

## Best Practices for Basic Political Operating Units

Creating Best Practices will allow groups within an organization some commonality & place to go when it's time to plan, recruit, organize & execute. "Re-creating the wheel" for most things that have been in place for years is a real time-waster. While every region of Minnesota may have some differences such as demographics, local issues, miles between locations & resources available to them, much of the success in elections is similar in most areas. The key is to "share & steal" ideas from other BPOU's.

Below are some suggestions on what you can focus on as a leader in your BPOU:

### BPOU Leadership Needs To:

1. Think like a Marketing Organization (Create, Fine Tune and Sell Your Values!)  
People "Buy From"/"Trust" People They Feel Comfortable With, Relate To and Genuinely Like!
2. Delegate – Build a Team (You cannot do everything yourself!) – You need free time too!
3. Be Consistent (Year-to-Year) and Organized thru Communication and Meetings
4. Be Willing to Ask for Donations of Time (volunteer hours), Talent (special skills) & Treasure (money)
5. Have A "Plan" to Win with Goals and Objectives (i.e. BPOU Business Plan)
6. Have Legacy Plans in Place (Future BPOU Leaders and Candidates)
7. Be Open to New Ideas, Different/New People (Keep it Simple, Find What Works for You, Find New Blood)
8. Have a Presence (Website, Media, Events)
9. Educate, Be Educated (Train and Be Trained)
10. Activate (thru Meetings and Outreach)
11. Welcome and Appreciate Everyone!!! (You come in contact with or who show up to your events) - **RETENTION  
RECRUIT \* SUPPORT \* ELECT**

### **OPERATIONS**

1. **BPOU Planning Sessions (see Page 18 in Manual)**
  - a. Annual creation, reevaluation and/or finalization of "business plans" (**Always Keep Updated**)
  - b. If redistricting, transition planning for resources, budgets (i.e. 2012/2022/2032)
2. **BPOU Meetings (see Page 21 in Manual)**
  - a. Monthly or Quarterly
  - b. Public or Closed to just Executive Team? Both, depending on Purpose?
  - c. 90 minutes - Maximum
  - d. Guest Speakers? Draw Additional Interest.
  - e. Serve Beverages and Food?
3. **Caucus Organizing (see Page 100 in Manual)**
  - a. Plan for Worst Case Numbers
  - b. How will new State Primary system affect the caucus attendance?
  - c. Remember, here is where you recruit Precinct Leaders, New Activists and Volunteers
4. **Budget (see Page 24 in Manual)**
  - a. Know what resources you have or will have in each year (in advance of events and campaigns)
  - b. Do you need to spend every dollar or carryover a minimal amount for conventions etc?
  - c. What do your Senate District candidates need from you? What can they raise? Cooperation Wins!
5. **Assign Roles to Vice, Precinct or Committee Chairs (see Pages 11 to 17 in Manual)**
  - a. Assign specific chairs to communicate with precincts
  - b. Work closely with precinct leaders, keep them updated & included
  - c. Be a "go-to" for candidates needing help in district
  - d. Have a historian or parliamentarian (i.e. experience)

**6. Convention Planning (see Page 66 in Manual)**

- a. Be prepared and well ahead of the game
- b. Have a committee help (8 to 10 people)
- c. Find numerous locations in area that are free or minimal cost

**GRASSROOTS ACTIVITIES**

**7. Outreach and Volunteer Recruitment (see Page 103 in Manual)**

- a. Who is your Audience or Constituency?
- b. Young Republicans (Engage Youth the Way They Want to Be Engaged)
- c. Veterans and Retired (Visit Mature Housing and Veteran Organizations)
- d. Women (Message to their Values)
- e. Minority Communities (Meet in their Community, Understand What They Want and Need)
- f. Religious Groups (Depends on Area)
- g. Build strong relationships with all local communities (Even the non-traditional ones)
- h. Work with adjoining BPOU's, Activist Groups and your CD (Your sounding boards, advisors and peers)

**8. Communication / Messaging / Data (see Page 35 in Manual)**

- a. Designate a reliable person to help with data and technology
- b. "Simple and relatable" messaging to your constituency will bring more activism
- c. Email Communication
- d. Website
- e. Newsletter
- f. Social Media
- g. Letters to the Editor (Writers & Signers)

**9. Community Events (see Page 26 in Manual)**

- a. Support Candidates, Join Candidate Teams
- b. Parades and Booths
- c. County Fairs – Make Standard Hand-outs/Kits "Ready to Go at Anytime"
- d. Organize groups to go to rallies or respond to legislators (call, show up or write)

**10. Fundraising / Networking Events (see Page 25 in Manual)**

- a. What type of events can draw in more people and will interest more people?
- b. Happy Hours or Appetizers Events
- c. Business breakfasts, Summer picnics, Candidate forums
- d. Plan charitable event for positive publicity, with proceeds going to community
- e. One "Premier Event" per year (don't take too big of a financial risk) – Notable Speakers

**THE POINT TO IT ALL / THE ULTIMATE END / THE REASON WE EXIST**

**1. Candidate Search (see Page 42 in Manual)**

- a. Community - Local, Township, City, County, School Board, Councils and Appointed Boards
- b. Attend local meetings with different organizations
- c. Keep a list or bench of potential candidates
  - i. Young, Bright & Capable or simply Experienced & Engaging (will their job allow them to run?)

**2. GOTV - Get-Out-to-Vote (see Page 103 in Manual)**

- a. Voter registration – all candidates should carry voter registration forms (paper or digital)
- b. Early Voting/Absentee is becoming a phenomenon we cannot ignore
  - i. Organize events and time with the start of early voting and absentee balloting
- c. How do we get new voters to vote and vote for conservatives?
- d. Democrats beat us in 2018 by focusing heavily on getting voters to the polls, even transporting them
- e. Getting young voters are crucial to our success

# Odd Year Calendar - Sample

## March 2019

1. Hold **BPOU Convention** - Exec Team & State Central
2. Reach out to new Exec team and Precinct Chairs
3. Appoint Members to CD Committee(s)
4. Appoint a Candidate Search Coordinator
5. Develop BPOU Goals, Plans, Calendar & Budget
6. ...Conduct Voter Identification

## May 2019

1. **BPOU Meeting**
2. Focus on School Board, City & County Elections
3. Finalize BPOU Goals, Plans, Calendar & Budget
4. ...Conduct Voter Identification

## July 2019

1. **BPOU Meeting**
2. ...Conduct Voter Identification
3. Find Additional Leadership Training  
thru MNGOP, AFP, CAE, AM, LC etc

## September 2019

1. **BPOU Meeting**
2. Start preparing for Caucus 2020
3. Appoint Precinct Caucus Coordinator
4. Participate in MN State Fair
5. **Early Voting Starts** – September 20<sup>th</sup>

## November 2019

1. **BPOU Meeting**
2. **Local Elections Night** – November 5th
3. Reserve Caucus Location(s)
4. Finalize Caucus Planning

## January 2020

1. **BPOU Meeting**
2. Re-Evaluate Plans for BPOU, Budget & Calendar
3. Recruit and Train Caucus Conveners

## April 2019

1. Hold First **BPOU Meeting** with New Exec Team
2. **Congressional District Conventions** – April/May
3. Prepare/Plan for Fairs, Parades, Events
4. Recruit Volunteers for Events
5. Hold BPOU and Precinct Training (with your CD?)
6. **State Central Meeting**

## June 2019

1. **BPOU Meeting**
2. Attend MNGOP Boot Camp Training (*Sept in 2019*)
3. ...Conduct Voter Identification
4. Annual Fundraising Event?

## August 2019

1. **BPOU Meeting**
2. Recruit State Fair Workers
3. ...Conduct Voter Identification

## October 2019

1. **BPOU Meeting**
2. Begin plans for next year's BPOU Convention
3. ...Conduct Voter Identification
4. GOTV for Local Offices
5. Start Planning for Caucuses – Early Next Year

## December 2019

1. **BPOU Meeting**
2. Finalize Primary and BPOU Convention Planning
3. Holiday Party
4. **State Central Meeting**

## February 2020

1. **BPOU Meeting**
2. **Precinct Caucuses** – February 25th
3. Appoint BPOU Convention Committees
4. Recruit Legislative Candidates & Election Judges

# Even Year Calendar - Sample

## March 2020

1. **Presidential Primary** - March 3rd
2. Hold **BPOU/Endorsing Convention** – New Delegates
3. Develop BPOU Goals, Plans, Budgets & Calendars
4. Set Monthly Meeting Schedule
5. ...Conduct Voter Identification
6. Candidate Outreach in Community (Accessibility)

## May 2020

1. **BPOU Meeting**
2. Continue on Fundraising
3. ...Conduct Voter Identification
4. **MN GOP State Convention** – Late May/June
5. Develop BPOU Campaign Teams

## July 2020

1. **BPOU Meeting**
2. Design/Print **Lit Piece #3 (Comparison/Contrast)**
3. Campaigns get **Lit Piece #2** to the doors
4. ...Conduct Voter Identification
5. Conduct Candidate Fundraisers

## September 2020

1. **BPOU Meeting**
2. **Early Voting Starts** – September 18<sup>th</sup> (Tentative)
3. Implement mail plan
4. Begin GOTV Phoning/Door Contacts
5. Participate in MN State Fair
6. ...Conduct Voter Identification

## November 2020

1. **BPOU Meeting**
2. **Election Night** – November 3rd
3. Election Night Party?
4. Begin plans for next year's BPOU Convention

## January 2021

1. **BPOU Meeting**
2. Re-Evaluate Plans for BPOU, Budget & Calendar

## April 2020

1. **BPOU Meeting**
2. **Congressional District Conventions** – April/May
3. After endorsement – Design/Print **Lit Piece #1 (Bio)**
4. Prepare for Fairs, Parades, Events
5. Finalize BPOU Goals, Plans, Budgets & Calendars
6. Develop BPOU Fundraising Plan
7. Integrate Endorsed Candidate's Plan with BPOU

## June 2020

1. **BPOU Meeting**
2. Design/Print **Lit Piece #2 (Defining Issues)**
3. Campaigns get **Lit Piece #1** to the doors
4. Implement BPOU Fundraising Plan
5. Attend MNGOP Boot Camp Training (**May Vary**)
6. Annual Fundraising Event?

## August 2020

1. **BPOU Meeting**
2. **Primary Elections** – August 11th
3. Design/Print – Pieces for Mail Plan
4. Lawn signs can go up
5. Campaigns get Lit Piece #3 to the doors

## October 2020

1. **BPOU Meeting**
2. Implement BPOU GOTV Plan & Candidate 72 Hr Plan
3. Work on Last Ditch Efforts for Voter Identification
4. Continue GOTV Phoning/Door Contacts

## December 2020

1. **BPOU Meeting**
2. Holiday Party
3. **State Central Meeting**
4. Set Fundraising Goals for 2021

## February 2021

1. **BPOU Meeting**
2. Appoint 2021 BPOU Convention Committees
3. Recruit Municipal and School Board Candidates
4. Recruit Candidates for non-elected Commissions