



# Precinct Organizer Handbook 2025



**COLORADO  
DEMOCRATS**



# Colorado Democratic Party

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# A Message From Chair Shad Murib

**Howdy folks!**

Thank you so much for being a Colorado Democratic Party Precinct Organizer! You have the most important job in our Party: representing our candidates, our values, and our vision for the future to your local community. Whether you're out knocking on doors, hosting a potluck, or



registering voters, we're counting on you to make sure everyone has a home in our Party. Your work couldn't be more important to ensure our platform represents a positive vision for the future, and that our candidates have the support they need to not only win, but also to represent their communities well.

I look forward to joining you for a phone bank, a canvass, a postcard writing session, or a good ol' fashioned community barbeque. On behalf of the Democratic Party, Go! Fight! Win!



# Becoming a Precinct Organizer (PO)

Do you want to help elect or re-elect great Democrats to office who will put our values of hard work, fairness, and equity to action?

You're in the right place and you've got the power!

The CDP website has a PO portal with additional resources for you to explore and use: <https://www.coloradodems.org/precinct-organizer>

Passcode: **20!CdP24Po**

Every PO has access to the CDP PO Portal website, which provides access to amazing resources. The PO portal on the CDP website is broken into sections to make accessing the material you need easier. You'll find this manual helpful across Colorado; it is easily customized to any area's needs but is not meant to replace any district's materials. This is a dynamic place to start with general guidelines and best practices for engaging our state's progressive voters.

Please share your ideas and materials with us and your fellow volunteers.

For any additions or improvement recommendations to this document please email [halley@coloradodems.org](mailto:halley@coloradodems.org) your suggestions, thank you!



# Everything you need to know about being a PO

Precinct Organizers (POs, formally PCPs, Precinct Committee Person) are the most local, accessible, and effective point of voter contact within the Democratic Party!

## What is a precinct?

Precincts are the smallest political subdivision in Colorado. In a metro area, a precinct may be a few square blocks; in a rural area a precinct could be half a county.

Colorado has 3211 precincts.

## Where is my precinct?

Visit [www.govotecolorado.com](http://www.govotecolorado.com), click on "find my registration", enter your information and your 10-digit precinct number will be shown with all the districts you reside in. All you need to remember is the last three digits of the number.

## Example Precinct Number

3 0 8 5 7 2 3 0 9 9

3	0	8	5	7	2	3	0	9	9
Congressional District	State Senate District	State House District	County Code	Unique Precinct Number/Code					

## What is a PO?

Precinct Organizers are grassroots neighborhood leaders and party officers. They are the most local, most personal, most accessible, and most effective point of voter contact. They are a crucial part of the Party's success. Each precinct has 500-1500 registered voters and is supported by up to two Precinct Organizers. If we have two well-trained Organizers in every precinct, WE WIN!

As a PO, you are a part of the County Central Committee which is the party's county-wide governing body. It is led by Officers such as the Chair and Vice Chair, as well as an Executive Committee.

## How do I become a PO?

Precincts elect up to two Precinct Organizers at a 'reorg' every two years between January and April in even years to serve a two-year term. If there is a vacancy, POs can be appointed anytime by the county Chair. POs are members of their county's Central Committee (the county party's governing body) and represent all the Democrats within their precinct at meetings.

Contact your local county party to see if your precinct has any vacancies you can fill!



# FAQs Worksheet

## **What is the voting process?**

Visit <https://www.coloradosos.gov/pubs/elections/electionInfo> to get election and voting information.

## **What are the deadlines for voter registration, absentee voting, or early voting?**

The election calendar can be found [here](#) on the SOS website.

## **How can I get involved or support a candidate or campaign?**

- Volunteer
- Donate money
- Spread awareness of their candidacy throughout your circle of people

## **Who are your local elected officials? What are their positions on key issues?**

You can use this link to find your current Elected Officials.

You can use this link to find your Congressional District Representative.

## **What districts do you reside in?**

House District:

Senate District:

Congressional District:

Judicial District:

## **What are some upcoming party events?**

You can find the answers to these questions on the candidate campaign websites, SOS website, county website, CDP website, and reach out to your County Chair, Officers and other POs to ask them questions if you need help finding information!



# Getting Started

First time PO? No worries, start here!

- Connect with your County Chair to understand your county's specific expectations for POs, and ask your County Chair for a list of upcoming meetings and community events to attend.
- Get a paper or electronic list of voters and a map of your precinct from your county party.
- Connect with your co-Precinct Organizer if your precinct has another PO. Build your partnership and decide how you will work together. If you do not have a co-PO then you can go to the next step, and keep an eye out for an enthusiastic neighbor that you could recruit to the vacant PO spot. You can also ask your County Chair to connect you with a PO from another nearby precinct to learn from them and share ideas and experiences.
- Set reasonable expectations for you and your co-Precinct Organizer based on your schedules and capacity. Though this role does require a certain level of dedication and activeness, we understand everyone has a life outside of their volunteer capacity. If you feel overworked or burned out please take breaks and ask for help when you need it.





# Continued

- Develop a 30 second introductory script and practice it to get comfortable. You can also write a welcome letter with your contact information or create a flyer and leave it under the door mat or tucked in the door knob of a voter who was not home.
- Scope out your precinct to become familiar with the territory.
- Learn about VAN - Voter Action Network database. Attend a training hosted by your County or State Party and use the PO Portal resources available. Zaq Cruze, CDP's VAN + Data Director hosts VAN office hours every Friday @ 1pm - Please use this [link](#) to join office hours.
- Attend a PO training if your county offers a training.
- Start contacting your neighbors! Democrats and Unaffiliated left leaning voters. Start with the people we know. Introduce yourself. Verify their information. Listen to their concerns and make note of the issues they care about when voting to reference for future conversations.
- Follow-up as needed.



# Ways to be a successful Precinct Organizer

A Precinct Organizer is one of the most important people  
in the Democratic Party!

## Who can be a PO?

Any registered Democrat who has been registered as a Democrat in the state of Colorado for at least two months, is 16 years of age or older, and is a resident of the precinct for at least 30 days. Each precinct can elect up to two Precinct Organizers, but there is always room and need for more volunteer help in a precinct! Exceptions can be made for residency for neighboring orphan precincts. For example, if your precinct has two POs already but a neighboring precinct has none, you may adopt a neighboring orphan precinct without being a resident.

## What does a PO do?

Precinct Organizers have a few basic duties, and A LOT of opportunities. The overall goal is to engage your neighbors in the political process, inform them on important dates for upcoming elections and educating them on their candidate choices. You are your neighbors go-to political resource. POs do any and all of the following:

- attend Central Committee Meetings or designate a proxy
- voter outreach; meet and build relationships with your neighbors
- listen to your neighbors and talk about key issues they care most about
- education within their neighborhoods
- distributing candidate literature
- helping register voters
- connect voters with their elected officials and candidates
- providing information about elections
- providing information about caucus and assembly
- getting people in their precincts to vote blue up and down the ballot every election
- hold house parties, BBQs, meet and greet with candidates etc.
- recruit volunteers to help you
- use social media to reach more voters in their area
- GET OUT THE VOTE (GOTV)



# Continued

## **IMPORTANT TO KNOW:**

THE CDP NEUTRALITY POLICY: Party Officers must remain neutral in contested primaries. However, Precinct Organizers can endorse a candidate if they do so in their personal capacity and not during their role as a Precinct Organizer. A PO must work with and equally assist all filed candidates even if they have endorsed a particular candidate in their personal capacity.

WHERE TO PUT LIT & WALK CARDS: It is ILLEGAL to leave materials in a mailbox! Make sure to put literature under a door mat or tucked in a door handle.



# At the Doors

POs are the frontline of our work to elect Democrats up and down the ballot and share what our elected officials are doing to help improve our communities. As a PO, you play a major role in achieving change at the local, state, and national levels. So – grab your clipboards and phones, head into your communities, and let's earn some votes!

## **BEFORE YOU HEAD OUT THE DOOR:**

As a Precinct Organizer, you need a few things to get started as you canvass your neighbors. Grab a good clipboard and tote bag to hold these critical items:

- ★ Make sure your phone is fully charged or that you have a battery pack
- ★ Open Outreach Circle and preview the list of your 50 households
- ★ Review the canvass tips and reminders
- ★ Any Paper forms you may need for your contact
- ★ Vote by Mail forms
- ★ Voter Registration forms
- ★ Any material or flyers the CDP or county party sends you to hand out to voters
- ★ Post-it notes (great way to leave a handwritten note to someone not home, which we strongly recommend)
- ★ Water bottle, stay hydrated!
- ★ Comfortable shoes

## **CANVASSING: DOOR-TO-DOOR CONVERSATIONS WIN ELECTIONS**

Face-to-face conversations are the most effective way to turn out voters for Democrats. This is how we win elections at the grassroots level. Talking with voters is a skill you will practice and develop over time. Most of all try to remember how you would want to be approached. This often helps when going to the door. Here are a few key principles to keep in mind:

1. Be yourself.
2. Listen attentively and with care.
3. If you don't know the answer, be honest and say you can find out and get back to them.
4. Stay positive. You are representing the entire Democratic Party!

On average, you can knock 20 doors per hour.

Usually, you talk to about 6 people in that hour because not everyone will be home.

A 10% contact rate is what you should expect; a 20% contact rate is amazing!



# Best Practices

## BEFORE YOU HEAD OUT TO YOUR TURF:

- Knock on all the doors on your walk list. These are the voters and neighbors you are now responsible for registering, educating and getting to the polls. Look around before you knock.
- See if there is anything relatable you can use in the door conversation. A bumper sticker of a group you know, a great garden, nice yard, kid's toys, etc. People are proud of their homes, and saying something nice opens up the conversation. Be friendly, but get firm commitments.
- If someone tells you they support Democrats, be sure to ask them to commit to voting. If they commit to vote, ask them to volunteer. And if someone is argumentative, politely end the conversation. Use the script, but put it in your voice.
- Smile and have fun! Voters will respond to your enthusiasm and your energy.
- Shake the fence before you enter the gate. If you shake it and there is no dog warning sign this will usually wake a dog up so you know if it's safe to enter. Some experienced canvassers carry a few dog treats in their pocket for the dog lover vote.
- Leave a note behind. If the voter is not home, write a quick note with your name signed.
- Leave the literature with your note somewhere the voter can see it—but **never put it in or on their mailbox!**



# Things to Avoid

- Don't give people an 'out' from talking with you. Steer clear from using language like, "Do you have a minute to talk or "Are you busy?". These make it easy for someone to tell you 'no' and shut down the conversation.
- Don't ever be rude to a voter, even if someone is rude to you. You never know if you're simply catching someone having a bad day.
- Don't go inside a house. Safety first. If you're invited into a home, politely decline.
- Don't go inside a gate that has "Warning: Dog." This is a good sign to simply leave a note rolled up in the fence and call this voter instead!
- Don't get into an argument. If someone disagrees with you, or the Democratic Party or a candidate, offer to take their information and share it with the candidate.
- Don't speak negatively of other points of view or people. This includes other candidates, Republicans and Trump. We can and do stand up for ourselves, but we are not rude. As Michelle Obama says, "When they go low, we go high."
- **Don't put literature in the mailbox.** Leave literature in the door or under the mat. It is illegal to insert material in someone's mailbox.



**DO NOT CANVASS DURING MAJOR COLORADO SPORTS  
GAMES, AND ESPECIALLY NOT DURING BRONCOS  
GAMES!**



# Principles of a Successful Phonebank

## **Before you call:**

- Get water and set up your calling station with things that make you happy like a desk toy, your favorite caffeinated beverage, or an inspirational quote.
- Read through your script three times, at least once out loud, and if you have any questions, contact your county party.
- Make sure you understand the ask. Are you asking for support, yard signs, or donations?
- Read about the candidate or cause and make sure you have some material provided by them to reference.
- Create goals for yourself. How many yard signs or volunteers do you want to recruit?
- Smile like you mean it. Really! Smile even though you will be calling. People on the other side of the line will feel it and “hear” your smile.

## **On the call:**

- Stay positive. Try standing up or sitting up straight when you reach someone if you're able - this is a common way to sound more natural on the call.
- Listen 80 percent of the time, and talk less than you think is appropriate. Ask people about their lives and take time to get to know them.
- Slow down. Phone conversations require you to speak slower.
- Take good notes. Candidates and causes use your notes when making future connections. Every detail matters.
- Always make the ask!

## **After the call:**

- If someone is rude, brush it off. Think positively about the next call.
  - Reward yourself after a great conversation!
  - Turn in your notes to the CDP or county party immediately after the session.
-





# Every conversation counts!

## **Introduce yourself**

Tell your neighbors who you are and why it is important to you to be doing this work.

## **Ask questions**

Ask them what issues are most important to them if they feel comfortable sharing with you.

## **Listen to their concerns and needs**

Be a good listener taking mental notes of what issues this voter cares about. Good to make actual notes after the conversation as well so you can reference or another PO can the next time they talk with this voter.

## **Provide information**

Provide the voter with relevant information based on their concerns. If you need to do some research to give valuable information, be honest with them that you will follow-up with them after doing some research.

## **Provide opportunities to get involved**

Offer voters who seem interested in getting more involved with opportunities to do so. Whether that be inviting them to the next county Dem meeting, community event or recruiting them to be a volunteer for you.

## **Gather information**

Gather information on any questions the voter may have had that you did not know the answers for. You can reach out to your fellow Precinct Organizers, your County Chair/Officers or the State Party for assistance and guidance.

## **Follow-up**

Follow-up with the voter after getting the answers they need or to check back in after the conversation if needed.



# More Ways to Grow Your Precinct

## Relational Organizing

Relational Organizing is a type of outreach that is the most successful because people are most likely to pick up the phone, reply to a text/email or answer the door for someone they know. Make a list of people you know, your friends, neighbors, co-workers, family, acquaintances and reach out to them to make sure they know about upcoming elections and have their registration up to date. These are also the easiest people to recruit to become one of your volunteers!

## Host Events

Host events for your community to be able to get together in person.

- Candidate Meet and Greets
- Canvassing or Phonebanking
- BBQs
- Debate Watch Parties
- Election Watch Parties

Be creative with these events; there are so many possibilities!

## Phone Banking

Making phone calls to potential voters to inform them about candidates, upcoming elections, and important issues can help mobilize support for the Democratic Party. Many campaigns provide scripts and training to volunteers for phone banking efforts.

## Social Media Activism

Use social media platforms to share information about Democratic candidates, campaigns, and policy positions. You can also participate in online discussions, share relevant articles and resources, and encourage others to get involved.

## Voter Registration Drives

Organize or participate in voter registration events to ensure that eligible community members are registered to vote. This could involve setting up booths at local events, going door-to-door, or utilizing online platforms to reach potential voters. Even though Colorado has automatic voter registration when someone gets a Drivers Licence, they may be registered as an Unaffiliated and not even know it!

## Data Entry and Administrative Support

Offer your assistance with data entry, organizing campaign materials, or other administrative tasks to support the logistical operations of Democratic campaigns and organizations.

## Community Outreach and Engagement

Engage with diverse communities within your area to better understand their needs and concerns, and work to ensure that Democratic campaigns and initiatives are inclusive and responsive to the needs of all residents.



# Recruiting Volunteers + Precinct Organizers

Here are some talking points to use for recruiting more POs and volunteers in general. Use what feels most relatable and authentic to you and your community!

1. **Democratic Values:** Emphasize the Democratic Party's commitment to social justice, equality, reproductive and general healthcare access, environmental protection, and economic opportunity for all Coloradans.
2. **Local Impact:** Discuss specific ways volunteers can make a difference in Colorado communities, whether it's through voter registration drives, phone banking, canvassing, or organizing events. Talk about how close some of these races have been in the past where a Democrat may have won or lost by less than a couple hundred votes.
3. **Engagement in Key Issues:** Highlight the party's stance on issues relevant to Colorado, such as conservation efforts in the Rocky Mountains, renewable energy initiatives, and support for small businesses.
4. **Democratic Candidates:** Introduce volunteers to Democratic candidates running for local, state, and national offices in Colorado. Explain how their volunteer efforts can directly support these candidates and help advance Democratic policies.
5. **Training and Support:** Assure volunteers that the Democratic Party provides training, resources, and support to help them succeed in their volunteer roles.
6. **Flexibility:** Emphasize the flexibility of volunteering opportunities, allowing volunteers to contribute according to their availability and interests.
7. **Building Community:** Highlight the sense of community and camaraderie among Democratic volunteers. Engaging in grassroots organizing can be a rewarding way to connect with like-minded individuals and effect positive change together.
8. **History of Success:** Discuss past successes of Democratic efforts in Colorado, such as electoral victories, policy wins, and community initiatives. Show how volunteering can contribute to continuing this legacy of progress.
9. **Empowerment and Civic Engagement:** Stress the importance of civic engagement and how volunteering for the Democratic Party allows individuals to actively participate in shaping the future of Colorado and the nation.
10. **Inclusivity:** Emphasize that the Democratic Party welcomes volunteers from all backgrounds and walks of life. Encourage diversity and inclusion within the volunteer base to better represent the broader Colorado community.



# Writing Letters to the Editor

Media research shows that the letters to the editor section is one of the most widely read parts of the paper. It's a natural forum for sharing your opinion and story with your community.

## What to say:

- *Stay local and timely.*
- *Stick with a basic issue.*
- *Tie your letter to a recent event or previous article/editorial/letter to the editor. This helps set the stage for your letter's point.*

## How to say it:

- *Be brief—no more than 200-250 words maximum. Check your local paper for letter guidelines. If you need more space, do an op-ed piece.*
- *Keep it to one point. State your point clearly in your first sentence.*
- *Follow with background sentence or two, state your position and end by suggesting what the reader can do to help.*
- *Use a fact or figure to back up your position if possible.*
- *Compare and contrast is another good letter writing technique.*
- *No more than three paragraphs, with one-two short sentences per paragraph.*
- *Avoid too much emotion—no ranting, raving or sarcastic remarks about the opposing side of an issue. No clichés or puns please.*
- *If you respond to another letter or column, don't attack the author. Instead offer your opinion and try to promote a debate that encourages other reader letters.*

## Practical tips: Practical tips:

- *If you're responding to a recent news article, previous letter editorial or news event, reference it by a date and headline. It makes your letter more relevant. It also lets the editor quickly check the original item to verify your references*
- *Include your name, address, email and phone number.*
- *Read your letter out loud before you send it. Does it make sense?*
- *Keep a copy to see how the letter may have been edited.*
- *Don't be disappointed if your letter doesn't get published. Newspapers get lots of letters daily.*
- *If you had a letter published recently, wait a month or so before trying again or have someone else submit your letter.*

**If you send in a letter and don't hear back from the paper within 10 days, try sending it elsewhere.**



# Writing Letters to the Editor

## COUNTY Democratic Party Leaders Urge Supporters to Adopt a Campaign

Today, County Democratic Party Chair **FIRSTNAME LASTNAME** urged Democrats across **COUNTY NAME** to volunteer on a local election in 20XX as part of the Colorado Democratic Party's "Adopt-A-Campaign" program. Despite the fact that Colorado has some of the highest turnout rates in the U.S., millions of Coloradans still do not participate in local elections.

"The best way to combat the one-party right-wing rule in Washington D.C. is by leading locally here in Colorado and bringing about positive change in our community," said **COUNTY CHAIR FIRSTNAME LASTNAME**. "In 2017, Colorado will have important races for city and town councils, mayoral races, school board races and rural electric races. These positions impact jobs, wages, your neighborhood, education for your kids and grandkids, the environment, civil rights and equality, broadband, energy sourcing, growth policies, contracting opportunities, transportation, and quality of life. These local campaigns are often powered by the hard work of volunteers like you, not deep-pocketed contributors. In 2017, help us lead locally in Colorado and elect progressive candidates to local offices."

County Democratic leaders are urging supporters to get involved by visiting [www.coloradodems.org/adopt-a-campaign](http://www.coloradodems.org/adopt-a-campaign)

### Sample Letter to the Editor from County Chair:

The right to vote is the most sacred right we have as Americans, but in local elections, a majority of registered voters in Colorado don't cast ballots. This year, **COUNTY** Democrats are urging supporters to lead locally and participate in our Adopt-a-Campaign program, which connects local volunteers with local campaigns in an effort to increase voter turnout in local elections.

It can be tempting to spend your time worrying about what's going on in Washington. But in 20XX, Colorado will have important races for city and town councils, mayoral races, school board races and rural electric races. These positions impact jobs, wages, your neighborhood, education for your kids and grandkids, the environment, civil rights and equality, broadband, energy sourcing, growth policies, contracting opportunities, transportation, and quality of life. These local campaigns are often powered by the hard work of volunteers, not deep-pocketed contributors.

Here's how to get involved: first, check your registration status to make sure it's up to date. Then, contact the **COUNTY** Democratic Party to sign up to help a candidate in our area. If every Democrat reading this letter volunteers on a local campaign, we can have an enormous impact and help enact positive change in our community.



# Social Media

Share and amplify messages of CDP and your local elected officials

CDP Facebook: <https://www.facebook.com/coloradodems/>

CDP Instagram: <https://www.instagram.com/coloradodems/>

CDP Tik Tok: <https://www.tiktok.com/@coloradodems>

CDP X/Twitter: <https://x.com/coloradodems>

Shad's Instagram: <https://www.instagram.com/smurib/>

Shad's X/Twitter: <https://x.com/ShadMurib>

Sign up here for The Dem Dispatch the  
Colorado Democratic Party's monthly  
Newsletter!

## Get in touch



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<https://www.coloradodems.org/precinct-organizer>

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