



2021, 2022, and Beyond:
A LOCAL COMMITTEE MANUAL

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PREFACE: WHY SHOULD I READ THIS MANUAL?



Dear Committee Officers,

Being a committee officer is not easy work. No matter the size of the community, the location, or how Democratic it is, each and every one has its own unique challenges. Trust me, I know. As a former Manchester City Chair, I have experienced the challenges of multitasking and growing the committee. Thank you for all that you are doing for your community.

Our work for 2021, 2022, and beyond begins now. As committee officers, you are the keys to our grassroots operation and we want you to know where our focus needs to be the next few months so we can continue our shared successes.

The primary goals of a local committee are to engage Democrats in your area through membership to the town committee, promote Democratic messaging and ideals, raise money and recruit Democrats to support the election of progressive candidates. Each chapter of this guide will take you through one of those goals and lay out the various resources available to your committee.

This handbook is intended to be a road map for success in 2021, 2022 and beyond. There is a lot of information here so please do not hesitate to reach out for support. Whether you need guidance or not, please turn to your county committees, regional groups, or the state party. We're here to help.

I am, along with the NHDP staff, committed to providing the resources, assistance, and support you need to do everything in your power to elect Democrats.

Sincerely,

A handwritten signature in dark ink that reads "Ray". The signature is stylized with a large, looping 'R' and a simple 'ay'.

Ray Buckley
State Chair

SECTION 1: MANAGING A SUCCESSFUL COMMITTEE

CHAPTER 1: The Basics

Role of the Local Committee

The job of local committee members is to build up local activism, help elect Democratic candidates in your area, and support the efforts of the New Hampshire Democratic Party (NHDP). With these goals in mind, the primary aims of a local committee are to:

- Engage Democrats in your area through membership to the committee;
- Promote Democratic messaging and ideals through various methods;
- Raise funds for committee programming;
- Recruit outstanding Democrats to run for office.

Each chapter of this guide will take you through these goals and point you in the direction of the various resources made available to your committee for success.

To start, get to know your local Democrats. Local activists need to know who in their community will make phone calls, who is home during the day, who will go to meetings, who might run for office, and who will reliably do work. Your job is to make Granite Staters proud to be Democrats, and then get them talking with their neighbors about why they should too. We will not win local elections, achieve registration parity, or make progress on public policy if all the Democrats in your community are only Democrats in private. Your job is to make politics fun! There are no secrets to organizing people. Make it interesting, make it worthwhile, make it rewarding. With those simple objectives, you will have lots of volunteers and a vibrant, growing local committee.

The structure of your committee should not get in the way of your activities. It needs to ensure that everyone can participate and that all ideas are heard. And remember it is your committee, working to serve the needs of your specific community, so have fun with it!

Who Belongs to the Local Committee?

According to the NHDP Constitution, the membership of a local committee includes all registered Democrats in the locality. Any registered Democrat has the right to participate in the activities of the New Hampshire Democratic Party at the local level. Since nearly 40% of the New Hampshire electorate is not registered with either party, you may have individuals who attend meetings and are active but do not want to register as a Democrat. You should do your best to make them feel welcome, but be aware that officers and candidates must be registered Democrats.

Requirements and Responsibilities

The general structure of a local committee is determined by its bylaws, along with the county bylaws and the Constitution of the New Hampshire Democratic Party (see www.nhdp.org/party for access to this document and more).

If your committee does not have any bylaws, don't worry. As your committee grows, the team will decide if you need bylaws and then you can appoint members to write them using another committees' bylaws and the Constitution as guidelines.

Specifically, the Constitution of the New Hampshire Democratic Party (Chapter 7. Local Committees) uses two important sections to describe the responsibilities of local committees:

- C. Powers and Duties of Local Committees Local committees have the following powers and duties within their respective jurisdictions, to:
1. Conduct the business of the Democratic Party within their respective jurisdictions;
 2. Elect their officers;
 3. Elect Convention Delegates;
 4. Adopt bylaws governing their activities consistent with the Constitution of the NH Democratic Party and the county organization, including provisions for removal of officers for neglect of duty or for publicly supporting a candidate of another political party or other candidate opposed to a duly nominated candidate of the Democratic party;
 5. Support the activities of the State, Regional, and County committees;
 6. Recruit Democratic candidates for office;
 7. Fill vacancies on the Democratic ballot according to New Hampshire law;
 8. Appoint inspectors of election according to New Hampshire law; and
 9. Remain neutral in the Party's primary contests and in all elections, including nonpartisan municipal elections, where two or more registered Democrats are competing for the same office. This does not preclude recruitment of qualified candidates to fill positions on primary ballots, nor does it prohibit Members of the Committee from individually endorsing candidates in such elections.
- F. Meetings Each local committee will meet at least six times a year and at such other times as may be necessary to fulfill its duties. Each local committee will provide through bylaws for reasonable notice of meetings, for conduct of meetings, for quorum requirements, and for other matters of order. Local committees will meet by April 1 before the MidTerm State Convention for the purposes of electing convention delegates and electing officers according to the procedure prescribed by the State Executive Committee" and will forward the results of those elections to the State Party by April 8.

In addition to duties and meeting requirements, the Constitution specifies Robert's Rules of Order as the default standard for conducting meetings (see www.robertsrules.com for more detailed information on how to use this type of parliamentary procedure).

Committee Officers

The State Party Constitution requires that your committee elects officers in odd numbered years between January and April, or whenever a vacancy occurs, through a process called a caucus. The procedure for the regular election of officers is set by the State Committee and is distributed to all committees in advance of each state convention. These officers and at-large delegates serve for two year terms to make up the leadership of each local committee.

The Constitution specifies four officers (Chapter 7.E.1):

- Chair;
- Co-Chair or Vice Chair;
- Secretary;
- Treasurer.

In addition to their local responsibilities, these four officers are also automatic delegates to the State Convention (Chapter 2.C.3). If your local committee has additional officers outlined in your own bylaws, they may serve as delegates to the State Convention only if they're elected as delegates (Chapter 2.C.4). The number of at-large delegates a committee may have is determined by the number of registered Democrats in your area.

Please reach out to the NHDP political team at political@nhdp.org before your local committee caucuses to determine how many at-large delegates you have available.

Procedures for Filling Vacant Officer Positions

There are two primary ways to fill a vacant officer position on a local committee (Chapter 7.E.2):

1. The Chair can call a meeting of the local committee to elect a replacement. The meeting must take place within 60 days from the time the vacancy occurs, and the NHDP must be notified of the results within two weeks of the date of the election. Replacement officers serve until the next regular election of local committee officers.
2. If the local committee has trouble filling a vacancy, the County Executive Committee may appoint an acting officer from your community to serve until a replacement is elected. This process often occurs when a local committee is first being formed, or is re-formed after a hiatus, to give local activists official status with the NHDP.

NHDP Rules of Impartiality

Every local committee must support all Democratic candidates for office equally. In primary contests where multiple Democratic candidates are running, **the committee must remain neutral**. More specifically, local committees may not support a single candidate over another with time or money, and must be available to all candidates on an equal basis.

Members of the committee may individually endorse and support candidates in a primary contest, but not as a representative of the local committee. Individual members should never attack any Democratic candidate, since negative campaigning will be harmful to the Democratic Party as a whole.

If you want more information on the rules of being impartial, please reach out to the NHDP political team at political@nhdp.org with questions.

CHAPTER 2: Party Building

Getting a Committee Started

Now that we have established a local committee, the next question is, “How do we get people involved?” Like any construction project, party building requires a strong foundation, good organization, a dedicated workforce, and ongoing maintenance. Each local committee usually has a core group of concerned citizens who are committed to getting things done.

Here is how you move beyond your foundation and enlist the help and expertise of potential volunteers:

- *Membership List:* Every local committee should begin creating a list of members of the committee, including everyone who has ever attended any event or meeting the committee has hosted. Using Votebuilder to maintain an accurate list is an important part of organizing a successful committee.
- *Sign-In and Sign-Up:* The committee should use sign-in sheets, online forms, social media, and other creative ways to collect email addresses from their potential committee members. With this information on hand, contact members judiciously whenever the committee has an announcement, upcoming meeting, or exciting event. Email invites to certain activities can be a perfect tool for transitioning low-capacity committee members to rockstar campaign leaders.
- *Data in Votebuilder:* Your prime source of voter information is the NHDP supported database Votebuilder. Also known as VAN, this database contains the official list of all the registered voters in your community. Queries can be run for individuals, by vote history, by addresses, past meetings attended, or volunteer activities performed. Votebuilder can act as a repository for all your local committee’s membership data - anything from emails to yard sign locations. By depositing your information into the database, future local committee members can access your hard work for many elections to come.
- *Direct Voter Contact (DVC):* Using the information gathered from your membership list and Votebuilder, local committees should call, canvass, and mail local voters or potential volunteers as much as possible. Talk to members of your community about being involved in the committee and issues that are important to you. This should be year-round and shouldn’t happen only during election time!

The NHDP political and data teams can work together to provide trainings and lists for any committee who requests it. Please contact political@nhdp.org to ask Votebuilder-related questions or schedule upcoming trainings.

Recruiting New Volunteers

Grassroots volunteers drive our organization and campaigns. For continued electoral success, we need to further strengthen the Democratic Party from the ground up. There is only one way to get new volunteers to join your efforts: ask.

What the ask is varies greatly - from knocking doors to baking cookies or holding signs to bundling literature. How you ask is also situational - a personal handwritten invitation, a phone call, a conversation at their door. No matter the content or delivery, directly asking residents in your area to get involved is

proven to be the most successful way to engage a volunteer.

Establishing an ongoing positive relationship will keep your volunteers coming back. Call a meeting and see who comes! Publicize it in the local paper, put up fliers around town, and get it on the radio. We are seeing record turnout at meetings across the state, and everything you do increases your visibility. It is so important that people know there is a Democratic Party out there that they can get involved in - and if people don't get an invite, they can't show up to the party!

Keeping the “Active” in Activist

As you welcome new members to the committee, it is also extremely important to keep current members active and engaged. To start, make sure every single meeting of the committee is an efficient and ultimately productive part of the NHDP mission.

- *Idle Hands:* Give every member a job to do. Find out your volunteers' strengths, skills, and interests. Ask them what they like to do and assign tasks accordingly. There are many jobs, activities, and events that committees can do to keep their volunteers active - including, but not limited to: hosting a fundraising dinner, helping revitalize the community, writing letters to the editor, educating voters on issues, doing sign visibility, creating a postcard campaign, contacting voters directly by canvassing or phone calling.
- *Goals, Goals, Goals:* Have a clear sense of purpose. Be sure to develop a mission statement (one or two sentences) as well as organizational goals and objectives. This will serve as a consistent guide in leading your efforts and forcing you to stay focused.
- *Make It Fun:* Whether it's a meeting, a mailing, or setting up an event, be sure to have fun. Bringing coffee and other refreshments before a morning lit drop or pizza during a postcard party are easy ways to build camaraderie and thank volunteers' for their work.
- *Reflect:* Make the time to celebrate your successes! Recognizing your collective efforts is another important way of saying “thank you” and helps keep volunteers involved.

In the end, party building is a dynamic process. Volunteers may come in and out of your organization as personal time permits. Problems and success may arise throughout. Therefore, outreach efforts should be continuous and shared by all.

Meeting Standards and Best Practices

One of the simplest and easiest ways to increase the size of your committee is to establish a regular meeting day, time, and place. Give members adequate notice - at least two weeks in advance is good practice. Get the word out with email, posting on social media, advertisements in the newspaper, postcard mailings, and reminder calls to committee members.

At each meeting, the following standards should generally apply:

- *New and Old:* Consciously take the time for introductions. While it can be embarrassing and seem like a waste of time, using ice breakers to ensure new members know regulars and vice versa is important in building the morale of the committee.

- *Agenda:* Have an agenda and stick to it. Using this as a tool will keep your meetings productive and efficient. At the beginning of each meeting, ask the group for new items to be added if they are not already on the agenda.
- *Working Group:* Sometimes having a meeting to complete work together can be extremely effective. Identifying action steps and who is responsible for each item is important to achieving the committee's goals.
- *Timeliness:* Start and end your meetings on time. While this is easier said than done, staying on track encourages busy people to stay involved.
- *Reflection:* Send out meeting minutes if possible. This will keep your members involved even if they were unable to attend the meeting. Follow up on action items and asks for the time between meetings.

Every meeting should have a purpose. Every meeting should be a “meeting to...*do something*.” If you are having trouble finding a purpose for your meetings, reach out to the political team at political@nhdp.org and we will put you into touch with other local committees that can help you achieve your goals.

CHAPTER 3: Getting Our Message Out

Democrats can win any election anywhere in the state. Not only do we outwork our opponents, but [we have a better story to tell](#). When we talk about our values and tell our story in as many ways, in as many places, and with as many people as possible, we win.

The more ways we effectively share our stories, the more people will see and respond to it. If you have questions, suggestions, or comments related to communications, don't hesitate to reach out to the NHDP Communications Team at press@nhdp.org.

General Messaging Guidelines

- *Personalize it:* Messaging works best when it's grounded in who you are and what you believe. While amplifying an issue, tell a story about why that specific policy matters to you or a person close to you. Tell the story using a medium you're comfortable with, and talk about how an issue can or has already directly impacted your community.
- *Contrast:* When getting the message out, it's important to draw sharp contrasts. Don't just talk about a person/policy you think is taking your community backwards, but contrast those negative effects with a person/policy you think is helping move us forward.
- *Keep It Simple:* Avoid using unnecessary jargon or technical language. A good way to test if your argument: "would a twelve-year-old understand this?" If so, you have a clear, simple message!
- *Once is Not Enough:* With so many important issues competing for our attention, it takes constant repetition to break through. Whether you're posting on Facebook, tweeting, writing letters to the editor, or speaking to a large group of voters directly, once is not enough. Each message needs to be repeatedly reinforced before it will start to gain momentum in public discourse.

Letters to the Editor (LTE)

Most newspapers in New Hampshire will accept and publish the public's letters to the editor. These letters are an effective way for anyone in the community to communicate their opinions to the paper's readers. In today's technical world, most letters are published online and can be further amplified through social media. This broad reach gives a well-written letter the potential to have a significant impact on public opinion.

A single letter to the editor shouldn't tackle every issue at once, and doing so risks diluting the point you are trying to make. Instead, focus on one important issue or candidate you want to highlight. Using the skills mentioned in the "General Messaging Guidelines" above, a letter to the editor is most effective if it clearly and powerfully expresses an opinion while showing why readers they should care.

- *Length:* Keep it short. Most papers have word limits of 250 to 300 words, and most people won't want to read anything longer.
- *LTE Topics:* Focus on one issue or candidate per letter, and be sure to logically and factually support your points. Use the NHDP's press releases (found at www.NHDP.org/news) as a source for information and messaging or the General Court website (found at gencourt.state.nh.us) to

learn about what's going on in the Statehouse, if needed. If you would like to receive talking points, email press@nhdp.org.

- *Voice and Intent:* Decide who the audience is for your letter - are you trying to motivate Democrats, speak to a specific constituency, or persuade others to come to your side?. Regardless, avoid coming across as rude or combative when expressing your opinions. Read your letter out loud to a friend or family member to get an outside opinion before you submit.
- *Audience:* To increase outreach and viewership, submit your letter to multiple papers throughout the state. Many papers now have online submission portals on their websites.
- *Contact Information:* Always provide basic contact information, including your full name, phone number, and an address so papers can confirm your identity.

It can be somewhat intimidating to start writing about an issue you don't feel you know everything about, but don't let that stop you! Sometimes, writing letters to the editor as a committee or in letter writing groups can be the most effective way to consistently have Democratic ideas published in your local newspaper.

- *Group Make-Up:* A letter writing group shouldn't be huge! Meet in person, talk regularly, and collect everyone's contact information (name, phone number, email).
- *Meetings:* The best thing about a letter writing group is that it functions as a support system - discuss the issues that you care about, figure out and analyze different angles for a specific issue, share letters you've written and need help with. These groups should be fun and create an environment in which the group is comfortable and collaborative. Lastly, no meeting of a letter writing group should end before you know when the next meeting will take place.
- *Sustainability is Key:* We have a long time until November (and hopefully after that)! Figure out what time commitment is realistic for the group, be flexible with members, and stay focused on the intent of the meetings. People will want to continue if they are having fun and are seeing results.

If you would like to write a letter to the editor, but need more help getting started, please email our Communications Team at press@nhdp.org.

Social Media

- *Follow the NHDP:* Make sure you're following the New Hampshire Democratic Party online! You can find us at www.twitter.com/NHDems (and click "follow") or www.facebook.com/NHDems (and click "like"). Once you've done that, be sure to share the content with all of your committee members and personal friends!
- *On the Record:* In the eyes of the press, all social media posts are considered on the record. Before you post, make sure you would be comfortable if the post were published on the front page of the Union Leader or Concord Monitor.
- *Platforms:* Facebook first, everything else next! Facebook has the largest reach, and is the best way you can communicate different messages to as many of your friends and family as possible.

After that, using platforms such as Twitter and Instagram expands your viewership to different demographics and types of thought.

- *Call to Action:* In all of your social media content, always have a call to action. Whether you're on Facebook, Twitter, or sending an email newsletter, it's important to always have a detailed ask of Democrats in your area that will see this. Some examples of this include "Share this," "RSVP now," or "Join us."
- *Pictures and Infographics:* They say a picture is worth a thousand words, and on social media it's certainly true! People are exponentially more likely to share your content on social media if you include a picture, graphic, or video with your post. At the same time, make sure it doesn't undermine your message. For example, if the text of your post says "Great turnout at our meeting – lots of fired up Dems," be sure that people look excited and the room looks full!
- *Messaging:* Local committees' social media should prioritize positive content over negative content, and local issues over state or federal issues. Content related to state or federal issues from a local committee's official accounts should not conflict with or contradict the established platform of the NHDP or the DNC.
- *Endorsements:* Content may not endorse or support any specific candidate in a contested Democratic primary, or any non-Democratic candidate running in a partisan election against a Democrat. When local committees post about a specific event with one candidate in a primary, the event post and all relevant materials must include the following disclaimer - **"This communication does not imply an endorsement or favoritism of any kind to any Democratic candidates actively engaged in competitive primary contests."**

Membership Newsletters

Another great tool for committees to use to keep members informed is by sending out weekly, bi-weekly, or monthly newsletters. These email updates work by keeping your members informed with the happenings of the local committee and by serving as a larger Democratic messaging tool.

- *Assess Your Need:* To start, discuss with your members why it might be important to have a newsletter. Ask yourselves: Do you have new information that your members don't currently have? Will a substantial number of your members read a newsletter? Does your committee have the time to consistently write a newsletter? If you answered yes to these questions, a newsletter might be a great idea for you!
- *Starting a Newsletter:* Begin by working with your committee to establish a routine for sending out a regular message. Newsletters, no matter the frequency, should always go out at the same time of day/week/month. Lay out sections of your potential newsletter for readers to easily consume and expect consistent content. Work as a group, alongside the Political Team at NHDP, to build a sizable email list for your newsletter.
- *Content:* The primary rule of thumb for all the content in your newsletter - it doesn't have to be long, but keep it regular and stay on message. Use committee meeting agendas, upcoming events, the state Party's weekly Grassroots Newsletter, local news outlets, and social media to populate content for your newsletters. Lastly, divide the content creation amongst committee members.

The NHDP Political Team distributes a Grassroots Newsletter weekly that every local committee is encouraged to circulate to your committee. In order to sign up for this newsletter, please reach out to political@nhdp.org with the subject line: Grassroots Newsletter.

CHAPTER 4: Candidate Recruitment

Local committees are the primary organizational tool for recruitment of local candidates, mainly because your team is the most qualified to find the best people to represent your area. Recruiting these candidates is one of the most important functions of local committees. For any given office, we need candidates who can get elected - ask yourself who *should* run, not who *will* run to ensure that we have the best candidates to do the job when they are elected. The best candidates are known around town and are invested in the community. The Committee to Elect House Democrats (CEHD), the Senate Caucus, and the New Hampshire Democratic Party will support you.

In New Hampshire, finding Democrats to run in every race is an ambitious but necessary goal. The past decade proves that no district is safely red anymore and a large part of that success comes from recruiting strong candidates in every district. Even in areas where it is difficult to win, Democratic candidates help the whole ticket by talking about issues and energizing voters.

General Recruitment Plan

It is important to make candidate recruitment a priority for your local committee. Here are some important steps to take to begin local candidate recruitment:

- Identify the seats that will be opening up in upcoming election cycles;
- Brainstorm potential candidates in your community;
- Develop a strategy to encourage each potential candidate, including the right point person to contact them when it comes time to ask;
- For candidates recruited to run for New Hampshire State House or State Senate, contact the Committee to Elect House Democrats (CEHD) or the Senate Caucus for information on the resources they provide to candidates in recruitment and through the election.

Particularly in areas where Democrats are not currently doing well, it may be difficult to persuade someone to put their name on the ballot. However, it is critical that the NHDP show that we are willing to fight in every area of the state. A strong, active, local committee will be a huge incentive for people to run for office.

Community involvement and name recognitions are key to running a successful campaign at all levels--from a town Budget Committee to State Senate. Here is a list of some prominent members of your community that can lead to productive brainstorming for potential candidate recruits:

- Current or former holders of town or county offices;
- Current or former school board and PTA/PTO members;
- Student leaders;
- Retired members of the community;
- Entrepreneurs, Business Owners, Self-Employed citizens;
- Teachers/Professors;
- Attorneys/Lawyers;
- Healthcare professionals;
- Community activists;
- Police officers or firefighters;
- Part-time workers;
- Remote or “Work from Home” employees.

Recruitment for the NH House of Representatives

The main rule of thumb for recruiting for the NH House of Representatives is to constantly talk to potential candidates. There is always a lot of turnover from term to term, and special elections are common, so you should always keep a list in the back of your mind of folks who may be able to run for Representative if a seat becomes vacant.

With that in mind, there are some requirements for members of the community to be a candidate for NH State House Representative. A person interested in running for NH State House Representative:

- Must be 18 years of age;
- Is registered as a Democratic voter by early June 2021;
- Has been domiciled in New Hampshire for at least 2 years;
- Must live in town or ward they are a candidate for.

Once they fit all of the requirements listed above, they are ready to be a candidate!

The Ask

- *Who:* Personal friends or connections of the prospective candidate are in the best position to make the ask. Local elected officials or members of the local committee are also well positioned to ask for candidates to run for office.
- *Available Support:* The local committees are a great opportunity for community-specific support for newly recruited candidates. It is important to let candidates know that if they choose to run, the local committee will be fully dedicated to their victory. Additionally, the Committee to Elect House Democrats (CEHD) and the Senate Caucus will help with campaigns for the State House and State Senate respectively. The NHDP is also supportive of all of our non-primaried Democratic candidates including but not limited to county offices, Executive Council, and more.
- *Persistence:* It might be uncomfortable to bug people, but in the end most people need to be encouraged to run for elected office. Let them talk to their friends and family when making the decision, but don't forget to stay in touch with them and remind them how much their candidacy is needed for the greater good of your community.
- *Back-Up Plans:* Always have an alternate plan because, unfortunately, not all of our number one choices will decide to run! While it's easy to invest heavily on getting certain people to run for office, be sure to open up to as many people as you can. In a worst-case scenario, you will create a primary.

The Committee to Elect House Democrats (CEHD) and the Senate Caucus will be running points on candidate recruitment. Contact them before and during the recruitment process about which seats are filled and which are still vacant. They will need your help, as no one is better positioned to identify the best candidates in a community than the town and county committees!

You can find their contact information at <https://www.nhdp.org/staff>.

CHAPTER 5: Sample Content

While other parts of this manual intends to give you an overview of information, this chapter intends to provide your local committee with sample and supplement materials to assist in your regular business. Specifically, a sample calendar and committee meeting agenda will be provided in this chapter:

Sample Calendar - 2021/2022

January, 2021

- Monthly Meeting (Look Ahead to This Year)
- Start Brainstorming and Collecting Ideas for Fundraising and Goals for 2021
- Recruit Candidates for Town Meeting Day (where applicable)
- Schedule Local Committee Caucus Elections

February

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Notify Local Democrats of Upcoming Committee Caucus Elections
- Begin Planning Spring Event/Fundraiser
 - Set Date for Spring Event
 - Send Out Requests for Speakers
 - Federal Elected Officials
 - State Representatives
 - State Senators
 - Executive Councilors
 - Send Out Invitations
 - Inform Political Team of Details

March

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Hold Local Committee Caucus Elections
- Finalize Spring Event/Fundraiser
- Town Meeting Day! Make Sure Democrats Turnout in Your Town
- Town Chairs should introduce themselves to the election Town Clerk, Moderator and other election officials. Building relationships before any problems can mean that troublesome problems arising on Election Day can be swiftly solved.

April

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Promote Spring Event/Fundraiser
 - Social Media
 - Press Release/Ad in Newspaper
 - Fliers Around Town

May

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Spring Event/Fundraiser

June

- Monthly Meeting (Guest Speaker/Panel)

- Host a Pride and/or Juneteenth Event

July

- Monthly Meeting (Guest Speaker/Panel)
- Summer BBQ / House Party
- Recruit Candidates for City Elections (where applicable)

August

- Monthly Meeting (Guest Speaker/Panel)
- Begin Planning Fall Event/Fundraiser
 - Set Date for Fall Event
 - Send Out Requests for Speakers
 - Federal Elected Officials
 - State Representatives
 - State Senators
 - Executive Councilors
 - Send Out Invitations
 - Inform Political Team of Details
- Promote Fall Event/Fundraiser
 - Social Media
 - Press Release/Ad in Newspaper
 - Fliers Around Town

September

- Monthly Meeting (NHDP Staffer Update)
- Finalize Fall Event/Fundraiser

October

- Monthly Meeting
- Fall Event/Fundraiser

November

- Monthly Meeting
- City Elections - support neighboring cities by doing direct voter contact for GOTV!

December

- Monthly Meeting (Recap of Last Year)
- Holiday Party

January, 2022

- Monthly Meeting (Look Ahead to This Year)
- Start Brainstorming and Collecting Ideas for Fundraising and Goals for 2022
- Recruit Candidates for Local Office/State House

February

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Begin Planning Spring Event/Fundraiser
 - Set Date for Spring Event
 - Send Out Requests for Speakers
 - Federal Elected Officials

- State Reps
 - State Senators
 - Executive Councilors
- Send Out Invitations
- Inform Political Team of Details
- Candidate Recruitment Continues

March

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Finalize Spring Event/Fundraiser
- Town Meeting Day! Make sure Democrats Turnout in Your Town
- Candidate Recruitment Continues

April

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Promote Spring Event/Fundraiser
 - Social Media
 - Press Release/Ad in Newspaper
 - Fliers Around Town
- Candidate Recruitment Continues

May

- Monthly Meeting (House Rep/State Senator Legislative Update)
- Spring Event/Fundraiser
- Candidate Recruitment Continues

June

- Monthly Meeting (Guest Speaker/Panel)
- Candidate Filing period opens
- State Convention
- Mail Fundraising Piece

July

- Monthly Meeting (Guest Speaker/Panel)
- Organize Meet the Candidates Night
- Help Coordinate Staging Locations for Phone Banks and Canvasses

August

- Monthly Meeting (Local Field Organizer Speaks)
- Help Recruit Volunteers
- Mail Fundraising Piece
- Start Identifying Captains (phone bank captain, canvass captain, ward captain, etc.)

September

- Monthly Meeting
- State Primary
- Unification Event (after primary)
- Begin Planning Election Mailings
- Introduce Yourself to Town Clerk, Moderator, and Other Election Officials
- Organize Yard Sign Blitz

- Hold Fundraiser

October

- Begin Recruiting Election Day Volunteers
- Monthly Meeting
- Help find GOTV Staging Locations and Leadership
- Check in with Election Officials
- Mail Fundraising Piece

November

- Monthly Meeting
- GOTV-General Election
- Celebration Party

December

- Monthly Meeting (Recap of Last Year)
- Holiday Party

Sample Agendas

XYZ Town Committee Meeting Agenda (Virtual) February 15, 2021

6:00-6:30	Optional Happy Hour
6:30-6:35	Chair Calls Meeting to Order; Thanks Everyone; Recognizes Elected Officials, Special Guests, Candidates, NHDP Staffers, etc.
6:35-6:40	Approval of Minutes From Last Meeting, Treasurer Report, Any Other Committee Report Outs
6:40-6:50	Spring Event- Chair Reports Out Details of Spring Fundraiser/Event and Members Vote
6:50-7:05	Legislative Update from State Representative
7:05-7:15	Other New or Old Business
7:15-7:25	Call To Action: Volunteers to Build/Support Spring Fundraiser, Volunteers to Write Letters to the Editor About an Upcoming Bill at the State House, Any Other Action Needed to be Taken Before the Next Meeting
7:25-7:30	Adjourn Meeting

ABC Town Committee Meeting Agenda
July 20, 2022

6:00-6:30	2021 Elections Committee Meeting
6:30-6:35	Chair Calls Meeting to Order; Thanks Everyone; Recognizes Elected Officials, Special Guests, Candidates, NHDP/Campaign Staffers, etc.
6:35-6:40	Approval of Minutes From Last Meeting, Treasurer Report, Any Other Committee Report Outs
6:40-6:50	2022 Elections Committee Reports Out on Efforts
6:50-7:05	ABC Town Selectman Gives Town Government Update
7:05-7:15	Other New or Old Business
7:15-7:25	Call To Action: Volunteers to Build/Support Spring Fundraiser, Volunteers to Write Letters to the Editor About an Upcoming Bill at the State House, Any Other Action Needed to be Taken Before the Next Meeting
7:25-7:30	Adjourn Meeting

SECTION 2: FUNDRAISING

Local committees can make a huge impact on an election if they raise the requisite funds. Fundraising should begin early by setting a budget with realistic goals and then putting a plan in place to achieve those goals. A successful fundraising program includes organized accounting, personalized asks for donations, recognizing donors for their support, and thanking everyone who contributes. Examples of positive outcomes from a successful fundraising program include:

- Several town committees pair with county committees to open local offices in order to have a central location for events and meeting space for local Democrats;
- Local groups have been able to send customized mail to promote their State House candidates;
- In the recent elections, Manchester City, Nashua City, Rockingham County, Merrimack County, and Carroll County Committees were able to hire a staffer to support their campaign efforts.

Every committee has the ability to raise money throughout 2021, 2022, and beyond. The staff and officers of the New Hampshire Democratic Party are great resources for each local committee. We are always available to answer questions, provide guidance, and offer in-depth trainings as requested.

CHAPTER 1: Opening a Bank Account and Getting a Tax ID #

Applying for a Tax ID Number

If your committee does not already have a bank account, you will need to get a Tax ID number from the IRS before opening a bank account. This is easy and takes approximately 5 minutes online.

1. To begin, visit: sa.www4.irs.gov/modiein/individual/index.jsp and start your application;
2. You will be asked what type of organization you are applying for a Tax ID Number. Select “View Additional Types, Including Tax-Exempt and Governmental Organizations” and then select “Political Organization;”
3. From there, you will choose the reason you are applying for a Tax ID Number and you should choose “for banking purposes;”
4. At this point, the process is self-explanatory and a committee member will need to provide his/her Social Security Number to finish the application;
5. Be sure to print and save the final page when you receive your committee’s new Tax ID Number.

Committee Bank Accounts

We recommend that you do some research and use a local, New Hampshire based bank for your committee’s account. Examples include, but are not limited to: Merrimack County Savings Bank, Bank of New Hampshire, Granite State Credit Union.

You will need:

- A checking account that allows you to make deposits and write checks;
- To be able to access statements online;
- Minimal or no monthly fees.

You do not need:

- An account with a debit card / ATM access;
- A credit card;
- An interest-bearing account or a savings account.

Make sure at least two unrelated committee members are administrators of the bank account to be sure the committee will always have access. Vacations, illness, other commitments, and turnover could slow access if only one person is the administrator. Turnover among committee members is inevitable, and when committee members move on, be sure to remove them as signatories on bank accounts and add their replacements.

Keep in mind, as a local committee, you are considered part of the NHDP and therefore get political non-profit status. Most banks will not give you a hard time, but if you are having trouble, the NHDP can provide a tax status letter. To request a tax status letter, please contact the political team at political@nhdp.org.

If there are ever any questions or if there is any cause for suspicion with regard to committee finance, please contact the NHDP staff immediately at 603-225-6899.

CHAPTER 2: Financial Records and Complying with the Law

It is critical you have a competent, organized, and responsible Treasurer maintaining your records so that your committee is complying with the law. New Hampshire state law requires any political committee of a political party - state, county, or town - that establishes a segregated fund or promotes the success / defeat of a candidate(s) or measure(s) in any way to:

1. Register officially through New Hampshire's Secretary of State as a Political Committee;
2. File regular reports of receipts and expenditures with the Secretary of State's office, if your local committee raises or spends more than \$500 during an election cycle.

Each two years in the New Hampshire political world can also be categorized as an "election cycle." These cycles go from the day after a general election to the next Election Day. For the 2022 cycle, this includes November 4, 2020 - November 9, 2022. Records of receipts and expenditures can be easily tracked through an Excel or Google Sheets spreadsheet for these cycles.

2021 Political Committee Registration - RSA 664:3

Every local committee is a part of the New Hampshire Democratic Party and is required to register with the Secretary of State under a New Hampshire law known as RSA 664:3. Additionally, any committee that has already registered with the state is also required to maintain this registration by re-filing with the Secretary of State every two years.

The fee for registration of any committee is \$50.00 to the New Hampshire Secretary of State.

To both register and re-file your local committee in the 2021 cycle, complete [this form](#) from the New Hampshire Secretary of State's website (<https://sos.nh.gov/>).

For help in filing your local committee's registration forms, see [this example](#) made by the NHDP staff or contact the Political Team at political@nhdp.org.

Tracking Donations (Receipts) and Purchases (Expenditures)

Once you have registered your local committee with the Secretary of State's office and start raising/spending money to elect Democrats up-and-down the ballot in your community, it's important that you keep everything on file. In addition to registering your local committee, you are required to submit statements of receipts and expenditures for political committees to the Secretary of State.

Within each election cycle, the Secretary of State has designated pre-primary, primary, and general periods a committee is required to report their financial records. These Statement of Receipts and Expenditures for Political Committees forms are simple to navigate once you understand their due dates, use the information listed below, and prepare for them in advance.

To start, the Pre-Primary and Primary Election filing dates for the 2021 election cycle, in which committees are required to complete [this form](#), are as follows:

Filing Dates for Primary Election – September 13, 2022

- June 2, 2021 – report to cover from date of registration up to and including May 31, 2021. All

committees which register or re-register for the 2022 election cycle any time after November 13, 2020.

- December 1, 2021 – report to cover from date of registration or date of previous report through November 29, 2021. All committees which register or re-register for the 2022 election cycle prior to May 31, 2021.
- June 22, 2022 – report to summarize any previous reports and itemize all receipts and expenditures through June 20. NOTE: This report is not required to be filed by candidates.
- August 24, 2022 – report to summarize any previous report and itemize all receipts and expenditures through August 22.
- September 7, 2022 – report to summarize any previous reports and itemize additional receipts and expenditures through September 5. In addition to this reporting requirement, the secretary of state shall be notified by the fiscal agent within 48 hours of any contribution exceeding \$500 which is received after the statement due September 7 and prior to the day of the primary election.
- September 21, 2022 – report to summarize any previous reports and itemize all other receipts and expenditures through the date of the primary election (September 13, 2022).

Filing Dates for General Election – November 8, 2022

- October 19, 2022 – report to cover receipts and expenditures since primary election through October 17.
- November 2, 2022 – report to summarize any previous report from general election and itemize additional receipts and expenditures through October 31. In addition to this reporting requirement, the secretary of state shall be notified by the fiscal agent within 48 hours of any contribution exceeding \$500 which is received after the statement due November 2 and prior to the day of the election.
- November 16, 2022 – report to summarize any previous reports from general election and itemize all other receipts and expenditures through date of general election (November 8, 2022)
- May 8, 2023 – Any committee which has any outstanding debt, obligation, or surplus following the election shall file reports at least once every 6 months thereafter until the obligation or indebtedness is entirely satisfied or surplus deleted, at which time a final report shall be made.

Before you fill out the necessary forms with the Secretary of State's office, it is important that you keep records of local committee receipts and expenditures up to date in real time through an Excel or Google Sheets spreadsheet. For example, the following two tables detail an Example Town Democratic Town Committee's financial records. These include the information required by the Secretary of State's office, in the order mandated by their forms, so the Chair and Treasurer can easily comply come time to file:

Committee Receipts							
Name	Address	Amount	Date	Aggregate	Occupation	Employer	Employer Town
Balance from 2020 cycle	---	\$500.00	---	---	---	---	---

Selina Meyer	105 N State St, Concord, NH 03301	\$25	06/16/21	\$25	Vice President	USA	Washington, DC
John Doe for State Senate	123 Main Street, Bow, NH 03304	\$1000	06/17/21	\$1000	N/A	N/A	N/A
Selina Meyer	105 N State St, Concord, NH 03301	\$100	07/04/21	\$125	Vice President	USA	Washington, DC
Ron Swanson	1 Main St, Pawnee, IN 47907	\$100	08/01/21	\$100	Department Head	Pawnee City Hall	Pawnee, IN
Toby Ziegler	1600 Penn. Avenue, Washington, DC 20500	\$96.05	08/07/21	\$321.05	Communication Director	White House	Washington, DC

Committee Expenditures				
Paid to Whom	Address	Amount	Date	Nature of Expenditure
USPS	123 Main Street, Concord, NH 03301	\$250	06/20/21	Postage
Union Printer	123 Main Street, Dover, NH 03820	\$1000	07/01/21	Printing
Local Restaurant	123 Main Street, Keene, NH 03431	\$500	08/02/21	Catering
ActBlue	Online Payment	\$3.95	08/07/21	Online Fee

With these tables, you are ready to file the necessary forms with the Secretary of State's office! For help in filing your local committee's registration forms, see [this example](#) made by the NHDP staff or contact the Political Team at political@nhdp.org.

Answers to Frequently Asked Questions on Compliance Forms

In addition to the information and examples described above, see the following answers to frequently asked questions related to the Secretary of State's forms:

- Although committees can complete these forms through an online portal, you are able to submit them by paper for easy records management. Eventually, it will be required to submit electronically only.
- Your local committee is considered a Political Committee per the New Hampshire Secretary of State. When filling out the Political Committee Registration form, do not check either boxes under the "Type of Committee" section;
- A \$50 fee must accompany a local committee's registration form;
- The addresses for a committee on both the Political Committee Registration and the Statement of Receipts and Expenditures for Political Committees forms should be the address listed with a

committee's bank account records;

- On the summary page of the Statement of Receipts and Expenditures for Political Committees form, "Part G. Total Surplus/Deficit from previous campaign" describes the amount carried over from the last election cycle (i.e. funds remaining from the 2020 cycle for the 2021 cycle). On the first form filed in an election cycle, it will be whatever amount was carried over from the last election cycle. On all subsequent forms filed in this election cycle, it will stay as that exact same amount listed on the first form;
- On the summary page of the Statement of Receipts and Expenditures for Political Committees form, the "this period" column should be the total amount since the last time the committee filed (or opened the account). The "to date" column should be the aggregate amount in this election cycle. Meaning that in a committee's first filing, those two columns will be the same. From then on out, a committee can just add up all of the "this period" amounts so far in the election cycle for the "to date" column;
- On the itemized page of the Statement of Receipts and Expenditures for Political Committees form, contributions of \$25 and under (i.e. income from passing a hat at your monthly meetings) must be totaled throughout the period and listed under the "Total of receipts unitemized" section;
- All contributions at or over \$25 must be listed alphabetically by contributor's "last name, first name" and include the date of the contribution;
- All expenditures must be listed in chronological order by expenditure's date;
- If you have more receipts or expenditures than the allotted page allows, you should make copies of that page to continue listing your receipts/expenditures. Additionally, if you maintain the correct column order, committees can create their itemized receipts and expenditures record in spreadsheet tables, print them off, and submit those;
- When a contributor has given more than \$100 aggregate in a period, that person's name, home address, occupation, employer, and employer's town must be included in the reporting form. It is recommended you collect all this information for all donors, just in case they ever surpass \$100 in contributions over the course of the two year election cycle.

ActBlue Compliance

As noted in Section 2, Chapter 6 of this Local Committee Manual, there is a small transaction fee for every contribution processed through ActBlue. When reporting contributions received through ActBlue, you should report the gross contribution by each individual as a receipt (Toby Ziegler's \$96.05 listed above, for example) and then an expenditure to ActBlue for a processing fee on the same date (the \$3.95 listed above, for example).

Literature Disclaimer

All materials created by your committee – website / printed invitations / mailers – must contain the following disclaimer (including the box):

If the materials are not printed in-house and are instead ordered from a printing company, the materials must include the Union “bug” on them.

Anything being mailed to voters must be sent to the NHDP Political Team (political@nhdp.org) before sending to the printer for a final compliance check.

Cans and Cannoys with Committee Finances

Committees can:

- Host events in your community to lift up Democrats up-and-down the ballot;
- Support candidates running for New Hampshire state, county, and municipal office by sending mail, buying signs or newspaper ads, or making direct contributions to their campaigns;
- Support the activities of your local campaign office through the NHDP.

Committees cannot:

- Hold a committee’s collection of donations as petty cash;
- Support candidates running for President, US Senate, or US Congress by sending mail, buying signs or newspaper ads, or making direct contributions to their campaigns unless you register with the Federal Election Commission.

CHAPTER 3: Budget Planning

Looking Into the Future

First, ask your candidates, NHDP staff, and experienced activists what the most helpful uses of money would be. A little spending can go a long way, if used in the right places. Items like food for meetings/offices, direct contributions, mail, offices, and staff can help Democratic candidates win.

As soon as all of the spending and activities for the cycle are planned and approved by the committee, a budget reflecting the costs and a plan for raising money to pay for them should be developed, approved, and implemented. Every activity should be included in the budget, even if its projected costs are minimal or none. It is better to over-budget and end the election cycle with a surplus, than to under-budget and be saddled with a deficit. We also recommend creating two year budgets with odd years as the first year to match the state's campaign cycles.

Once your local committee has a plan, you'll be able to sell that plan to donors by incorporating your plan into your contribution ask. For example, *"Please give us \$10 dollars a month for the next year because with your money and that of 19 others we will have enough to open a local office for the last 2 months of the campaign"* is a much better ask than, *"Please give us money so that we can spend it later."*

Fundraising Planning Worksheet

The budget-making process is an opportunity to build buy-in with members of the committee and divvy up ownership of various tasks in the plan. This can also help to narrow the team's focus on actionable goals to make sure we're as productive and efficient as possible.

Do we want to raise money for...

Local campaign office?	Yes / No
Where _____	
When _____	
Direct contributions to local candidates?	Yes / No
Who _____	
How much _____	
When _____	
Campaign palm cards promoting our candidates?	Yes / No
Signs promoting our candidates?	Yes / No
Mail program?	Yes / No
Newspaper advertisements promoting our candidates?	Yes / No
Maintaining a website / email list?	Yes / No
Overhead for hosting events?	Yes / No

Budgeting Worksheet

Do we want to spend money for...

Local campaign office(s): \$ _____ x _____ months = \$ _____

Direct contributions to local candidates: \$ _____

Campaign palm cards promoting our candidates: \$ _____

Signs promoting our candidates: \$ _____

Mail program: \$ _____

Newspaper advertisements promoting our candidates: \$ _____

Maintaining a website / email list: \$ _____

Overhead for hosting county events: \$ _____

Other expenses: \$ _____

Total Amount: \$ _____

+10% to cover miscellaneous expenses (Total Amount) x 0.1 \$ _____

Grand Total: \$ _____

CHAPTER 4: Raising Money and Event Planning

Like saving for retirement, it's never too early to start raising money for an election. Most successful fundraising programs will include both big-donor outreach and grassroots fundraising. Start by building your donor, email, and social media lists. Which supporters in the community or elsewhere might give to the committee?

Remember: you get some of what you ask for and none of what you don't. There are many ways to raise the funds necessary to reach your budgetary goal, including but not limited to: "passing the hat" at monthly meetings, institutionalizing monthly giving, and hosting fundraising dinners or other events. With these methods, you can raise within the following limitations:

- An individual can donate \$10,000 per cycle to your committee;
- A PAC can donate an unlimited amount to your committee;
- A corporation can donate an unlimited amount to your committee.

Functional Action Plan

1. Identify your past and current donors and prospects. Make a list.
2. What is their motivation to give?
 - a. Social;
 - b. Ideological;
 - c. Economic.
3. What is their capacity to give?
 - a. Occupation;
 - b. Past Giving History (do your research).
4. Formulate your pitch.
5. Prioritize your list.
6. Make the Hard Ask.
 - a. Be direct and specific.
 - b. Do not apologize for asking.
 - c. Make your pitch, then make your ask, then wait for them to talk next.

"Passing the Hat" at Monthly Meetings

Every committee meeting should include an opportunity for attendees to donate. The committee Chair should make an ask of the group at every meeting, but especially at any larger meetings or events with guest speakers and candidates. These small dollar contributions can add up, so make sure to track who gave what and are in compliance with NH campaign finance law (see Section 2, Chapter 6). No one individual should contribute more than \$25 to the hat to remain legally compliant.

Institutionalizing Monthly Giving

Many local committees have had great success developing a program of monthly giving. While the bylaws of the Democratic National Committee do not permit a committee to require a membership fee, finding 10 active members who give \$10 a month to your committee through ActBlue will result in \$2,400 raised over the course of a cycle.

Hosting Fundraising Dinners or Other Events

Identify a Host Committee

- Members of this committee should promise to raise or give a specific, comparatively high-dollar donation for the event.
- Accountability through communication. Stay in touch with the committee to track their progress.
- Publicly recognize these donors at the event for their generosity.

Budget and Logistics

- Set a *specific* and *realistic* goal for the event.
- Factors influencing goal
 - Size of initial invitation list
 - Expected response rate
 - Event expenses (ex: location, food, insurance)
- Venue
 - Zoom
 - ADA Accessible
 - Local
 - Low to no cost
 - Parking
- Date and Time
 - Double check holidays
 - Check with NHDP for conflicts
 - Finalize and announce date at least 6-8 weeks ahead of time
- Tickets and Sponsorships
 - Individual tickets should at least cover the per person cost of event
 - Majority of proceeds will come through sponsorships
- Food and Drink
 - Maximize profits by minimizing food and drink costs (in-person)
- Event Name /Branding
 - Continuity breeds familiarity and will increase membership

Other Considerations:

- Surrogates
- Printed or Digital Program
 - Selling ads = more profit
 - Recognize sponsors / committee members
- Sponsor board
- Silent Auction / Raffle
- Awards
 - Recognize volunteers
 - Encourages recipients friends / family to attend

Build Your Invitation List

- Who to invite?
 - Personal network and host committee network
 - Previous donors
 - Donors to other organizations and candidates

- Local candidates, elected officials, and public figures
 - Research: <http://www.opensecrets.org/indivs/>
- Organize your list into a spreadsheet
 - Track each contact and their responses
 - If you're sending a hard mail invite, use mail merge to expedite

2015 McIntyre-Shaheen 100 Club List															
Prefix	First	Middle	Last	Address 1	City	State	Zip	Email	Home	Cell	Work	Invite Mailed	Ask to Give	Contact 1	Contact 2
Mr.	Colin	A.	Pio	105 North State Street	Concord	NH	03301	cpio@nhdp.org			603-225-6899	3/1/2015	\$250	LM 3/9/2015	

Invitation

- Contents – 4 items
 - Outer Envelope
 - Invitation (don't forget legal disclaimer at bottom: "Paid by the the XXX Democratic Committee")
 - Reply information
 - Return Envelope (optional)
- Printing
 - Black and white
 - Print in-house, use the disclaimer
 - If done professionally, use local union printers

<p style="text-align: center;">Name of Event and Event Sponsors Here</p> <p style="text-align: center;">Date and Time Address Line 1 Address Line 2 City and State</p> <p style="text-align: center;">Sponsor: \$XXX Friend: \$XXX Ticket: \$XX</p> <p style="text-align: center;"><i>We appreciate any and all contributions.</i></p> <p style="text-align: center;">Please RSVP to First Name Last Name at 603-555-5555 or email@address.com</p> <p style="text-align: center;">Please make checks payable to: Name of Committee Street Address City, State Zip</p> <p style="text-align: center;">Contribute online at: actblue.com/eventpage</p> <p style="text-align: center;">You will need to include compliance information required by election law here.</p> <p style="text-align: center; font-size: small;">Paid for by Blank Town Committee Labor donated. Printed In-house.</p>	<p style="text-align: center;">Name of Event Here Date and Time Address Line 1 Address Line 2 City, State Zip</p> <p><input type="checkbox"/> Yes, I plan to attend. There will be _____ in my party. Enclosed is my contribution for \$_____.</p> <p><input type="checkbox"/> No, I am unable to attend. Enclosed is my contribution for \$_____.</p> <p>Name _____</p> <p>Street Address _____</p> <p>City/State/Zip _____</p> <p>Email _____</p> <p>Phone: (W) _____ (H) _____ (C) _____</p> <p>Employer _____</p> <p>Occupation _____</p> <p>Location of Employer _____</p> <p>Credit Card Number _____ Exp. Date _____</p> <p>Amount _____ Signature _____</p> <p>Type of Card: Visa <u>Mastercard</u> American Express Discover</p> <p style="text-align: center;">Please make checks payable to: Name of Committee Street Address City, State Zip Code</p> <p style="text-align: center;">Please RSVP to First Last at 603-555-5555 or email@address.com</p> <p style="text-align: center;">You will need to include compliance information required by election law here.</p> <p style="text-align: center; font-size: small;">Paid for by Blank Town Committee Labor donated. Printed In-house.</p>
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Mail, Email, and Phone Call follow up

- Follow-up mail invitations with email invitations
- Follow-up email invitations with phone calls
- Ask for sponsorship of event if a donor cannot attend
- Ask for ticket purchase if person says no to sponsorship

Event Day Checklist

- Sign-in table
- Complete RSVP list noting which guests have paid and which haven't
- Sign-in sheets to collect contact information
- Nametags
- Pens and Markers
- Collection Basket / Cash Box
- Sponsorboard
- Chum (stickers, buttons, yard signs, lit)

Suggested Timeline

6 weeks	Identify Host Committee
5 weeks	Build list
4 weeks	Invitations in mail
2-3 weeks	Targeted email / phone follow-up
1 week	Confirm attendees
Post-event	Follow-up

Expect 25% of your responses the first two weeks, 25% the third week, and 50% the week of the event

Event Follow-up

- Track down outstanding pledges
- Thank donors

Tracking

- Track each attendee and donor
- We recommend using a spreadsheet
 - Manage RSVPs
 - Outreach attempts
 - Pledges
 - Receipts

Last Name	First Name	RSVP	Pledged	Received	Notes
		11	\$175.00	\$250.00	
Smith	John	1	\$25.00		Check in mail
Brown	Alice	2		\$50.00	
Farmer	Kate	1		\$25.00	
Knope	Leslie	1	\$100.00		Will give online
Ceborn	Sam	1		\$100.00	
Thornton	Matthew	2	\$50.00		
Wyatt	Ben	1		\$25.00	
Harris	Alex	2		\$50.00	

CHAPTER 5: Thanking Your Donors

Successful fundraising programs send out thank you notes as soon as they receive any contribution. A donation of any size is an investment in our cause and should be met with gratitude. Moreover, the biggest indicator that someone will make a contribution is whether they have donated in the past. This fact makes donor stewardship and thanking them for their support that much more important.

We suggest someone on the committee's executive board write handwritten thank you notes to as many donors as possible. If there are too many, a printed and signed letter is fine for small dollar donors.

Thank You Letter Example

May 19, 2021

Mr. Joe Smith
123 Main Street
XYZ Town, NH 03333

Dear Joe,

Thank you for your generous contribution to the XYZ Democratic Committee and for making the 2021 Spring Fling our best ever!

Senator Shaheen, Senator Hassan, Congressman Pappas, and Congresswoman Kuster spoke to more than 80 XYZ Democrats and got us all energized to work hard this year.

With your continued support and hard work, I am confident we will be successful on November 8, 2022.

On to victory!
Leslie Knope, Chair
XYZ Democratic Committee

CHAPTER 6: Using ActBlue

ActBlue is the preeminent online fundraising tool for Democrats and progressive allies. ActBlue does not charge a monthly usage fee – it simply takes a small percentage from each contribution it processes. ActBlue then issues a check to your committee regularly for the net contributions you received in the given period.

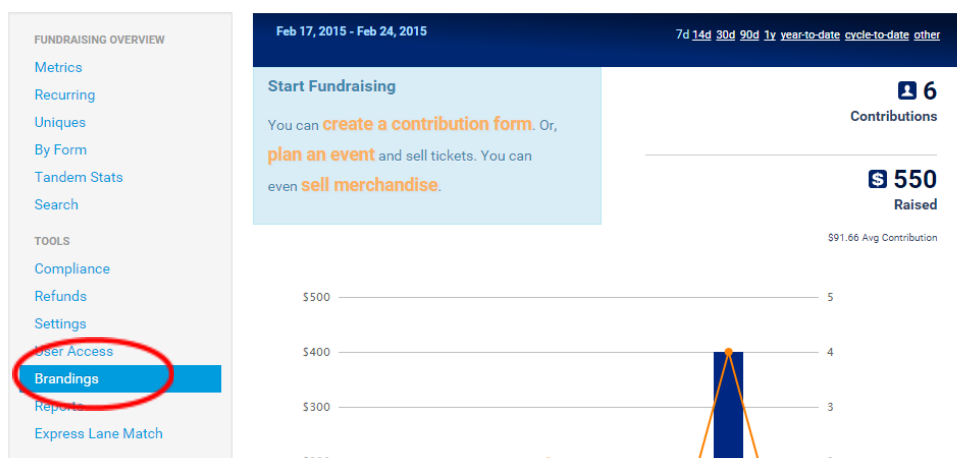
If your committee is not using ActBlue, here are just a few reasons why you should be:

- It's easy to set-up and you can begin receiving secure contributions online within a week! Since 2004, Democrats across the country have raised more than \$3.2 billion using ActBlue;
- Customer support is just a phone call away;
- More than 1.2 million donors across the country have saved their payment information with ActBlue Express and a donation to your committee is just one click away. Additionally, ActBlue contribution forms are mobile friendly and donors can give right from their phones or tablets;
- Donors can set up their profile to give small donations on a monthly basis instead of one donation upfront, which can create a consistent flow of capital for your local committee;
- Contribution forms are easily customizable and can be branded for each and every event your local committee hosts throughout the year;
- It's easy to set-up and host events using ActBlue, even allowing your to create a custom URL to include on paper invitations;
- It is simple to track contributions via ActBlue for compliance purposes and you are able to download a spreadsheet of donors at any time.
- ActBlue only works with Democrats!

To get started with ActBlue, visit: secure.actblue.com/pending_entities/new

Branding Events with ActBlue

Branding your page on ActBlue is easy. Choose Brandings from your dashboard and then select “New Branding.” From there you can upload your committee’s image, add a background image, change the background color all to make your page unique, and stand out to potential donors. Additionally, you may create specific brands for events your committee hosts throughout the year.



Editing "NHDP banner" Branding for New Hampshire Democratic Party- Federal Account

[preview branding](#)

Display name *

If you have many brandings, this should be descriptive. ie: "Smith 2011 - blue banner"

Default ☒

If you check this box, all pages created from your dashboard will feature this branding by default.

Branding Settings

Header image No file chosen

Will be scaled to fit within 960px x 250px

Current image 

Background color

A hex color in the format "#002782". The default is white.

Header url

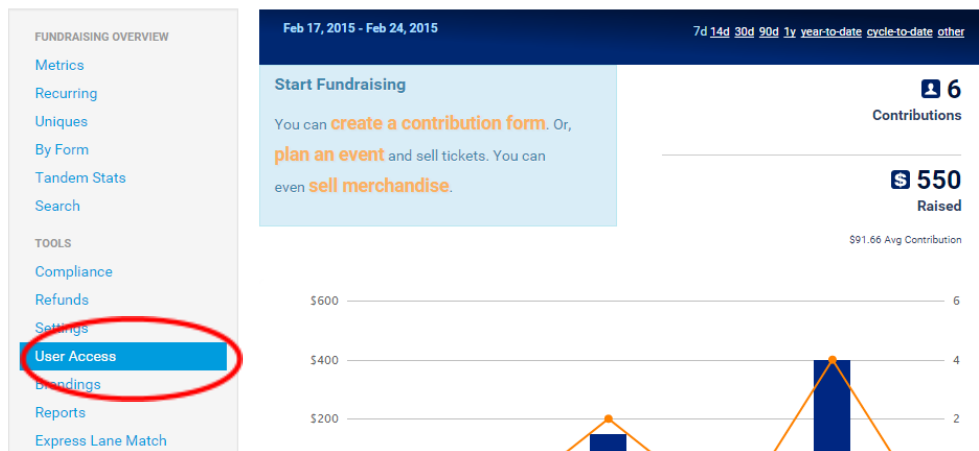
If set, the header image will link to this URL.

Use background image ☐

Custom CSS

Staying Up to Date on Donations

Set up an alert every time someone donates to your committee. From your dashboard, choose user access from your dashboard. And then create an alert for every contribution over \$1.00



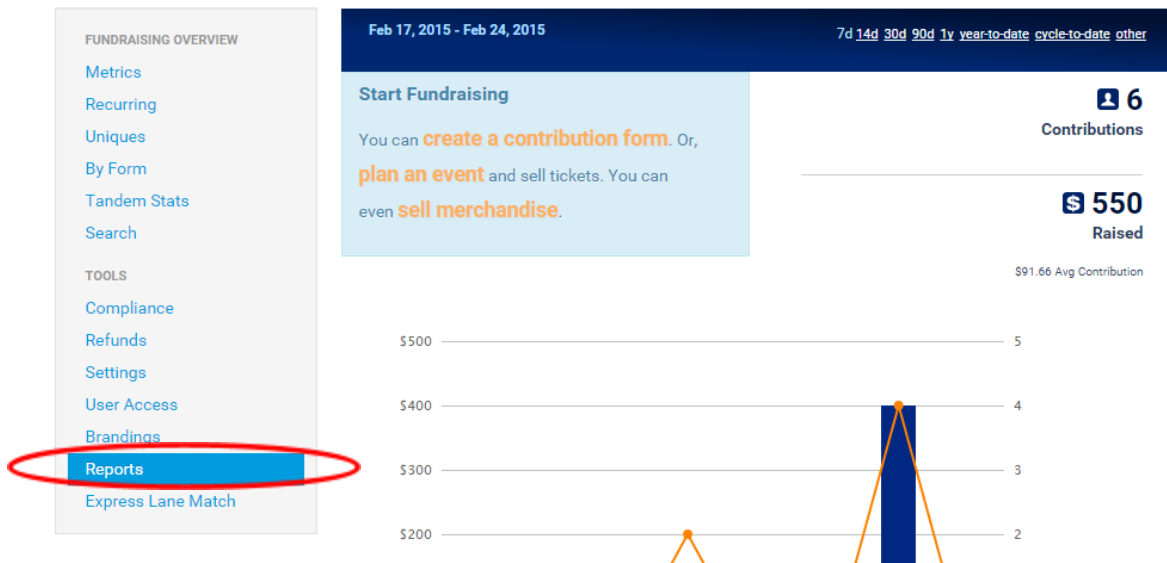
Current Users for New Hampshire Democratic Party- Federal Account

sdoyle@nhdp.org
set up a contribution alert
set up a refund alert

[Remove User](#)

Exporting Records from ActBlue

To download a list of your contributions, choose reports from your Dashboard. From there you are able to search for contributions within a certain timeframe and produce an Excel Spreadsheet with the name, address, contact information, and employer/occupation of contribution, as well as the date and amount of the contribution. This information will be necessary when you are tracking your contributions for Thank You Note and Compliance purposes (see Sections 6 and 7).



Report downloads page

In addition to online information, we provide your contribution reports in downloadable form. If you're looking for a format we don't support, please [let us know](#).

The comma separated file (CSV) format is suitable for importing into Excel, Access, or any other spreadsheet/database tool. You can download a list of fundraising pages, one large CSV file containing all your contributions, or select a particular disbursement in the table below.

Download CSV report of all contributions between 02/24/2015 and 02/24/2015 [Submit](#)

Fees and Profits from ActBlue

As noted in the introduction to this section, ActBlue charges a one-time 3.95% fee for every transaction. Track the fees you incur from ActBlue by choosing "Compliance" from your Dashboard and then once your first check is issued, click "Details" and you will see the Gross Contributions, Net Contributions, and ActBlue fees. It is important to keep track of these for compliance purposes (see Section 2, Chapter 7 for more information).

FUNDRAISING OVERVIEW

[Metrics](#)
[Recurring](#)
[Uniques](#)
[By Form](#)
[Tandem Stats](#)
[Search](#)

TOOLS

[Compliance](#)
[Refunds](#)
[Settings](#)

Feb 17, 2015 - Feb 24, 2015

[7d](#)
[14d](#)
[30d](#)
[90d](#)
[1y](#)
[year-to-date](#)
[cycle-to-date](#)
[other](#)

Start Fundraising

You can [create a contribution form](#). Or, [plan an event](#) and sell tickets. You can even [sell merchandise](#).

6

Contributions

550

Raised

\$91.66 Avg Contribution

\$500

5

Reporting center

This page lists checks your committee or organization received from ActBlue, along with information about the responsible fundraisers.

Please consult our [compliance and reporting guidelines](#) for more specific information.

- [Download NGP data](#): Download all your individual contributor and fundraiser information directly into NGP Software's line of products.
- [Download CSV data](#): If you use Excel, Access, or any other donor tracking software, you can import our CSV contributor data.

Undisbursed contributions

Contributions received that have not yet been disbursed.

	Contributions	Gross	Net		
Pending	4	\$400.00	\$384.18	Details	CSV

Treasury Statement

Check summary

Contributions by disbursement. Click the Details link to view individual contributor information.

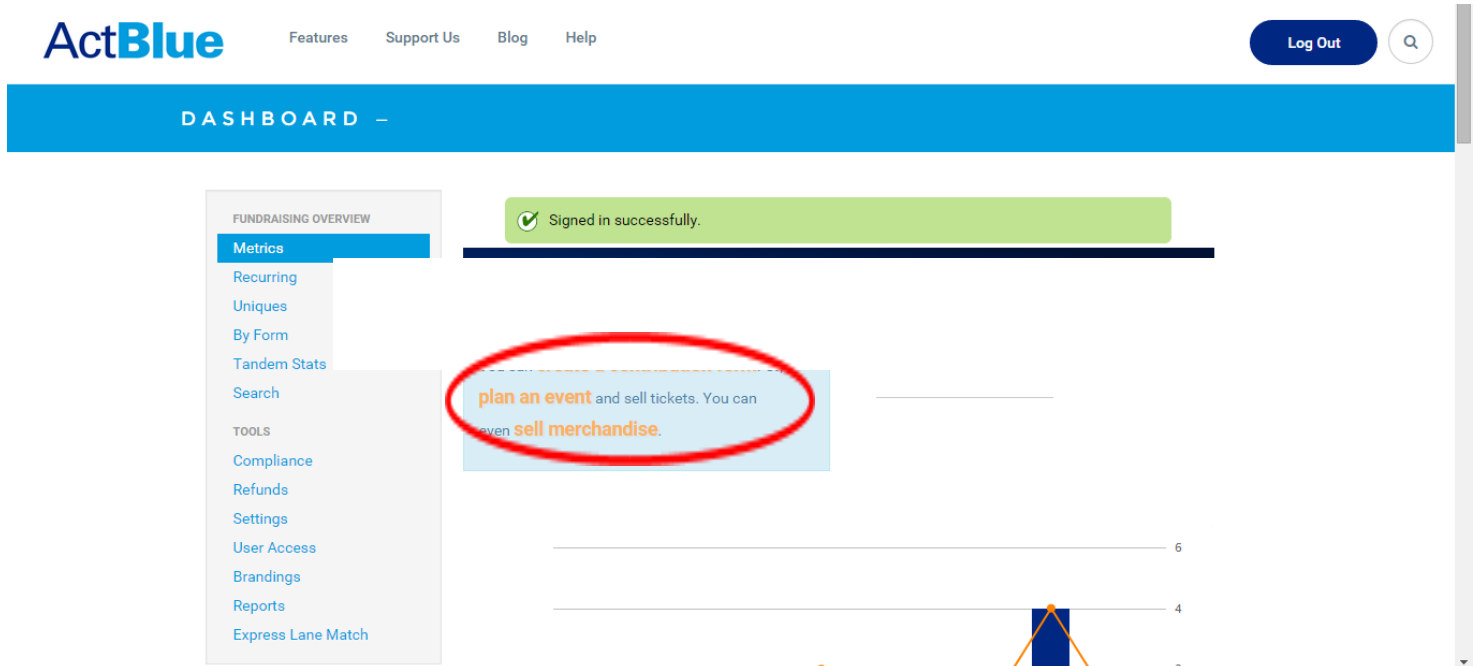
← Previous	1	2	3	4	5	6	7	8	9	Next →
------------	---	---	---	---	---	---	---	---	---	--------

Check #	Date	Contributions	Gross	Net		
CHECK 3000200324	2015-02-22	2	\$150.00	\$144.87	Details	CSV

ActBlue and Events

Use the following actions and screenshots to maximize ActBlue's tools, specifically in managing events for your local committee:

- Create a webpage and unique URL to sell tickets;
- Share an event online, using email lists, and social media;
- Using Act Blue to manage your event;
- Create a webpage and unique URL to sell tickets;
- Share event online through email list and social mediate;
- Use event page to collect contributions online.



SECTION 3: APPENDICES

APPENDIX 1: Local Committee Bylaws Template

BYLAWS OF THE _____ DEMOCRATIC COMMITTEE

SECTION 1 NAME

The name of this organization shall be the _____ Democratic Committee.

SECTION 2 PURPOSE

Its purpose shall be to promote the ideals and principles of the Democratic Party in the State of New Hampshire, and the Nation through the election of duly nominated candidates; and by aiding our government to function effectively as a true democracy and government representative of the people.

Or

The purpose of the _____ Committee is to improve the quality of life, happiness and well-being of all persons, but most especially residents of _____, through the election of Democrats to public office

SECTION 3 FUNCTIONS

- 1) To administer the affairs of the Democratic Party within _____.
- 2) To exercise leadership within the _____ and cooperate with the various town and city committees in the support of Democratic candidates for local and _____ offices, and with the Democratic State Committee in the support of Democratic candidates for national and state offices.
- 3) To provide rules and regulations as may be required for the functioning of the _____ Democrats.
- 4) To expand and strengthen the Democratic Party by maintaining open and public proceedings.
- 5) Through the town/city Chair, fill any vacancies in nominations for State Representative and State Convention Delegate as provided by RSA 655:37. In the case of a multi-town legislative district, the Chairs of any respective towns/cities shall work with the _____ Chair in filling vacancies.
- 6) Appoint inspectors of election as provided by RSA 658:2.
- 7) Maintain and update an accurate master voter list with names, addresses, phone numbers, party affiliations of all voters registered in the town. A copy of this list shall be provided to the _____ Committee.

SECTION 4 MEMBERSHIP

Membership of the _____ Democratic Committee shall consist of all registered Democrats in _____.

SECTION 5 OFFICERS/EXECUTIVE COMMITTEE

- A. The members of the executive committee shall consist of the Chair, Vice Chair, Secretary, Treasurer, who are elected between January 15 and April 1 of even numbered years. The length of the term is two years

- B. It shall be the duty of the Executive Committee to advise the Chair on matters of policy, to assist in planning the affairs of the _____ Democrats; duties as may be delegated by the Chair, requirements specified in other sections of these By-Laws as well as the following:
1. The activities of the Executive Committee as reflected in its minutes shall be reported to the _____ Democrats at the quarterly meetings of the entire membership.
 2. No expenditures, including those in excess of available funds, shall be contracted unless authorized by the Executive Committee. Any political campaign contributions shall be granted by vote of the Executive Committee.
- C. Vacancies among the officers shall be filled by a majority vote of the members of the present at a meeting advertised at least 30-days.

SECTION 6 DUTIES OF THE OFFICERS

- A. CHAIR. It shall be the duty of the Chair to call meetings of the _____ Democrats and the Executive Committee and preside over those meetings; to vote in the case of a tie; to supervise the ongoing operations of the _____ Democrats; to supervise all officers in the exercise of their respective duties; to be responsible for the maintenance of records that will reflect the ongoing operations of the _____ Democrats and to ensure that such records are passed on to the appropriate elected successors to coordinate workers during local, state or national elections; and to ensure that any reports required by State or Federal Law receive full compliance. The Chair shall be responsible for securing and encouraging nominees for State Senate, _____ Commissioner, Sheriff, _____ Attorney and the other offices. The Chair shall fill the ballot in accordance with RSA 655:37, and may appoint any committee or individual to assist in meeting these responsibilities.
- B. VICE CHAIR. It shall be the duty of the Vice Chair to perform the duties of the Chair in their absence; and to perform such duties as may be delegated by the Chair. The Vice Chair shall be responsible for overseeing any committee efforts to recruit candidates for State Representative and the Democratic State Convention.
- C. SECRETARY. It shall be the duty of the secretary to maintain accurate minutes of the meetings of the _____ Democrats and Executive Committee; to post notice of meetings; to keep such other records as may be required; and to act in the absence of the Chair and Vice Chair.
- D. TREASURER. It shall be the duty of the Treasurer to be responsible for the custody of all funds of the _____ Democrats; to keep a full and accurate record of all receipts and disbursements; to deposit all moneys in the name of the _____ Democrats in a recognized bank; to disburse said funds as may be ordered by the Executive Committee; to give a full financial report to the Chair, the _____ Democrats, the Executive Committee, or the Finance Committee upon request; to sign all checks, drafts and orders for payment of money; and to act in the absence of the Chair, Vice Chair and Secretary.

SECTION 7 RESPONSIBILITIES

- A. The committee shall: _____.

SECTION 8 ORDER OF BUSINESS

- A. The order of business at general meetings shall be: adoption of the minutes, adoption of the Treasurer's report, adoption of the standing committee reports, adoption of the Executive Committee report, old business, new business, announcements and adjournment.

- B. The order of business at Executive Committee meetings shall be: roll call, adoption of the minutes, adoption of the Treasurer's report, reports from individual members, old business, new business, announcements and adjournment.

SECTION 12 AMENDMENT OF THE BY-LAWS

- A. The Bylaws may be amended by presenting the proposed amendment(s) at a regularly called meeting of the _____ Committee with action to be taken on the proposed amendment(s) at the next regularly called meeting. The proposed amendment(s) shall be presented in writing to the members of the _____ Committee.
- B. A 2/3 vote of those eligible to vote and attending is required for adoption of the amendment(s).
- C. Every two years the Chair shall appoint a committee to review the Bylaws and recommend amendment(s) if necessary.

SECTION 13 OTHER PROVISIONS

- A. Any provisions not covered in the By-Laws shall be covered by Robert's Rules of Parliamentary Procedures.
- B. A copy of these By-Laws shall be provided to all members of the _____ Committee.

APPENDIX 2: Resources for Local Chairs and Party Activists

Partnership and Other Organizations

- New Hampshire Democratic Party
105 N. State St
Concord, NH 03301
www.nhdp.org (website has many resources, including media list)
office@nhdp.org
603-225-6899
- Democratic National Committee
430 S. Capitol St. SE
Washington, DC 20003
www.democrats.org
202-863-8000
- NH Secretary of State
State House
107 North Main St.
Concord, NH 03301
www.sos.nh.gov (website has many resources, including political calendar and past results)
elections@sos.state.nh.us
603-271-3242

Relevant NH Election Laws and Resources

New Hampshire Election Laws including RSA Chapters 39 and 40
Available through the New Hampshire Department of State, (603) 271-3242
www.state.nh.us/sos

New Hampshire Election Procedure Manual
Available through the New Hampshire Department of State, (603) 271-3242
www.state.nh.us/sos

Federal Elections Commission
Quick Answers to Party Questions
www.fec.gov/ans/answers_party.shtml
Publications (campaign guides)
www.fec.gov/info/publications.shtml#guides

Center for Responsive Politics
Non-partisan, non-profit research group based in Washington, DC working to track money in politics
www.opensecrets.org

Congress.org
www.congress.org
A service of Capitol Advantage, a private, non-partisan company that specializes in facilitating civic participation. Congress.org allows users to:

- Identify and contact elected leaders in Congress, the White House, and state legislatures;
- Post letters online in [Letters to Leaders](#) and read what other Americans are saying to elected officials;
- Create and post [Soapbox](#) action alerts to enlist others on your issue;
- Have letters printed and hand-delivered to Congress (there is a fee for this Extra Impact service);
- Find and contact [local and national media](#) by ZIP code or by state with Media Guide;
- Have your representative's votes sent to you weekly via email with [MegaVote](#)
- Search alerts and take action in the [Issues and Action](#) area ([contact](#) Capitol Advantage to get *your* organization's alerts on Congress.org, Yahoo!, MSN, AOL and more sites).

Local Union Printers

- Keystone Press
9 Old Falls Road
Manchester, NH 03103
603-622-5222
- Connolly Printing
17 Gill Street
Woburn, MA 01801
781-932-8885
- B&B Printing
PO Box 1346
Dover, NH 03821
603-749-2839
603-749-1349

Links and Other Documents

- [10 Steps to Starting a Local Committee \(2021-2022\)](#)
- [Democratic Organization Definitions \(2021-2022\)](#)
- [NHDP Staff](#)
- [Sign Up for Grassroots Newsletter](#)
- [NHDP Constituency Caucuses](#)
- [NHDP Constitution](#)
- [NHDP Platform](#)
- [List of Local and County Committee Chairs](#)
- [NHDP Virtual Workshops and Trainings](#)

APPENDIX 3: NHDP Staff Contact Information

----- Updated: 02/15/2021 -----

Amy Kennedy

Executive Director

Responsibilities - Implement and manage the execution of the NHDP's strategic vision and electoral efforts.

akennedy@nhdp.org

[@AmyLKennedy](https://twitter.com/AmyLKennedy)

Holly Shulman

Senior Communications Advisor

Responsibilities - Strategically and effectively amplify the NHDPs messaging and priorities while creating new initiatives through field and press inquiries and on social media.

hshulman@nhdp.org

[@hollyshulman](https://twitter.com/hollyshulman)

Chloe Singer

Administrative Director

Responsibilities - Manage the day to day operations, finances of the party, and event planning.

csinger@nhdp.org

[@csinger55](https://twitter.com/csinger55)

Donnie Spencer

Grassroots Director

Responsibilities - Oversee political programming for elections including Town Meeting Day and special elections as well as party affairs.

dspencer@nhdp.org

[@donniejspencer](https://twitter.com/donniejspencer)

Rachael Thomeer

House Caucus Director

Responsibilities - Work with House candidates, communications, and political work.

rthomeer@nhdp.org

[@rachaelthomeer](https://twitter.com/rachaelthomeer)

Gates MacPherson

Deputy Communications Director

Responsibilities - Amplify the party's message through newsletters, press releases, and social media posts. Oversee the statewide Letter to the Editor Program.

gmacpherson@nhdp.org

[@gatesmacpherson](https://twitter.com/gatesmacpherson)

Grace Hagerty

Press Secretary

Responsibilities - Organizes and communicates with the media to amplify our party's message.

ghagerty@nhdp.org

[@SlateGoodwin](https://twitter.com/SlateGoodwin)

Slate Goodwin

Political Director

Responsibilities - Oversee political programming local and county committees, constituency caucuses, and other partner groups.

sgoodwin@nhdp.org

[@SlateGoodwin](https://twitter.com/SlateGoodwin)

Mariam Ahmed

Special Projects Director

Responsibilities - Assist Administrative Director with day to day tasks and preparation for events; Work on projects across all other departments including Political, Data, and Communications.

mahmed@nhdp.org

Dario Scalco

Senate Caucus Director

Responsibilities - Work with Senate candidates, communications, and political work.

dscalco@nhdp.org

[@darioscalco](https://twitter.com/darioscalco)