email if you are unable to reach a voter or to follow-up with them. (See pages 4-5 of these instructions.) Also, if any of the voters on your list do not have phone numbers, please send them the Sample Email on page 4.

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**Please return the completed Volunteer MSE Call Report Sheet back to us by  
June 13, 2013**

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## VOLUNTEER INFORMATION

### Part II – Massachusetts Senate Election Call Report Sheet

In a separate email, we will be sending your individual **Volunteer MSE Call Report Sheet** . (It will be attached as a Word document). This contains the list of \_\_\_ Massachusetts voters for you to contact (each line represents a Democrats Abroad Massachusetts voter) along with blank sections to capture details for each call you make.

Please use these instructions for filling out the Call Report Sheet – a **Sample Call Report Sheet** is also enclosed as a guide. Save the information on the Call Report Sheet as you make your calls, then email the completed Call Report Sheet back to us by June 13.

1. Record the date and time for each call or email in the appropriate section. Please make **3** attempts to reach each voter, with the 1<sup>st</sup> attempt by phone (if a phone number is provided). If you are unable to reach the voter, follow up attempts can be either by phone or email.

2. **Time Difference:** Before you call, insert the area code for the person you will be contacting into this website to check the current time for the voter:

["http://wvp.united-states-usa.com/area-code-time/index.htm"](http://wvp.united-states-usa.com/area-code-time/index.htm)

In the column labelled "Time Diff" please note the time difference for this contact (for example, +3 or -1) for your future use.

3. **Codes:** Please enter the appropriate code for each call or email. (The codes are displayed at the bottom of the Call Report Sheet and are also embedded as comments in the Code cell of the Excel version):

- **CC** - Call Completed [you spoke to voter directly]
- **LM** - Left Message [you left a message on a machine or with someone other than the voter]
- **EM** – Email Sent [you sent an email to the voter]
- **R** – Response [voter responded to your email or phone message]
- **UM** – Unable to Leave Message [you called but couldn't get through to leave a message; for example, no one picked up the phone or the answering machine was full]
- **OS** - Out of Service [if the phone number is out of service or no longer connected to the voter, please send the suggested email requesting updated information (see page 4)]
- **RL** - Remove from List [if the voter makes this request, we'll make sure they are removed from the database]

5. **Voting Choice:** Please put the number "1" in the correct column.

6. **Updated Contact Information:** If the voter provides updated contact information, please type it in the "Notes" section and we'll make sure the database is updated.

7. **Mailing Instructions:** When completed, please save your updates and email the file back to us at: [davictoriachapter@gmail.com](mailto:davictoriachapter@gmail.com).

If you are unable to email the file back to us, please let us know. You can send a hard copy of the Call Report Sheet back to us using either of the following methods:

- Via Fax: 250-220-5955
- Via Mail: Democrats Abroad Victoria Chapter  
50 Cambridge St  
Victoria, BC V8V 4A8

8. **IMPORTANT NOTE:** To protect the privacy of the voter's contact information, any hard-copy paper Call Report Sheets or any notes with voter information on them must be disposed of securely. Please use one of the following methods:

- Put each sheet through a shredder; or
- Cut up each sheet into small strips and recycle or throw away; or
- Mail them to: Democrats Abroad Victoria Chapter, 50 Cambridge St, Victoria, BC V8V 4A8, and we will ensure they are shredded.

## Mentor List

If you have any questions or if any issues arise that you cannot answer, please email us at [davictoriachapter@gmail.com](mailto:davictoriachapter@gmail.com). Or contact any of us directly for help at:

Heidi Burch	Victoria	<a href="mailto:hlburch@hotmail.com">hlburch@hotmail.com</a>	250-418-1177
Peggy Hamilton	Victoria	<a href="mailto:peggyhamilton@shaw.ca">peggyhamilton@shaw.ca</a>	250-388-6540
Sandi Jones	Victoria	<a href="mailto:casajoneshero@gmail.com">casajoneshero@gmail.com</a>	250-220-1349
Giles Hogya	Victoria	<a href="mailto:giles.hogya@gmail.com">giles.hogya@gmail.com</a>	250-360-6066
Charlie Meadow	Victoria	<a href="mailto:ct.meadow@shaw.ca">ct.meadow@shaw.ca</a>	250 382-9404
Pat Kostek	Victoria	<a href="mailto:pkostek@shaw.ca">pkostek@shaw.ca</a>	250-595-4567
Anny Schaefer	Victoria	<a href="mailto:annyschaefer@gmail.com">annyschaefer@gmail.com</a>	



# Democrats Abroad MASS SPECIAL ELECTION 2013

## (SAMPLE) MSE VOLUNTEER CALL REPORT SHEET

(SAMPLE) MSE VOLUNTEER CALL REPORT SHEET																			
	First Name	Last Name	Phone #	Time Diff	Cdn Email	Cdn City	Contact Records									Voting Choice			
							1 <sup>st</sup> Contact			2 <sup>nd</sup> Contact			3 <sup>rd</sup> Contact			(record choice as numeric)			
							Date	Time	Code	Date	Time	Code	Date	Time	Code	Dem	Rep	Unde- cided	No Vote
1	First Name	Last Name	123-456-7890	1	<u>email@email.co</u> <u>m</u>	Halifax	5/28	7:00	LM	6/1	7:30	EM	6/8	7:15	CC	1			
2	First Name	Last Name	123-456-7890	3	<u>email@email.co</u> <u>m</u>	Vancouver	5/29	7:05	CC							1			
3	First Name	Last Name	123-456-7890	Same	<u>email@email.co</u> <u>m</u>	Montreal	5/29	7:30	LM	6/2	9:30	EM	6/8	5:15	LM			1	
4	First Name	Last Name	123-456-7890	Same	<u>email@email.co</u> <u>m</u>	Montreal	6/1	8:00	OS	6/2	10:00	EM	6/9	2:20	RFL				
5																			
6																			
7																			
8																			
9																			
10																			
11																			
12																			
<b>Page Totals:</b>																			

**CALL CODES – These are the codes to use in the Code Column for each call you make:**

- CC = Call Completed
- LM = Left Message
- EM = Email Sent
- R = Response
- UM = Unable to Leave Message
- OS = Out of Service; Invalid Phone Number
- RL = Remove from List

# Democrats Abroad MASS SPECIAL ELECTION 2013

**CALL CODES – These are the codes to use  
in the Code Column for each call you  
make:**

**CC = Call Completed Successfully  
LM = Left Message  
OS = Out of Service; Invalid Phone Number  
HU = Party Hung Up  
RFL = Remove from List**

## **DAC VOLUNTEER SCRIPT: Massachusetts Senate Election Campaign**

**If The Person Answers The Phone:** (script is in BLACK, information you insert is in RED, and instructions are in GREEN):

Hello, (voter's name) please.

Hello, (voter's first name). .... I'm (volunteer's name), a volunteer for Democrats Abroad Canada working on the Massachusetts Special Election Campaign. I am calling because you are a Massachusetts voter.

As you know, John Kerry has been appointed Secretary of State and his Senate seat is up for election. With Kerry's seat vacant, that leaves the Democrats with only a small majority of 54 Senators. It's essential that we keep the Senate Democratic by ensuring that Congressman Ed Markey wins this seat. [An Ed Markey Fact Sheet is attached should voter be unfamiliar with Congressman Markey.]

**You don't need to re-register, you just have to request your absentee ballot.**

1. Just go to: [www.votefromabroad.org](http://www.votefromabroad.org). That's **www – dot-votefromabroad...one word...dot org**. Follow the prompts, fill out the application as directed and print it. Be sure to sign and date it before mailing. Make a copy for your records.

Would you like me to email you this information? (Email template is included in instructions; copy and paste into email to voter.)

2. Mail it to your Local Election Official whose address is on page one of the application. If you have any problems filling out the application, we can help. Contact us at: [davictoriachapter@gmail.com](mailto:davictoriachapter@gmail.com). Or call me back at: (your phone no.)

Also, print and keep the FWAB (Federal Write-In Ballot), with your copy of the absentee ballot request. The FWAB is used just in case you don't get your ballot in time. If you don't get your ballot by **June 20<sup>th</sup>**, fill in the FWAB and mail it to your Local Election Office.

4. Another question: Will you be voting democratic in this election?

**Yes?** That's great. [Record answer in VOTING CHOICE section on the Call Report Sheet]

**No?** Whom are you supporting? You're not voting? Why is that? [Record answers in VOTING CHOICE section on the Call Report Sheet]

5. Thanks so much. Just one more thing: we'd like to verify that your e-mail address and contact information is correct:

[Read out e-mail address and contacts. Input any changes directly onto the Call Report Sheet in the NOTE column.]

6. [If you feel comfortable with the person please ask the following]:

Are you willing to reach out to American friends who vote in Massachusetts? Please contact them and encourage them to request their absentee ballot to vote.

7. Do you have any questions about anything?

8. **(Voter's first name)**, thanks for your time and supporting the campaign to keep the Senate Democratic! You have a good **[afternoon / evening]**; it was a pleasure speaking with you.

#### If The Answering Machine Picks Up:

Hello, this is a message for **(voter's name)**. My name is **(volunteer's name)**, and I'm a volunteer for Democrats Abroad Canada. There is a special election on June 25<sup>th</sup> for John Kerry's Senate seat and as a Massachusetts voter, its very important that you vote. With Kerry's seat vacant, that leaves the Democrats with only a small majority of 54 Senators. It's essential that we keep the Senate Democratic by ensuring that Congressman Ed Markey wins this seat.

Request your absentee ballot by going to [www.votefromabroad.org](http://www.votefromabroad.org). I'll follow up this message with an email containing instructions. (Email template is included in instructions; you can copy and paste into email.)

Or call me at: **(Volunteer's phone number)** if you have any questions. That's **(repeat volunteer's phone number)**.

Thank you.

## **SAMPLE EMAIL MESSAGES:**

### **1. IF THERE IS NO PHONE NUMBER, OR IT IS OUT OF SERVICE, OR IT IS NO LONGER CONNECTED TO THE VOTER:**

Hi,  
This is [your name]. I'm a volunteer from Democrats Abroad Canada and I'm contacting you about the upcoming Massachusetts Special Election to fill John Kerry's Senate seat.

As a Massachusetts voter, it is so important to vote in this special election and keep this Senate seat Democratic. It's easy to do – Massachusetts only requires that you request your ballot. Just go to: [www.votefromabroad.org](http://www.votefromabroad.org). Follow the prompts, fill out the Federal Post Card Application [FPCA] as directed and print it. Be sure to sign and date the FPCA and make a copy for your records. Then, mail it (and if possible, fax it) to your Local Election Official in Massachusetts – the address will be on page 1 of the instructions.

Also, print and keep the Federal Write-In Absentee Ballot [FWAB] with your copy of the absentee ballot request. This is just in case your ballot doesn't arrive in time. If you don't receive your ballot by June 20, fill in the FWAB and send it in to your Local Election Office.

You have time to request your ballot (until June 24<sup>th</sup> by fax), but please don't delay! Once you receive your ballot it must be either post-marked by June 25<sup>th</sup> or sent by fax or email to your Local Election Official by 8pm on June 25<sup>th</sup>.

If you have any questions or need any help, please feel free to contact me at [your email address] or call me at [your phone number].

I am contacting you by email as Democrats Abroad Canada does not have a current phone number for you in our records. If you would like to update your contact information to include a phone number, we'd really appreciate it!

Thank you,

[Your name]

### **2. IF YOU LEFT A VOICE MESSAGE OR SPOKE WITH SOMEONE OTHER THAN THE VOTER:**

Hi,  
This is [your name]. I'm a volunteer from Democrats Abroad Canada and I'm following up on the phone message I left before about the upcoming Massachusetts Special Election to fill John Kerry's Senate seat.

As a Massachusetts voter, it is so important to vote in this special election and keep this Senate seat Democratic. It's easy to do – Massachusetts only requires that you request your ballot. Just go to: [www.votefromabroad.org](http://www.votefromabroad.org). Follow the prompts, fill out the Federal Post Card Application [FPCA] as directed and print it. Be sure to sign and date the FPCA and make a copy for your records. Then, mail it

(and if possible, fax it) to your Local Election Official in Massachusetts – the address will be on page 1 of the instructions.

Also, print and keep the Federal Write-In Absentee Ballot [FWAB] with your copy of the absentee ballot request. This is just in case your ballot doesn't arrive in time. If you don't receive your ballot by June 20, fill in the FWAB and send it in to your Local Election Office.

You have time to request your ballot (until June 24<sup>th</sup> by fax), but please don't delay! Once you receive your ballot it must be either post-marked by June 25<sup>th</sup> or sent by fax or email to your Local Election Official by 8pm on June 25<sup>th</sup>.

If you have any questions or need any help, please feel free to contact me at [your email address] or call me at [your phone number].

Thank you,

[Your name]

**3. IF YOU SPOKE TO THE VOTER AND THEY REQUESTED YOU SEND THEM THE INFORMATION VIA EMAIL:**

Hi,

This is [your name] and we spoke earlier today about the upcoming Massachusetts Special Election to fill John Kerry's Senate seat. Here's the information you asked me to send you about requesting your absentee ballot:

Go to: [www.votefromabroad.org](http://www.votefromabroad.org). Follow the prompts, fill out the Federal Post Card Application [FPCA] as directed and print it. Be sure to sign and date the FPCA and make a copy for your records. Then, mail it (and if possible, fax it) to your Local Election Official in Massachusetts – the address will be on page 1 of the instructions.

Also, print and keep the Federal Write-In Absentee Ballot [FWAB] with your copy of the absentee ballot request. This is just in case your ballot doesn't arrive in time. If you don't receive your ballot by June 20, fill in the FWAB and send it in to your Local Election Office.

You have time to request your ballot (until June 24<sup>th</sup> by fax), but please don't delay! Once you receive your ballot it must be either post-marked by June 25<sup>th</sup> or sent by fax or email to your Local Election Official by 8pm on June 25<sup>th</sup>.

If you have any questions or need any help, please feel free to contact me at [your email address] or call me at [your phone number].

Thank you,

[Your name]

**Congressman Ed Markey**  
**Democratic Candidate for Massachusetts Senate**  
**Massachusetts Special Election**  
**June 25, 2013**

Issue	Issue Position <sup>(1)</sup>	Partial Voting Record <sup>(2)</sup>
<b>Guns Control</b> Do you support restrictions on the purchase and possession of guns?	Yes	<ul style="list-style-type: none"> <li>• Voted NO on prohibiting product misuse lawsuits on gun manufacturers. (Oct 2005)</li> <li>• Voted NO on prohibiting suing gunmakers &amp; sellers for gun misuse. (Apr 2003)</li> <li>• Voted NO on decreasing gun waiting period from 3 days to 1. (Jun 1999)</li> <li>• Rated F by the <u>NRA</u>, indicating a pro-gun control voting record. (Dec 2003)</li> <li>• Close the Gun Show Loophole; restrict show sales. (May 2009)</li> <li>• Ban "fire sale" of firearms after delicensing closure. (Jan 2013)</li> <li>• Ban large-capacity ammunition. (Jan 2013)</li> <li>• Stricter regulation on gun show firearm sales. (Jan 2013)</li> </ul>
<b>Health Care:</b> Do you support repealing the 2010 Affordable Care Act?	No	<ul style="list-style-type: none"> <li>• Voted NO on the Ryan Budget: Medicare choice, tax &amp; spending cuts. (Apr 2011)</li> <li>• Voted YES on regulating tobacco as a drug. (Apr 2009)</li> <li>• Voted YES on expanding the Children's Health Insurance Program. (Jan 2009)</li> <li>• Voted YES on overriding veto on expansion of Medicare. (Jul 2008)</li> <li>• Voted YES on giving mental health full equity with physical health. (Mar 2008)</li> <li>• Voted NO on limiting medical malpractice lawsuits to \$250,000 damages. (May 2004)</li> <li>• Voted NO on limited prescription drug benefit for Medicare recipients. (Nov 2003)</li> <li>• Voted NO on capping damages &amp; setting time limits in medical lawsuits. (Mar 2003)</li> <li>• Rated 100% by <u>APHA</u>, indicating a pro-public health record. (Dec 2003)</li> </ul>
<b>Marriage:</b> Do you support same-sex marriage?	Yes	<ul style="list-style-type: none"> <li>• Voted YES on prohibiting job discrimination based on sexual orientation. (Nov 2007)</li> <li>• Voted NO on Constitutionally defining marriage as one-man-one-woman. (Jul 2006)</li> <li>• Voted NO on making the PATRIOT Act permanent. (Dec 2005)</li> <li>• Voted NO on Constitutional Amendment banning same-sex marriage. (Sep 2004)</li> <li>• Voted NO on banning gay adoptions in DC. (Jul 1999)</li> <li>• Rated 87% by the <u>ACLU</u>, indicating a pro-civil rights voting record. (Dec 2002)</li> <li>• Rated 100% by the <u>HRC</u>, indicating a pro-gay-rights stance. (Dec 2006)</li> <li>• Rated 100% by the <u>NAACP</u>, indicating a pro-affirmative-action stance. (Dec 2006)</li> </ul>
<b>Reproductive Rights:</b> Do you generally support pro-choice legislation?	Yes	<ul style="list-style-type: none"> <li>• Voted NO on banning federal health coverage that includes abortion. (May 2011)</li> <li>• Voted YES on expanding research to more embryonic stem cell lines. (Jan 2007)</li> <li>• Voted YES on allowing human embryonic stem cell research. (May 2005)</li> <li>• Rated 100% by <u>NARAL</u>, indicating a pro-choice voting record. (Dec 2003)</li> </ul>
Issue	Issue Position <sup>(1)</sup>	Partial Voting Record <sup>(2)</sup>

<sup>(1)</sup> Issue Positions – Project Vote Smart: <http://votesmart.org/candidate/political-courage-test/26900/ed-markey/#.UXb7kbwThpU>  
<sup>(2)</sup> Voting Record: On The Issues - [http://www.ontheissues.org/MA/Ed\\_Markey.htm](http://www.ontheissues.org/MA/Ed_Markey.htm) Page 1





## EMAIL RE: INDIVIDUAL CALL REPORT SHEETS

Hi \_\_\_\_\_,

Here is your individual Call Report Sheet for the Mass Special Election phone campaign.

**\*PLEASE SEND A REPLY EMAIL TO LET US KNOW YOU'VE RECEIVED YOUR CALL REPORT SHEET.\***

Please download the attached Call Report Sheet and refer to the instructions provided in the previous email when you fill it out. If you have any questions or run into any difficulty, please let us know by emailing us at [davictoriachapter@gmail.com](mailto:davictoriachapter@gmail.com).

Thanks and good luck on your calls!

DA VICTORIA in concert with DA Canada-Massachusetts Special Election Committee

*Dr. Giles Hogle, Chair*  
*Charles Meadow, Chair Emeritus*  
*Patricia Kostek, Vice-Chair*  
*Peggy Hamilton, Treasurer*  
*Sandi Jones, Secretary & PR Director*  
*Heidi Burch, Director of Volunteers*  
*Anny Schaefer, IT Director*

**MASS SENATE ELECTION 2013 DATA REPORT SHEET  
DEMOCRATS ABROAD CANADA - JUNE 2013**

as of August 17, 2013

SHEET NUMBER	# VOTERS TO BE CONTACTED	CALL COMPLETED	LEFT MESSAGE	EMAILS SENT	RESPONSES TO EMAIL	TOTAL CONTACTS (CC+LM+)	O/S or UM	VOTING DEM	VOTING REPUB	UNDECIDED	NOT VOTING
MA-01	27	15	7	27	0	49	4	15	0	0	0
MA-02	25	10	8	24	3	45	2	13	0	0	0
MA-03	30	0	0	0	0	0	0	0	0	0	0
MA-04	30	0	0	0	0	0	0	0	0	0	0
MA-05	30	0	0	0	0	0	0	0	0	0	0
MA-06	25	8	14	22	1	45	3	10	0	0	0
MA-07	30	10	5	1	0	16	13	9	0	0	1
MA-08	31	9	15	28	3	55	8	12	0	0	0
MA-09	29	7	10	11	0	28	9	6	0	0	1
MA-10	30	20	3	12	0	35	2	17	0	2	0
MA-11	30	0	7	0	0	7	0	0	0	0	0
MA-12	0	0	0	0	0	0	0	0	0	0	0
MA-13	30	5	14	24	0	43	10	5	0	0	0
MA-14	30	10	14	19	3	46	4	0	0	0	0
MA-15	30	8	14	20	1	43	6	13	0	0	0
MA-16	30	7	10	22	2	41	11	5	0	0	2
MA-17	30	16	12	25	1	54	2	11	0	2	0
MA-18	30	11	9	24	1	45	7	11	0	0	2
MA-19	30	7	12	22	1	42	9	6	0	0	0
MA-20	30	0	0	0	0	0	0	0	0	0	0
MA-21	30	0	0	0	0	0	0	0	0	0	0
MA-22	30	16	11	19	3	49	3	1	0	0	0
MA-23	30	15	10	0	0	25	2	15	0	1	2
MA-24	30	11	16	21	2	50	3	13	0	0	3
MA-25	30	12	8	23	3	46	9	9	0	2	0
MA-26	39	9	19	34	0	62	11	9	0	0	0
<b>TOTALS:</b>	<b>746</b>	<b>206</b>	<b>218</b>	<b>378</b>	<b>24</b>	<b>826</b>	<b>118</b>	<b>180</b>	<b>0</b>	<b>7</b>	<b>11</b>

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**Democrats Abroad Canada  
Chairs' Meetings Schedule 2013/14**

The purpose of these Chairs' Meetings is threefold: (1) encourage chapter chairs to attend monthly meetings; (2) to provide chairs with relevant information and skills; and (3) to prepare chapters for the 2014 mid-term elections. To facilitate this we're introducing a monthly seminar series. Have a look at the list below, and mark your calendars to make sure you don't miss any of them. These interactive sessions will be a great chance to ask questions and share your experiences with all DACA Chapters across Canada! This is a new approach to DAC meetings. These seminars and colloquium are designed with *you* the Chapter Chair and Vice-chair in mind. For this initiative to work, we need your participation. This is a one-hour-a-month commitment.

	<b>Seminar</b>	<b>Presenter</b>	<b>Sunday @ 1:00 -2:00 pm ET</b>
<b>1</b>	<b>Policies and Procedures, and Chapter Chair Responsibilities</b>	Adrienne Jones, DAC Vice Chair & DA Vice-chair Americas Region (	September 22, 2013
<b>2</b>	<b>The New Civimail: It's Potential and Use</b>	Gail Ann Fagan, DA Global It Team	October 20, 2013
<b>3</b>	<b>DA Best Practices</b>	Julie Buchanan, DAC Treasurer, & member of Global Best Practices Team	November 17, 2013
<b>4</b>	<b>The Importance of Social Media</b>	Eileen Bastianell, DPCA Chair of Social Media committee	December 15, 2014
<b>5</b>	<b>Phone Banking: Tips and Guidelines</b>	Heidi Burch, DA Victoria Volunteer Coordinator, DAC Member-at-Large	January 26, 2014
<b>6</b>	<b>Press and Presence</b>	Sharon Manitta - DPCA Director of Press / Information	February 23, 2014

**DA Americas Region Meeting  
Costa Rica  
11-13 October 2013**

## **FIELD PLANS PRESENTATION**

**Dr. Giles Hogya, Chair  
DA Canada**

### **Contents:**

- **Field Plan Template for Chapter Chairs**
- **DA Field Plan 2013 Victoria Chapter**
- **DACA Field Plan 2014**
- **DACA Field Plan 2013**

**CHAPTERS FIELD PLAN TEMPLATE**  
**DEMOCRAT ABROAD CANADA**  
1 February 2013

**The following are the questions to be answered by chapters:**

- **Who are your officers or contact people?**
- **Were they elected at an AGM?**
- **If so, when was your AGM?**
- **Appointed members of the Executive Committee?**
- **When is your next AGM?**
- **How often do you meet?**
- **What are your primary venues for meetings or gatherings?**
- **What are your primary venues for voter registration?**
- **Do you have contacts with universities? If so, which ones?**
- **Do you have contact with other organizations for Americans? If so, which ones?**
- **What events did you hold last year?**
- **What events are planned for this year?**
- **What are your local media outlets?**
- **If so, what event or draw do you think would work for your chapter?**
- **How does your chapter raise money?**
- **What do you spend it on?**
- **What stories or information about your chapter would you like to record?**
- **Is there anything else you would like to bring up?**

**Respectfully submitted,**  
**(Name) Chair**  
**{Chapter}**  
**{Date}**

**FIELD PLAN 2013**  
DEMOCRAT ABROAD VICTORIA CHAPTER  
CANADA  
1 February 2013

**The following are the questions to be answered by Chapters:**

- **Who are your officers or contact people?**
  - Dr. Giles Hogya, Chair  
(giles.hogya@gmail.com)
  - Prof. Patricia Kostek, Vice-Chair  
(pkostek@uvic.ca)
  - Peggy Hamilton, Treasurer  
(peggyhamilton@shaw.ca)
- **Were they elected at an AGM?**
  - Yes
- **If so, when was your AGM?**
  - President's Day 2012 (The chapter is out of sync with the generally accepted bylaws since we had our elections on an even year for a 2-year term. We are planning a 1-year election in 2014 to get us back in sync.)
- **Appointed members of the Executive Committee?**
  - Sandi Jones, Secretary, PR
  - Heidi Burch, Member-at-large, Volunteer Director
  - Anne Schaefer, Member-at-large, IT Director

- Charles Meadow, Member-at-large, Chair Emeritus
- **When is your next AGM?**
  - President's Day 2014
- **How often do you meet?**
  - Normally monthly; and weekly for a month leading up to an event
- **What are your primary venues for meetings or gatherings?**
  - The home of the Chair, public park and local pub
- **What are your primary venues for voter registration?**
  - Public Library, churches, recreation centers, table at civic events
- **Do you have contacts with universities? If so, which ones?**
  - UVic
- **10.. Do you have contact with other organizations for Americans? If so, which ones?**
  - No
- **What events did you hold last year?**
  - Phone banking membership verification
  - Spearheaded Canada-Wide Swing-State-Voter phone banking campaign
  - Tax/FBAR/ Seminar
  - AGM



- Volunteer social
- Voter registration Super Saturday campaign
- **What events are planned for this year?**
  - Updating subscriber list
  - AGM w/ elections
  - Phone Banking: Massachusetts voters for Massachusetts Special Election
  - GOV midterm elections
  - Tax/FBAR Seminar
  - Members' socials
  - 4<sup>th</sup> of July event
  - Voter registration events for 2014
  - Active involvement in Gun Control and Immigration Reform
- **What are your local media outlets?**
  - Victoria Times-Colonist
  - CFX Radio
  - CHEK TV
  - CTV News
  - Black Press network of community papers
- **If so, what event or draw do you think would work for your chapter?**
  - NA
- **How does your chapter raise money?**
  - Donations for Tax Seminars and Debate Party, selling election buttons & paraphernalia and auctions
  - \$1300 in account presently

- **What do you spend it on?**
  - Office supplies including stamps
  - Incidentals for 4<sup>th</sup> of July Picnic
  - Venue rentals
  - Computing services
  - Media advertising
  - Donations to DAC
- **What stories or information about your chapter would you like to record?**
  - No
- **Is there anything else you would like to bring up?**
  - No

Respectfully submitted,  
Dr Giles Hogya, Chair  
29 March 2013

**FIELD PLAN 2014  
DEMOCRATS ABROAD CANADA  
DRAFT 8 October 2013**

#	DATE & TIME	EVENT	NOTES
1	No specific date	50 <sup>th</sup> Anniversary of Democrats Abroad	
<b>JANUARY</b>			
2	26 January, Sunday 12noon-1 pm EST	ExCom meeting	
3	26 January 1 -2 pm EST	Chairs' Seminars cont'd: <u>Phone Banking: Tips and Guidelines</u> - Heidi Burch presenter	Four previous seminars given Sept-Dec 2013  Discuss PBC14 - who decides which members to contact; who compiles the Individual Call Report Sheets
4	31 January	Membership Verification complete and submitted to DPCA ExCom	
5	January - February	State of the Union Address (SOUA)	SOUA Chapter Watches
<b>FEBRUARY</b>			
6	17 February	President's Day	<ul style="list-style-type: none"> <li>• DACA AGM</li> <li>• Victoria Chapter AGM</li> <li>• Others?</li> </ul>
7	23 February, Sunday 12noon-1 pm EST	ExCom meeting	
8	23 February 1 -2 pm EST	Chairs' Seminars cont'd: <u>Press and Presence</u> - Sharon Manitta - DPCA Director of Press / Information	
<b>MARCH</b>			
9	15 March (to be confirmed)	DPCA Meeting/Washington DC	
10	23 March, Sunday 12noon-1 pm EDT	ExCom meeting	Plan fundraising drive: Raffle (DAC Country Committees cannot donate to DPCA)

**FIELD PLAN 2014**  
**DEMOCRATS ABROAD CANADA**  
**DRAFT 8 October 2013**

<b>APRIL</b>			
<b>11</b>	27 April , Sunday 12noon-1 pm EDT	ExCom meeting	Plan fundraising drive
<b>MAY</b>			
<b>12</b>	May	Implement fundraising campaign	
<b>13</b>	May - August	Gay Pride Parades and World Pride Week	Gay Pride Parades dates: <ul style="list-style-type: none"> <li>• Calgary: June</li> <li>• Edmonton: June</li> <li>• Halifax: TBD</li> <li>• London: July 27</li> <li>• Montreal: August</li> <li>• Ottawa: TBD</li> <li>• Regina: TBD</li> <li>• Victoria: TBD</li> <li>• Vancouver: August 3</li> <li>• Winnipeg: May 23 – June 1</li> </ul> World Pride Week: <ul style="list-style-type: none"> <li>• Toronto is hosting June 20-29</li> </ul>
<b>14</b>	25 May, Sunday 12noon-1 pm EDT	ExCom meeting	
<b>15</b>	26 May	Memorial Day	
<b>JUNE</b>			
<b>16</b>	20 - 29 June	World Pride Week	Toronto hosting for 2014
<b>17</b>	22 June, Sunday 12noon-1 pm EDT	ExCom meeting	Plan Phone Banking Campaign 2014 (PBC14)
<b>18</b>	June - date to be determined	Email to all DACA members	Reminder to register to vote in November 2014 federal midterm elections
<b>19</b>	June or July - date to be determined	Email to all DACA members	Request for volunteers for phone bank campaign for federal midterm elections (Goal: 150 volunteers)

**FIELD PLAN 2014**  
**DEMOCRATS ABROAD CANADA**  
**DRAFT 8 October 2013**

<b>JULY</b>			
<b>20</b>	4 July	Independence Day	4 <sup>th</sup> of July Celebrations: <ul style="list-style-type: none"> <li>• Victoria</li> <li>• Others?</li> </ul>
<b>21</b>	20 July, Sunday 12noon-1 pm EDT	ExCom meeting	Plan PBC14
<b>AUGUST</b>			
<b>22</b>	July or August	Have Individual Call Report Sheets prepared for PBC14	
<b>23</b>	August	2 <sup>nd</sup> Email to all DACA members	2 <sup>nd</sup> reminder to register to vote for federal midterm elections and notice that volunteers will be calling shortly to help
<b>24</b>	August or September	PBC14 begins	Check deadlines to register to vote (people on vacation in August, early September better time to call if not too late)
<b>25</b>	17 August, Sunday 12noon-1 pm EDT	ExCom meeting	
<b>26</b>	23 August	Victoria: Super Saturday GOTV	
<b>SEPTEMBER</b>			
<b>27</b>	6 – 8 September	Toronto: Cabbagetown Festival GOTV	
<b>28</b>	21 September, Sunday 12noon-1 pm EDT	ExCom meeting	
<b>29</b>	September	PBC14 ends	
<b>30</b>	September dates vary with location	Word on the Street – Literary Festival. Vancouver festival is called WORD Vancouver	Vancouver, Lethbridge, Saskatoon, Kitchener, Toronto, Halifax (dates TBD)
<b>OCTOBER</b>			
<b>31</b>	October	Tabulation of PBC14 results finished	
<b>32</b>	19 October, Sunday 12noon-1 pm EDT	ExCom meeting	Plan membership verification due January 31, 2015

**FIELD PLAN 2014  
DEMOCRATS ABROAD CANADA  
DRAFT 8 October 2013**

<b>NOVEMBER</b>			
<b>33</b>	4 November	Mid-term elections: Senate & House	Election watches
<b>34</b>	16 November, Sunday 12noon-1 pm EST	ExCom meeting	Verification planning cont'd. for 2015
<b>35</b>	27 November	Thanksgiving	
<b>DECEMBER</b>			
<b>36</b>	14 December, Sunday 12noon-1 pm EST	ExCom meeting	Implement member verification plan for 2015

# **DEMOCRATS ABROAD CANADA**

## ***FIELD PLAN***

### **2013**

#### **ESTIMATED NUMBER OF AMERICANS IN COUNTRY**

The US Consulate in Toronto estimated one million American citizens in Canada in answer to a telephone query in 2012.

These include people who:

- Immigrated to Canada and plan to live here indefinitely
- are living in Canada temporarily for work or education
- were born in Canada who have at least one American parent.

Americans living here are often fully integrated in Canadian life unlike most other countries where language and culture are very different. They do not need to find each other to speak English or find community. As a result, they must self-identify to make themselves known. We believe that most are primarily interested in exercising their right to vote. IRS and Treasury Department financial reporting requirements are an increasing concern.

#### **HISTORICAL NOTE**

DA Canada was established in 1988 based in Toronto as the country committee headquarters. Chapter formation began in 2003-04 with the formation of two chapters, Vancouver and Montreal. In 2007, chapter formation began in earnest. It was given a boost in 2008 by the DPCA International Meeting held in Vancouver and the contested Democratic primary from which Barak Obama emerged as the nominee. In 2009, a Toronto chapter was formed, separating it out from the DA Canada country committee.

**MEMBERSHIP AS OF JANUARY 31 – Civimail Canada total 15,688**

Canada has 15 chapters and another five concentrations of less than 100 members who meet, especially around elections. Enquiries have been

**DEMOCRATS ABROAD CANADA**  
***FIELD PLAN***  
**2013**

received from members in smaller cities who have expressed an interest and are being pursued. The chapters are:

5,294 Toronto  
2,288 Vancouver  
1,153 Montreal

901 Victoria  
704 Ottawa-Gatineau  
603 Hamilton  
564 Calgary  
526 Kitchener-Waterloo

458 Nova Scotia (includes both Halifax and Yarmouth)  
408 Edmonton  
334 London  
309 Niagara  
264 Winnipeg  
247 Windsor  
114 Saskatchewan/NWT (plus 39 in Whitehorse)

Clusters where chapters may be formed

82 Fredericton, NB  
67 St. Johns NL  
50 Charlottetown PEI

and

Durham Region (now part of Toronto)

Americans are concentrated in the large cities, especially Toronto, Vancouver and Montreal and the chapter numbers of over 1,000 reflect that. The second tier with chapter members of 500 to 1,000 includes Victoria, Ottawa/Gatineau, Kitchener-Waterloo and Hamilton. A third tier includes smaller chapters from Calgary, Nova Scotia (Halifax), Nova Scotia (Yarmouth area), Edmonton, London, Niagara, Saskatchewan/NWT, Windsor and Winnipeg. Niagara and London do not have active leadership at this time. Efforts will be made to interest members there into assuming a more active role.



# DEMOCTRATS ABROAD CANADA

## *FIELD PLAN*

### 2013

#### ENGLISH MEDIA OUTLETS

Except in Francophone Quebec, most media is in English. Most Americans also receive American TV channels.

National media include newspapers:

- *The Globe and Mail*
- *National Post*

TV and radio networks

- CBC
- CTV
- Global

Major circulation papers from chapter cities include:

- *Victoria Times Colonist*
- *Vancouver Sun*
- *Calgary Herald and Calgary Sun*
- *Edmonton Journal*
- *Saskatoon StarPhoenix*
- *Regina Leader-Post*
- *Winnipeg Free Press*
- *Windsor Star*
- *London Free Press*
- *Toronto Star*
- *Toronto Sun*
- *Hamilton Spectator*
- *Waterloo Regional Record*
- *Ottawa Citizen*
- *Ottawa Sun*
- *Montreal Gazette*
- *Halifax Chronicle Herald*

# **DEMOCRATS ABROAD CANADA**

## ***FIELD PLAN***

### **2013**

In addition, free weekly papers (such as *NOW* in Toronto and *Vue* in Edmonton) are sources for articles and announcements. There are also community newspapers – usually published by small companies with several outlets. Circulation is done by neighborhood. They are useful for feature articles as well as for showcasing local Democrats Abroad members and events in their respective areas.

#### **FUNDRAISING HISTORY**

\$ 450 Funds contributed by DA Canada members to the DPCA October cocktail party fundraiser with Congresswoman Debbie Wasserman-Schultz.

#### **FUNDS RAISED FOR COUNTRY COMMITTEE**

\$13,221 was raised for the 2010 election with a raffle. This was combined with around \$8,000 from the treasury, which was a portion of the \$21,000 (gross) raised at Toronto's 2008 election night event. This will not be the case in 2012 as the election night event will be under the auspices of the Toronto chapter. Other funds were received as follows:

\$476 was raised at a tax seminar. \$485 was recovered from an 'ask' in the membership verification mailing as of January 21. Around \$1,500 has come in since. The top amount in the treasury for 2012 was \$4,744.31.

#### **ESTIMATED NUMBER OF SUSTAINING DONORS AS OF JANUARY 31**

- 1
- We will especially focus, as a start, on members of the DA Canada ExCom.
  
- Toronto, ON
- Vancouver, BC
- Victoria, BC
- Whitehorse, NWT
- Winnipeg, MN

#### **HISTORY OF FIREHOUSE PRIMARY LOCATIONS FOR 2012**

**DEMOCRATS ABROAD CANADA**  
***FIELD PLAN***  
**2013**

2012 Firehouse Primaries were held in:

- Vancouver
- Edmonton
- Calgary
- Regina
- Winnipeg
- Windsor.
- London
- Hamilton
- Kitchener-Waterloo
- Toronto
- Oakville (normally part of Toronto and probably counted with it)
- Fort Erie (Niagara)
- Ottawa/Gatineau
- Halifax
- Montreal

**ATTENDANCE AT 2012 DPCA MEETING**

- 2 in person at Puerto Vallarta, Mexico and 5 on WebEx

**2012 AMERICAS REGIONAL MEETINGS**

The purpose of the meeting was to elect a DNC member for the Americas. Sandra Loridans from Mexico ran unopposed and was elected by acclamation. Monthly regional meetings have been on Calliflower. DA Canada has attended all of them.

**ATTENDANCE AT 2013 DPCA MEETING**

- London: a delegation of 6 and 2 on WebEx
- Attendance At Americas Region International meeting; date and place TBA

**WORKING WITH NEIGHBORING COMMITTEES**

# DEMOCRATS ABROAD CANADA

## *FIELD PLAN*

### 2013

DA Canada has had little person-to person contact with neighboring committees except at DPCA meetings as our nearest 'neighbor', Mexico, is south of the United States. There has been active participation in regional meeting conference calls.

Members of the Executive Committee have participated in DPCA Committees including Voter Registration; FBAR/FATCA; By-Laws; Affirmative Action; IT; Long Range Strategy and Best Practices.

#### **PERFORMANCE AGAINST LAST YEAR'S GOALS**

##### **Increase in membership:**

Membership in DAC has steadily increased over the years and stands at 15,207, the highest membership of any CC. 2011 saw a 15% increase and in 2012, a 13% increase.

#### **GOVERNANCE**

Chapter representation on the DA Canada Executive Committee ranges from Yarmouth, NS to Victoria BC.

##### **Officers:**

Chair (Victoria), Executive Vice-Chair (Toronto), Vice-Chair (Edmonton) and the other Vice Chair (Toronto), Recording Secretary (Victoria), Treasurer (Toronto), Council (Montreal), and Membership Secretary (Vancouver). The three Members At Large are from the following chapters: Victoria, Yarmouth and Toronto.

All chapters are invited to participate in ExCom meetings with one vote each. Larger chapters are entitled to additional voting members based on numbers.

DPCA voting representatives

# DEMOCRATS ABROAD CANADA

## *FIELD PLAN*

### 2013

DA Canada has six DPCA Voting Representatives. These include a past chair of DAC who is based in Toronto, the DAC Counsel based in Montreal, the chapter chair from Vancouver, a DAC Vice-chair and Chapter Chair from Edmonton, the DAC Membership Secretary, and a Member at Large from Toronto.

Chapters engaged in volunteer recruitment, GOTV and social activities. As 2012 was an election year, there was intense voter registration activity with a very large number of registration events and venues right across the country. Of particular note was the *Call a Swing State Voter Phone Banking Campaign*. Fifty-seven volunteers from across Canada each called 50 swing-state voters culled from the DAC database. Approximately 1,000 voters were reached by phone and another 1,200 messages were left. A second phone-banking campaign targeted the Senate race in Massachusetts. The leadership and base were highly motivated to register to vote and to vote....and **Yes, we did!**

Presently, we are engaged in cross-country phone banking campaign for the Senate seat vacated by John Kerry.

In addition, Vice-chair Joe Green conducted voter registration training for V-R volunteers.

### FUNDRAISING

DAC does not have many major donors and has not sponsored high-ticket events in the past year. We hope that this will change as people identify themselves or are identified. Most of this effort will be targeted toward following up on small to moderate donors and asking them to upgrade. In addition, it is hoped that we will have some 'visiting Americans' that we can build a fundraising lunch, cocktail party or dinner around when visiting Democrat speakers and attractions come here. DAC appreciated the opportunity to host Congressman Mike Honda four years ago and former DNC Chair Howard Dean three years ago. We did a luncheon a few years ago when Madeline Albright came but we seldom hear of opportunities for

# **DEMOCRATS ABROAD CANADA**

## ***FIELD PLAN***

### **2013**

this caliber of event at all, let alone far enough in advance to organize such a fundraising event as they do in Europe. Because we are so close to the United States, a visiting dignitary who comes here for another reason can fly in and out the same day.

#### **TECHNICAL INFRASTRUCTURE**

DA Canada uses the Civimail to communicate with members about matters of general interest such as the FBAR/FATCA briefing and GOTV. Future communications will be going out on bi-elections such as the Massachusetts Senate race, and the midterm elections in 2014.

DAC's day-to-day use of technical infrastructure has taken place mainly at the chapter level. Training and orientation is necessary in order to ensure the country committee and chapter leaders are able to take full advantage of recent improvements in Civimail and the web site. In addition, DAC and Chapter Facebook comments and pictures keep members in the loop in an informal way.

DAC participates in the database training offered by Gail Fagen so that we can take full advantage of our database. We have already used it to determine how many DAC members vote in each of the thirty-three states where there were US Senate races last year. Ten states (NY, CA, MI, MA, PA, OH, FL, WA, NJ and Texas) account for around 60% of our members. We hope to hold state-based 'coffees' and meet-ups by neighborhood to provide information and galvanize members to become active in fundraising and phone banking.

DAC made a big effort in 2012 to update and verify our membership list through the membership certification exercise chaired by Adrienne Jones. All opted out members (1,946) were checked and more than 200 moved to the opted in category. Over 200 members without working emails were telephoned and 2,301 members with no phone or email were sent snail mail letters along with a request for contributions. Contributions were recovered for around 80% of the cost of the mailing. Over \$1,800 was raised. Early in

# **DEMOCRATS ABROAD CANADA**

## ***FIELD PLAN***

### **2013**

2013, DAC hired a professional company to make 1,000 robo-calls to help verify membership. Planning continues for another membership campaign chaired by David Katz, Membership Secretary.

We were unable to contact opt-out members due to the down time with the revamped Civimail system early in 2013.

#### **FRAMING THE DEBATE**

Much of the media contact this past year has related to the FBAR and FATCA committee chaired by Joe Green and especially to getting out the vote for the Obama/Biden ticket. Other media contact happens at the chapter level. Talking points and political observations are posted to Facebook. Our communications manager sends out talking points as we receive them from Jody Couser. Future media contact will center on GOTV for bi-elections such as the Massachusetts campaign, the mid-term elections and FBAR/FATCA.

#### **KEY CONSTITUENCIES**

In 2012, we did student outreach at a number of universities, especially through paid advertising for GOTV in campus newspapers, posters, and by having tables during orientation week or other open periods. We are grateful that campus advertising was supported by the DPCA. Some chapters have student outreach committees and organized special events for students. As most chapters have at least one university with American students, this will be a major thrust in 2013- 2014. The new Chapter Chair of Montreal is a student studying at McGill University. There is a new Democrats and Friends Club at the University of Toronto.

DAC reaches out to the LGBT community primarily through participation in Gay Pride activities and through placing announcements and ads in *Xtra* and related publications.

# DEMOCRATS ABROAD CANADA

## *FIELD PLAN*

### 2013

Outreach to the Black community has primarily been through presence at Caribana and related events including Black History month performances and events.

There has been less outreach to other ethnic communities, as Americans do not seem to make up significant proportions of their membership in Canada.

#### **SCHEDULE OF ACTIVITIES**

DAC purchased and distributed buttons and bumper stickers for country committees; mobilized volunteers in two significant phone banking campaigns previously mentioned; provided and shared talking points among chapters; and encouraged chapters to hold outreach activities.

#### **DA Canada has or will:**

- January:
  - Held DAC monthly meeting (held on Calliflower)
  - Attended DA Americas meeting (held on Calliflower)
  - Planned, prepared and analyzed robo-call effort for membership verification
  - Participated in media interviews for President Obama's 2<sup>nd</sup> Inauguration
- February:
  - Held DAC Monthly Meeting
  - Attended Americas Region Meeting
  - Formed a DAC officer/voting member nominating committee
  - Committee drew up slate of nominees
  - Prepared for the AGM
- March:
  - Held DAC Month Meeting
  - Attended Americas Region Meeting
  - Held the DAC AGM on March 30th
  - Elected new officers
  - Updated DAC contact list
  - Send updates including DPCA Voting Reps to DA International Secretary



**DEMOCTRATS ABROAD CANADA**  
***FIELD PLAN***  
**2013**

- April:
  - Held DAC Monthly Meeting
  - Attended Americas Region Meetings
  - Planned to engage in the DA World-wide Auction 2013-14
  - Prepared for the London DPCA Meeting
  - Planned to attend the DPCA International meeting: 6-person DAC delegation; 2 on WebEx
  - Planned in detail Massachusetts Phone Banking Campaign (MPBC) as aforementioned
- May:
  - Hold DAC Monthly Meeting
  - Attend Americas Region Meeting
  - Continue soliciting for auction
  - Plan for member verification drive
  - Execute Mass bi-election campaign
  - Collect Data from Mass campaign
- June:
  - Hold DAC monthly meeting
  - Attend Americas Region meeting
  - Analyze data from bi-election
  - Continue soliciting for auction
  - Attempt to meet with less active chapter leaders
- July:
  - Hold DAC monthly Meeting
  - Celebrate 4<sup>th</sup> of July!
  - Attend Americas Region meeting
  - Develop fundraising plan
  - Continue soliciting for auction
  - Continue planning for membership verification
- August:
  - TBD
- September:
  - Hold DAC Monthly Meeting
  - Attend Americas Region Meeting

# DEMOCRATS ABROAD CANADA

## *FIELD PLAN*

### 2013

- October:
  - Hold DAC Monthly Meeting
  - Attend International Americas Region Meeting date and place TBA
- November:
  - Hold DAC Monthly meeting
  - Start planning for mid-term elections
  - Attend Americas Region Meeting
- December
  - Hold DAC Monthly Meeting
  - Attend Americas Region Meeting
  - Continue planning for mid-term elections

As information becomes available, brief membership reports on FATCA and FBAR will keep membership informed about developments as they occur.

#### **Face-to-face activities in Canada**

Activities in Canada take place at the chapter level.

Chapters have indicated that they have done or plan to engage in the following:

- Campus voter registration tables
- Debate watch gatherings
- Democratic National Convention Obama speech watch parties
- Independence Day celebrations
- Informal pub nights
- Labor Day celebrations
- Obama birthday parties
- Parades
- Performance and music event group tickets
- Phone banking – especially to our voters in swing states or close Senate elections
- St. Patrick's Day celebrations
- State of the Union watch parties
- Street fairs

**DEMOCRATS ABROAD CANADA**  
***FIELD PLAN***  
**2013**

- Tax seminars
- Thanksgiving dinners
- Volunteer training and appreciation events
- Voter information/registration at city halls, farmers' and other markets and parks
- Voting state and neighborhood based coffees

In addition, opportunities come up during the year such as Jon Stewart and Steven Colbert's 'Rally to Restore Sanity' last year that provide opportunities for trolling or V-R tables.

Fundraising plans are being made at chapter and national levels.

GOTV will be the major effort of volunteers in any bi-election and in the forthcoming midterm election year. Almost all of the above activities will include a voter registration component.

### **COMMUNICATIONS**

A communications and media team will be established to handle press contacts and member information efforts. Our Vice-chair, Adrienne Jones, continued to send out memos in 2013 to chapter leaders asking for help in creating fresh local media lists. The response was better than the last year's. Adrienne wants to create a database of all appropriate media across Canada that would be accessible to chapter leaders and their designated communications contacts.

The DPCA memos, White House emails and talking points from Jody Couser are forwarded regularly to all chapter leaders with encouragement to utilize them in their own media relations.

DA Canada plans to continue, as in the past, sending templates, news releases on key topics to other materials to chapter communications contacts to tailor to their local needs.

**DEMOCTRATS ABROAD CANADA**  
***FIELD PLAN***  
**2013**

National media contacts are handled primarily in Toronto but also in Montreal and Vancouver.

**Media training**

We will use David Miller's outline on the "Do's and Don'ts of Media Interviews". As well, we have professional journalists and public relations professionals to help train chapter communications contacts and leadership.

**Advertising**

In 2010, DA Canada used close to \$20,000 raised from a raffle and from the election night event for advertising and GOTV. Advertising was intended primarily for on-line outlets such as Google, Talking Points Memo, Daily Kos and the on-line edition of Xtra. However, this plan was modified to include Globe and Mail ads and special announcements during the G20.

DA Canada is willing to pool funds for DPCA advertising buys with consultation. Note: the International Herald Tribune is not useful to reach Americans in Canada, as it is not frequently read here.

Respectfully submitted:  
Dr. Giles Hogya, Chair  
Allenna Leonard, Executive Vice-chair  
8 April 2013

**Democrats Abroad Canada  
Chairs' Meetings Schedule 2013/14**

The purpose of these Chairs' Meetings is threefold: (1) encourage chapter chairs to attend monthly meetings; (2) to provide chairs with relevant information and skills; and (3) to prepare chapters for the 2014 mid-term elections. To facilitate this we're introducing a monthly seminar series. Have a look at the list below, and mark your calendars to make sure you don't miss any of them. These interactive sessions will be a great chance to ask questions and share your experiences with all DACA Chapters across Canada! This is a new approach to DAC meetings. These seminars and colloquium are designed with *you* the Chapter Chair and Vice-chair in mind. For this initiative to work, we need your participation. This is a one-hour-a-month commitment.

	<b>Seminar</b>	<b>Presenter</b>	<b>Sunday @ 1:00 -2:00 pm ET</b>
<b>1</b>	<b>Policies and Procedures, and Chapter Chair Responsibilities</b>	Adrienne Jones, DAC Vice Chair & DA Vice-chair Americas Region (	September 22, 2013
<b>2</b>	<b>The New Civimail: It's Potential and Use</b>	Gail Ann Fagan, DA Global It Team	October 20, 2013
<b>3</b>	<b>DA Best Practices</b>	Julie Buchanan, DAC Treasurer,& member of Global Best Practices Team	November 17, 2013
<b>4</b>	<b>The Importance of Social Media</b>	Eileen Bastianell, DPCA Chair of Social Media committee	December 15, 2014
<b>5</b>	<b>Phone Banking: Tips and Guidelines</b>	Heidi Burch, DA Victoria Volunteer Coordinator, DAC Member-at-Large	January 26, 2014
<b>6</b>	<b>Press and Presence</b>	Sharon Manitta - DPCA Director of Press / Information	February 23, 2014