



## **Local Election Project Ohio River Valley Chapter of Hoosier Action**

We are facing a crisis of division and isolation in our country that is keeping us from working together on our biggest problems. We need real solutions for the overdose crisis, climate disasters, and insufficient affordable housing in our town, but the national conversation is so toxic that we refuse to talk to our neighbors and see each other's humanity. We are reducing each other to "red team" or "blue team" and allowing the big corporations that run our state and country to profit from our division. We need a new politics where we have the courage to walk towards each other as neighbors and focus on what we have in common, not on how we are different. When we do this as a community, we give ourselves the opportunity to not only solve our biggest problems but to imagine a new, bright and hopeful future.

### **GOALS**

In order to do this, we need to build more relationships with our neighbors, everyday Hoosiers like you and me, who can partner with our local government to make our community better. This election is about taking a step towards our vision of a bright and hopeful future. In our election project, **our goals are:**

- 1. Build relationships with voters and invite our neighbors to join us who don't feel like they have a political home or identify with any political party but share our values**
- 2. Build relationships with candidates and share with them what we want to see changed so that we can work with them after the election**
- 3. Increase our skills, capacity and public profile as trusted source of election information and electoral work**

# PLAN

## Candidate Relationship Building

- Meet with all candidates to learn about their vision for the city
- Ask candidates to fill out an issue questionnaire that turns into a candidate guide
- Invite candidates to public events and the October townhall

## Voter Outreach & Information

- Register voters in low income and low turnout precincts
- Text, phone bank, and doorknock voters
- Distribute candidate guide to voters
- Help voters with election questions, polling locations, etc, to reduce barriers to voting

## Training

- Train members to meet with candidates
- Train members on the skills of outreach [texting, doorknocking]
- Provide community trainings about voting and local elections

## Public Events

- Host a 250 person townhall with candidates
- Develop a community training on voting and non partisanship

# NUMBERS

We want to build a voting block of 300 people who vote on our values

- Increase voter turnout by 5% in the lowest turnout precincts
- Knock on 2500 doors
- Contact every registered voter in lowest turnout precincts
- Register 50 new voters
- Host a 250 person townhall

# ROLES

**In order to reach our number goals and build a new politics in New Albany, we need everyday Hoosiers taking on leadership roles to get us there.**

## Trooper

A trooper is someone committed to working to build out a new politics in our town. They will talk to voters in our town and move people to vote through these action steps:

- Commit to 5 outreach shifts through Election Day
  - 1 door knock a month (3 shifts total)

- 2 texts banks
- Attend townhall and bring 2 people
- Time Commitment: 5 hrs a month

### **District Captain**

This is a committed, serious level of leadership. District Captains take responsibility for their voting district and develop a team to lead doorknocks and texting parties.

- Commit to lead 5 outreach shifts
- Lead candidate event in their district - example: coffee hour
- Attend townhall and bring 5 people
- Tasks
  - Develop 3-5 committed people in the district to do doorknocking
  - Recruit and do turnout to get 3-5 people to doorknocks
  - Lead doorknock (you will be trained)
- Time Commitment (August -November) 7-10 hrs month
  - Doorknock (2.5hr shift) - 2 times a month, 6-7 hrs a month [includes recruitment, set up, training, door knock and follow up]
  - In-District Candidate Forum/Event - 5-8 hrs total

## **PROGRAM CALENDAR**

### **AUGUST**

***Focus for Month: Invite community members into project and recruit for outreach***

#### **Events**

- Orientation - August 24th - 6:30 -8:30
- Text Banking Launch: Thursday 31st - 6:30-8:30, HA Office, 931 St Street

#### **Candidate Engagement**

- Finish meeting with candidates
- Core Team develop candidate questionnaire
- Send out candidate questionnaires

### **SEPTEMBER**

***Focus for Month: Meet people on the doors, register new voters and widen outreach, begin planning of townhall***

**Events** (*Doorknock meet up locations will be determined at least 2 days in advance*)

- Doorknock Launch: Tuesday 5th 5:30-8:00
- September Chapter Meeting, Thursday 7th - 6:30-8:30, Park Christian Church
- Doorknock: Thursday 14th 5:30-8:00
- Doorknock: Thursday 21st 5:30-8:00
- Doorknock: Thursday 28th 5:30-8:00

### **Candidate Engagement**

- Candidate Guide: finish collecting questionnaire responses and start designing candidate guide
- Confirm candidate attendance to townhall

## **OCTOBER**

***Focus for Month: Host a Candidate townhall and distribute candidate guide to voters***

### **Events**

- October Chapter Meeting Thursday 5th - 6:30-8:30, Park Christian Church
- Townhall - Tuesday, October 10th, 6:30 -8:30, Location TBD
- Voter Registration Deadline - October 10th
- Outreach TBD
- Door Knocking Schedule TBD

### **Candidate Engagement**

- Distribute voter guide
- Follow up with candidates after townhall

## **NOVEMBER**

***Focus for Month: Get our people to the polls and meet new elected officials post election***

- GOTV: get out the vote, help with election information, rides to polls, etc
- Post Election: meet with candidates who won
- Post Election: debrief our election project as a group

By executing this plan, we hope to build our democracy and our community to ensure that we can tackle our biggest crisis and problems together. Our democracy flourishes when more everyday Hoosiers who feel left out by the current two party system are engaged and working to build a town and a state that works for them. This local election is an opportunity to counter the narrative that government doesn't work and show everyone in Indiana that government can work for everyday people and not just for big corporations.

**If you have questions or what to get involved, email Will at [will@hoosieraction.org](mailto:will@hoosieraction.org) or text/call 260-446-2231**