

The Best Way to Campaign for PCO

The best way to campaign for PCO is to doorbell the district for great conservative candidates for public office, not for yourself.

"Hi, I'm (name), your neighbor from (geographical description (like: "over on Smith Avenue")), and I wanted to make sure you know about Dave Stevens, a great candidate for County Prosecutor, here's some literature. I've met Mr. Stevens, I'm very impressed and would be happy to try to answer any questions or make it possible for you to meet him personally, too, at an appearance. Here's my name, (say your name again), and my phone number, call any time."

If people meet you in this way, you've won their vote.

In a contested race, find someone else in their own contested race and trade precincts to canvass as close as possible to the election:

"Hi, I'm John Smith, an activist Republican and I wanted to let you know that one of your neighbors, (name), is up for election tomorrow (or insert date) and is one of the best candidates I know for Precinct Committee Officer. You've probably met him campaigning for other Republicans. I've never visited another precinct to recommend a candidate, before, but (name) is really outstanding and is facing a challenge from someone who doesn't do the job. This is a flyer some of (name's) Republican friends have made up to support him. We'd appreciate your vote on Tuesday."

That flyer, written in the third person, only needs a little bio and ENDORSEMENT quotes from other supporters or candidates, like "the best PCO Candidate for (precinct name or number)" and "I support (name)" followed by the names of the endorsers. It is the impact of personal contact that is unbeatable.

Winning the old fashioned way. Working harder. Taking it back the way Grant took Richmond, the way Israel took the six-day war, the way Bush took Iraq... uh, no, wait . . .

Doug