



Tips and Tools

for The SCDP Team

April 2023

HI, SCDP Team,

Looking forward to seeing everyone on Weds. eve. We have a bunch of new PCs and Associates to swear in. Hooray! **WE NEED A QUORUM to vote them in.**

PLEASE come to the DEC Meeting: Weds, April 12 at 7:00 PM

RSVP: <https://www.mobilize.us/sarasotacountydec/event/558367/>

MEETING IS IN PERSON & ZOOM Here is the LINK:

<https://us02web.zoom.us/j/86210244056>

In-Person Location: Naar Hall. UCC Church, 620 Shamrock Blvd, Venice

Newly Registered Voters: Welcome them in

You should be receiving a monthly list of newly registered voters (NRVs) - Democrats and No Party Voters. These lists now come from the VAT database. If you are not getting these, please let Data Rep John Singer know: jgs@pobox.com

Call them, visit them, or send them a letter. Revised NRV sample letters were sent to PCs after the November election. Feel free to personalize and adapt these. You will not receive the sample letters every month; save them for repeated use. Include a VBM form for Democratic NRVs. Find the current 2 sample letters attached. If you can't use a Word doc., let me know—I will send another format.

OR....

Even better: Invite your NRVs to neighborhood get togethers. Wine & cheese? Coffee klatch? Be creative. New residents are looking for chances to affiliate with like-minded neighbors. Maybe hold a get together quarterly. This is in line with our newest iteration of Neighbor-2-Neighbor (N2N).

Create Democratic neighborhood social groups throughout the county

Let's seed little Democratic social groups throughout our precincts. At a recent NRV coffee and donut party organized by Ralph Clemments and the Volunteer

Success Committee, the NRV guests were eager to meet other Dems where they live. I gave them neighborhood Dem voter lists. They were delighted.

Idea: Get Dems together! That's how the most successful precinct teams - like P321 (Tom & Gretchen) , for one - have grown huge volunteer teams. Get a Dem social affinity group going and ask them, at a later stage, to invite their NPA neighbors. And in 2024, they will likely step up to volunteer.

**Tuesday, APRIL 18TH, Rally at 4:45PM before 6:00 School Board Meeting
SCHOOL BOARD OFFICE, 1980 LANDINGS BLVD**

**BRING SIGNS TO SAY NO TO VERMILION CONTRACTS - NO HILLSDALE
TAKEOVER OF OUR PUBLIC SCHOOLS!**

This rally is sponsored by the Youth Chapter of the Women's Voices of Southwest Florida and Sarasota County Students. Support Tom Edwards and stand against anti-LGBTQ+ hate speech. The School Board will take up the Vermilion contracts. We need to make sure Vermilion is voted down

Write to school board members and tell them to vote NO
schoolboardmembers@sarasotacountyschools.net

Priorities, Priorities....

Renewing VBM Registrations

About half of our VBM voters have renewed! That's the low hanging fruit, the folks who responded to the SOE outreach. Now let's sweep up the rest. Lists of Dems who still need to register for VBM will be provided by your Data Rep. My team in the Sarasota Bay Club (big senior residence) are at work, person to person, handing out paper forms or helping others register for VBM online. Be creative! And stay tuned, cause the Rita Major-Hallerdin and the GOTV Committee will be spearheading initiatives about this. But you don't have to wait. Be sure you know the details about VBM registration (double check info at sarasotavotes.org) and use the current form. **A VBM form for elections through 2024 is attached.**

Susan McManus, Ph D, Tells it like it is...again

Political guru Susan McManus spoke at the April Democratic Club of Sarasota.

Highlights from her fascinating review of **Florida** political facts, stats and trends:

- Florida politics predict national politics: the US will have the same voter demographics as Florida in the future: 46% R, 23% D, 29% NPA ☹
 - Dems must counter the socialism argument
 - Generational replacement: **MUST** connect with younger voters, many of whom are BIPOC (Black and Indigenous People of Color)
 - Young voters don't care about parties; want solutions
 - Messaging most effective thru memes; visuals - 100%
 - "Young must message to young;" young voters are NPA; Climate is their issue
 - Focus on legislative races and seek candidates under age 40
 - Hispanic population is increasing most; Asians have highest turnout
 - Candidates: run more than once. Black female Dem candidates are getting elected at higher %
 - 4 M's: Right **M**essage by most effective **M**eans, using **M**icrotargeting (what C Ziegler's company IS) and **M**oney
 - 2022 Florida Midterms Turnout: 49% Dems, 64% Rs, 38% NPA (Very different from here in SRQ - 46% D, 40% R, 19% NPA)
 - Person-to-person outreach is always best
 - Voters not on board with D emphasis on marginalized groups. American values changing. **M**oney is Up; good things are Down
 - D issues: abortion, ed., LGBT, housing, climate, gun safety, health, voting rights, SS & Medicare
 - R issues: economy, "rights"-parental, medical, guns; immigration, crime, Trump
-

"Tips & Tools" comes to you from Louise Machinist, Precinct Organization Chair