

MailChimp & Word Templates to Edit and Send to Voters

SUBJECT	Why Volunteers are so important
DATE	July 12, 2020
PURPOSE	Recruit Volunteers
NOTES	Use Subject Line: Obama's Not So Secret Strategy
Word Version: CLICK the link to Download this document in Word. Depending on your computer settings, the document will either automatically download (see tab at bottom of your screen) -or- you'll be asked to DOWNLOAD to a file location of your choice. http://insider.sarasotadems.org/messages/docs/Volunteers_Why_They_Are_Important-7-2020.docx	
For MailChimp: Click the link to upload as a MailChimp Template; edit as you wish. https://us16.admin.mailchimp.com/templates/share?id=79755422_6f8a2392f8b3eb70483a_us16	

P R E V I E W

SUBJECT: Obama's Not So Secret Strategy



“If Democrats want to win in 2020, they must get back to investing in the power of everyday people through organizing.”

So declares Joy Cushman, deputy field director for Barack Obama's successful 2008 campaign. Cushman knows from experience and hard data that grassroots organizing is key to winning a presidential election. “An organized and energized base is our most powerful resource.... Organizing increases voter turnout more than any other single outreach method, including mail, TV and digital advertisements, and twice as much as contact from a stranger.”

Cushman's advice: We must “engage (our) most excited supporters, organizing them into local leadership teams....That's how we'll create the power to build a movement that attracts others.”

A Former Republican Agrees

Another strong advocate of grassroots organizing is Rick Wilson, a Never Trump former Republican and cofounder of the Lincoln Project. According to Wilson, “There is no substitute for organization, planning, discipline, data, metrics, and accountability.” Wilson asserts that the real stars of winning campaigns are the organizers and the volunteers who do the work, make the calls, send the letters, send a text, register voters, facilitate voting by mail, and more.

Barack Obama's Manager

Barack Obama's Campaign Manager in 2008 and 2012, David Plouffe, wrote *A Citizen's Guide to Beating Donald Trump* for people who want to get involved in the Democratic campaign. Plouffe's strategy relies on many thousands of volunteers. He urges Democrats to "get off the couch and put in sweat equity to win."

Obama himself considered his volunteers and grassroots organization to be "the heart of his campaign and the key to his victories."

This is the most important election of our lifetime. **WE NEED YOUR HELP!**
In what way would you like to contribute to the effort to restore a government that will preserve democracy and promote the health and well-being of the American people?

Note that Remote Neighbor 2 Neighbor (N2N) training sessions are each Tuesday at 4:00 pm through the month of August. Please view [this web site](#) for details on N2N sessions and for other volunteer opportunities.

We welcome your email.