

TUESDAY ASSOCIATES

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TO: Massachusetts Republican Legislative Candidates
FROM: Holly Robichaud & Ron Vining
RE: Resources for the Campaign Trail, Volume 6: Parades & Special Event Tips
DATE: August 22, 2006

PARADES & SPECIAL EVENT TIPS

The time of year when parades, festivals, fairs and other local happenings occur every weekend is just around the corner. Special events are a great opportunity to see people in your district, however, don't be fooled into thinking that these activities should ever be substituted in place of your door knocking and phone calling schedule.

Q: Should you be at a nighttime concert with 20-30 in attendance or making fundraising calls? **A:** Making calls!

Q: Should you be at a craft fair on a Saturday with 40-80 in attendance or knocking on doors? **A:** Knocking on doors!

Door knocking and phones should be your top priority as they are activities where you can make up significant ground on your opponent. Most likely, it will be a lazy incumbent who will defer exclusively to special events instead of doing the critical voter ID and fundraising work that you need to get elected.

Many communities will have a number of happenings where crowds will gather. These events are usually free, so have your supporters attend while wearing their logo t-shirts, passing out your push cards or other logo items. Unless the event is going to be a huge draw, you should drop by for no more than 30 minutes before the start of a performance or during the attendance peak of the fair to make an appearance. Otherwise, these events should be covered primarily by volunteers.

Parades

- Reserve slot / space in the parade (contact city hall, may require a donation / fee)
- Review the regulations (are signs, throwing candy from vehicles, political materials allowed, etc)
- Overbook marchers (8-10 at a minimum, that way if you end up with only 4-5, it will look ok)
- March with the members of the local Republican City / Town Committee to increase your presence
- Print t-shirts with logo on both sides for marchers to wear
- Print banners / signs
- Print push cards or other items you will be passing out (candy, balloons, pencils, etc)
- Construct marching signs
- Secure vehicle, items to decorate it with
- Wear comfortable, but candidate appropriate attire
- Prepare for inclement weather
- Have pen and paper with you at all times to take down information of people who request signs for their lawn or to help
- If physically able, do not sit in a vehicle! Able candidates should walk and shake hands with as many people as possible

Festivals & Fairs

- Local Republican City / Town Committee may sponsor a booth, ask if they will promote your candidacy
- Reserve booth / table slot (contact city hall or event sponsors, may require a donation / fee)
- Review the regulations (are political signs, political materials allowed, etc)
- Overbook volunteers to sit in booth, walk around with logo t-shirts, pass out materials
- Have volunteers in logo t-shirts at entrance / exit to pass out push cards or other logo items
- Print t-shirts with logo on both sides for volunteers to wear
- Print banners / signs
- Print push cards or other items you will be passing out (candy, balloons, pencils, etc)
- Wear comfortable, but candidate appropriate attire

Festivals & Fairs continued

- Prepare for inclement weather
- Have clipboards with volunteer / email / fundraising sign up lists and plenty of pens at the ready
- Have pen and paper with you at all times to take down information of people who request signs for their lawn or to help
- If physically able, do not site in booth! Able candidates should be near the booth, shaking hands, giving out items and drawing them to the sign up sheets in the booth

If you are not allowed to post political signs or have political material in a booth or at table, don't bother having one! Instead, with the exception of having a table / booth just follow the above recommendations.

Parades and special events will draw participants from outside of your district. If someone tells you that they do not live in your city, don't be quick to take your push card out of their hand as that person may have influence over a voter in your district. Remember, the only true way to ensure that you are reaching the voters you need for Election Day is to use voter vault in conjunction with your door knocking, voter ID and GOTV program.

Tuesday Associates is here to help Republican candidates win! Please contact us if you have any questions about how to set a winning campaign plan, fundraising initiative or a GOTV program. Visit our Web site at www.TuesdayAssociates.com to view the individual services offered to campaigns such as yours or to simply find Vols. 1 – 5 of our Resources for the Campaign Trail memos.

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