



**REAGAN
ROUNDUP
Manual**

REAGAN-BUSH '84

The President's Authorized Campaign Committee

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REAGAN ROUNDUP

INTRODUCTION

Reagan Roundup is a one-day, nationwide event on Saturday, June 23, 1984. Reagan Roundup will not only attract national and statewide attention, build enthusiasm for the campaign, and mobilize and train volunteers, but it will result in registering new supporters for the President as well. Reagan Roundup is organized to identify supporters of the Reagan-Bush ticket and register only those supporters.

A goal of recruiting 25,000 volunteers and registering 100,000 new voters has been established.

Each Reagan Roundup will consist of two parts:

- A. An event, such as a rally, cookout, or concert to motivate the volunteer force. Each event will include a videotaped message from President Reagan and possibly a live appearance by surrogate speakers.
- B. A canvass to identify unregistered supporters. In states where it is permissible, registration will be conducted at the individuals' homes.

A Reagan Roundup County Coordinator should be named for each County that will participate in Reagan Roundup. In addition, the County Coordinator should have the following assistants: Event Coordinator, Publicity and News Coordinator, Volunteer Coordinator, Canvass Coordinator, and Registration Coordinator.

The working relationship of the County Coordinator and the Assistant Coordinators will determine the success of Reagan Roundup. It is important that the County Coordinator have daily contact with the Assistant Coordinators and that the whole group meet as often as necessary to insure everyone's efforts mesh properly.

This booklet contains information and ideas for each of the Coordinator's roles. Since the Reagan Roundup County Coordinator directs the entire program with the help of the Assistant Coordinators, it is suggested that each Coordinator receive a copy of the portion of the manual germane to his or her job title.

THE TEN STEPS FOR REAGAN ROUNDUP

1. Form the team for Reagan Roundup.

The success of Reagan Roundup depends on everyone working together. The team should include:

County Coordinator
Event Coordinator
Publicity and News Coordinator
Volunteer Coordinator
Canvass Coordinator
Registration Coordinator

2. Select the event and the site.

The event will be the focal point of Reagan Roundup to attract media attention while recruiting and motivating the volunteers. The event can be held before or after the door-to-door canvass.

3. Target the precincts.

Selecting the appropriate neighborhoods for the door-to-door canvass will properly utilize the volunteers' time and energy in locating the maximum number of the President's supporters.

4. Recruit the volunteers.

The number of volunteers will dictate the success of Reagan Roundup.

5. Prepare the volunteer training kit.

Providing full instructions and all materials will benefit the effort.

6. Train and motivate the volunteers.

The training session can be motivational, as well as educational, and can be part of the event or held separately prior to the canvass.

7. Assign the volunteers.

Volunteers are assigned areas and provided with clearly marked maps of the streets they are to canvass.

8. Locate supporters.

Volunteers visit each home in the area and if possible, register individuals at that time.

9. Tally the canvass sheets.

Volunteers return their canvass sheets and results of the canvass are determined. If registration can't be done at home, follow up will be done to see that individuals get on the registration rolls.

10. Volunteers are thanked.

Volunteers are thanked and given a certificate.

EVENT COORDINATOR

The Event Coordinator is responsible for organizing the event, which could be anything from a hot dog cookout at someone's home to a rally in a large stadium. The event should be determined by the size of the county, number of the volunteers who will participate, and potential of the media market to cover such an event.

In most states, at least one major event featuring surrogate speakers will be held, and the nature of the event will be determined by what the local news media will best cover. In those cities/counties selected for an appearance by a surrogate speaker, the National Reagan-Bush '84 staff will be on site to help select the event. The Event Coordinator will provide assistance and work under the direction of the campaign site manager. The Event Coordinator should be resourceful, knowledgeable of the community and news media, and able to recruit large numbers of volunteers to assist the National Campaign Staff.

Even though some cities/counties will have the advantage of a larger event with surrogate speakers and National Reagan-Bush site managers, there is little difference in the planning of the event itself. The event should be chosen based on the following:

1. What "sells" best in the community?
2. What would excite both volunteers and the local news media?
3. What can be done within the given budget?
4. What facilities are available?
5. What local talent or celebrities are available?
6. What kind of work force is there to carry out the event?

The event could take place prior to the door-to-door canvass, such as a pancake breakfast, box lunch, or rally; or after the canvass, there could be a cookout, concert, or square dance. Regardless of when the major event is held, volunteers will need to assemble for training and to receive their materials before the canvass. After the canvass, volunteers should turn in their materials and receive their certificates.

A videotape of the President's address to Reagan Roundup volunteers is available for every event. One person should be assigned to handle the videotape portion of the event. If the event is to be held in a hotel, it will probably have appropriate equipment. If an individual's video recorder is to be used, it will be necessary to test the equipment beforehand, since relocating the equipment can effect the system.

Local companies that deal with commercial and residential video equipment can provide advice, assistance, or rental equipment. Videotapes are available in 3/4 inch, 1/2 Beta, and 1/2 VHS. Please remember none of these are interchangeable, so determine what equipment will be used and order the correct tape size immediately, using the form in this booklet

The entire Reagan Roundup Committee, consisting of all coordinators, should assist in the selection of the event. All leaders should have the opportunity not only to offer suggestions, but also to suggest individuals who could provide location, food, equipment, talent, celebrities, etc.

REAGAN ROUNDUP

VIDEOTAPE ORDER FORM

Mail to:

Linda Z. Cherry
Deputy Director, Voter Programs
Reagan-Bush '84
440 First St., NW
Washington, D.C. 20001

Date of Order: _____

Send the following videotape of the President's Reagan Roundup
Address:

_____ 3/4 inch
_____ 1/2 inch Beta
_____ 1/2 inch VHS

Mail videotape to: (please provide a street mailing address)

Name: _____

Address: _____

City/State: _____ Zip: _____

PUBLICITY AND NEWS COORDINATOR

The Publicity and News Coordinator will be responsible for dealing with the news media before and during the event, as well as all publicity associated with Reagan Roundup.

Publicity will be very helpful in recruiting volunteers for Reagan Roundup. This publicity should begin by spreading the word among Republican groups before news of it reaches the general public. Republican Party and Club publications should be used to promote Reagan Roundup. Reagan Roundup posters will be available to display in the County headquarters.

The news media should be provided general information on Reagan Roundup two weeks prior to the event and specific information one week before the event.

Attached you will find two sample releases which you may adapt for your own purposes. One deals with logistics of the event itself and is designed to generate interest in the community and encourage volunteer participation. The other is designed as a media "hook" which will give press information on the special people who will be in the state for the program.

The important things to include in your release are:

1. The date, time and starting point for your program
2. What the basic thrust of your day's events will be
3. Where the wrap-up party will be held and if it's open to the press
4. Who to contact for more information

You should mail your releases to all of the media outlets in your county (including weeklies, dailies, college papers, radio and television), as well as the UPI and AP wire services in your state. You may not think that a crew would travel from a city 30 minutes away from your headquarters, but if they are covering another story in the area, you may be able to entice them to cover your event, also.

When you make your press calls following the mailed release, ask to speak to the assignment editor or news desk. Get the person's name so that, when you make second calls, you will have a contact.

Encourage them to come by, offering them the opportunity to speak with the state chairman, the national surrogates (where appropriate), and the actual day-to-day crew that is running the campaign in your county. Tell them that this will be a good opportunity to get footage of the campaign at work.

When you make calls, have a copy of the actual day's schedule in front of you. A photographer or reporter may be able to cover only one segment of the event and you'll have to have precise times and places so that the press can catch up with you at one stop or another.

Keep a list for yourself of the news people who will be covering your event. After you have made all of your calls, report your estimate to your County Coordinator. They can then brief the volunteers on what to expect during the day. Occasionally, some people do not like to be seen in the media. Knowing when and where the media will be covering the event will allow them to plan accordingly.

On the Friday afternoon before the event, make one last round of calls to the newspapers, TV and Radio stations that said they'd cover the event. Ask for the contact person whose name you got earlier, or, if they are not available, ask for the weekend assignment editor. Tell them that you're calling to remind them that the event is tomorrow, and if there is anything that they need during the day, they can ask for you.

On the day of the event, be as helpful as possible to the media. Help them get shots of the volunteers and point out the key people to them. Prepare yourself for questions about the registration program and the event by speaking with your State Chairman and Reagan Roundup Coordinator.

You'll need to know:

1. How many volunteers you have working
2. How many voters you are planning to register
3. What other voter registration activities you have had in your county
4. How long you have been planning the Reagan Roundup
5. How many other counties are having Reagan Roundups in your state
6. The complete schedule of events for the day

You may want to hand out a prepared release summarizing these points. Consult your Reagan Roundup Coordinator on this idea.

If you are enthusiastic enough on the phone and get your release out early enough, it should be easy to get good press coverage for your event. (Weekends are generally slow in terms of news events.) The Republican side of the campaign has been very quiet up till now and this is a good chance for us to get the message out that we are working at full strength to get the President and Vice President reelected.

If you have any questions or need any additional information, contact your State Reagan-Bush office.

FOR IMMEDIATE RELEASE

CONTACT: JANE DOE
555-1111

REAGAN ROUNDUP SCHEDULED FOR JUNE 23

YOURTOWN -- The Reagan Bush '84 campaign has scheduled a Reagan Roundup program of events for Saturday, June 23, 1984, beginning with a rally at the Yourstate Reagan-Bush headquarters, 123 Main Street, Yourtown, at 9:00AM.

After the rally, the volunteers will be teamed up and will depart for assigned neighborhoods to conduct a city-wide voter registration drive. 22 (fill in your number) counties will be covered in the effort which will run from 9:00AM through 3:30PM on Saturday.

Following the canvassing, all of the volunteers will return to the headquarters at 4:00PM for an All-American cookout with hot dogs, soft drinks, and softball.

This is a coordinated effort in conjunction with events being held in 50 other states on June 23rd. The focus will be registering voters and enlisting volunteer support from now through the general election in November.

According to Reagan-Bush state chairman Mary Jones, "This is an important day on both the national and state level. We have an active, enthusiastic group of local volunteers committed to registering voters."

For further information, please contact Jane Doe at 555-1111. Interested volunteers may sign up to help by calling the same number.

FOR IMMEDIATE RELEASE

CONTACT: JANE DOE
555-1111

REAGAN ROUNDUP HEADLINERS ANNOUNCED

YOURTOWN-- U.S. Secretary of Transportation

Elizabeth H. Dole, Secretary of Health and Human Services
Margaret Heckler, U.S. Senator John Smith, and Governor Tom
Jones will be in Yourtown, New York on Saturday, June 23, 1984,
to participate in the Reagan Roundup sponsored by the
Reagan-Bush '84 campaign.

The schedule of events will begin at 9:00AM with a
rally at the Reagan-Bush headquarters, 123 Main Street,
Yourtown. The local volunteers, along with Sec. Dole,
Sec. Heckler, Sen. Smith, and Gov. Jones will assemble at the
headquarters and from there go to assigned precincts for
door-to-door registration drives.

At 3:30PM all of the volunteers will return to the
headquarters for a hot dog roast and softball game following
remarks by the Governor, Sen. Smith and Secretaries Heckler and
Dole.

There will be an opportunity for one-on-one interviews
with the officials at the afternoon rally. For further
information, please contact Jane Doe at 555-1111.

VOLUNTEER COORDINATOR

The Volunteer Coordinator will oversee the task of recruiting volunteers. This person should be enthusiastic and willing to devote time and effort between now and June 23. Volunteers are the key to the success of each state's Reagan Roundup, and the task of recruiting them should start immediately. Volunteers will be needed to assist with the event and the door-to-door canvass.

There are three important factors to consider when volunteer recruitment begins:

1. Goals

Each state is assigned a specific number of volunteers and goals for new Reagan registrants. This number is by no means a limit; you should exceed your goal if you can. One of the purposes in setting a goal is to give each state an idea of how many volunteers are needed to achieve that number.

2. Where to Find Volunteers

Several organizations are "naturals" to contact for volunteers. They include:

- o GOP county organizations
- o Reagan-Bush county organizations
- o Senate, congressional, state, and local campaigns
- o Republican Women's clubs
- o Youth groups--Young Republicans, College Republicans, Teenage Republicans
- o Business groups--Chambers of Commerce, Rotary clubs, etc.
- o Churches

In addition, there are many, many people who are not connected with any organization who have expressed a willingness to help reelect President Reagan. Everyone should have an opportunity to say they helped in this reelection effort. Reagan Roundup will be an excellent event for these people to be a part of.

3. Methods

The Volunteer Coordinator may choose to use a variety of ways to contact volunteers. Some of the most effective tools are:

- o Letters
- o Telephoning
- o Speaking to various organizations

The National Reagan-Bush campaign will supply flyers announcing Reagan Roundup for mailing and distribution in each state. These flyers can be used to recruit volunteers and raise funds for the campaign. The flyers will have space for filling in specific information about Reagan Roundup events in the different areas in each state.

When using any of the three methods outlined, it is important to be enthusiastic and to stress how much Reagan-Bush appreciates its volunteers, their hard work, and that no program would succeed without them.

4. Rounding up the Volunteers on June 23

A central location should be established for receiving and maintaining names, addresses, and phone numbers of all volunteers. This will allow the Volunteer Coordinator to keep a daily tally of the number still needed to be recruited.

A phone committee should call all volunteers during June 21 and 22 to remind them when and where to meet on June 23. It might be helpful to keep the 50% rule in mind: "50% of all people who promise to attend won't show up."

CANVASS COORDINATOR

The Canvass Coordinator will be responsible for much of the pre-organization before volunteers actually hit the streets. This includes targeting the neighborhoods, assembling the materials, training the volunteers, receiving the completed canvass sheets, and, where appropriate, reviewing and delivering registration forms to the appropriate government office.

Neighborhoods within the precincts should be carefully selected for the door-to-door canvass. Select areas where homes are close together. The best news coverage will result in areas of modest rather than wealthy homes.

The canvass should be set for three to four hours. The time that the canvass is scheduled will be determined somewhat by the event.

Targeting the precincts should be based on the 1980 Reagan vote and the base Republican vote in 1980 and 1982. Selected precincts should have a base Republican vote or have been carried by President Reagan by 65% or more.

A team of two people can cover approximately 60 homes in a three hour period. If the team splits up and canvasses each side of the street simultaneously, more homes can be covered.

The packets for canvassers must be assembled before June 23 and include:

1. Envelope for holding the materials
2. Heavy cardboard on which to write
3. General instructions including phone number for emergencies or questions that might arise
4. Script
5. Instructions and location for registering in that particular state or county
6. Registration forms if appropriate to that state
7. Map with street to be canvassed highlighted
8. Canvass report sheets where volunteers record I.D.(favorable/unfavorable to Reagan), name, address, phone number, and registration information

9. Information to leave at door if no one is home
(note: alert your volunteers that it is against the law to leave information in the mailbox)
10. Writing instrument
11. Instructions for completing canvass and returning materials and canvass sheet

On June 23, either before or after the event, or in some cases during the event, a training and motivation session will be conducted for volunteers participating in the door-to-door canvass.

It will be necessary to have the following materials on hand when volunteers begin to arrive.

1. Large map of area to be canvassed
2. Volunteer sign up sheets
3. Volunteer packet sign out sheets
4. Reagan Roundup name tags and buttons

When volunteers arrive at the designated area they should:

1. Sign in and receive their name tag.

If a "thank you" event is to be held after the canvass, the name tag could serve as a "ticket". The sign up sheets will be used to keep records of the volunteers participating and will be used for the "thank you" letters.

2. Sign out and receive a packet.

A two person team may sign out a packet and go to the same homes together or each side of the street could be canvassed simultaneously.

During the volunteer training session the trainer should be enthusiastic, stress the importance of the volunteer's efforts, stress the need for gathering complete and accurate information and neatly recording it on the canvass sheet, review the script explaining the need to be friendly and non-argumentative, review the days timetable, and take questions.

If possible, a short speech given by a high-level official, such as a Congressman or County Chairman, would be motivating.

While volunteers are canvassing, make sure someone is assigned to man the phone where canvassers will call in case of problems.

At the time set for completion of canvassing, volunteers will return their packets to a designated place. Make sure the volunteers are properly thanked when they return their packets. Certificates will be awarded upon completion.

The Canvass Coordinator can then determine the results: how many homes were canvassed and the number registered or to be registered; and then submit the appropriate form to the Reagan-Bush campaign.

REAGAN ROUNDUP

SCRIPT

"HELLO, MY NAME IS _____. I'M A VOLUNTEER CONDUCTING
A SURVEY IN YOUR NEIGHBORHOOD."

- (1) "If the election for President of the United States
was held today, would you vote for President Reagan or the
Democratic nominee? (Record Reagan)"

IF DEMOCRAT, STOP HERE "Thank you, Goodbye"

-
- (2) "How many registered voters are in your household?"
(Record Number)
- (3) "How many unregistered voters in your household"
(Record Number)
- (4) "Are there any 17 year olds who will be 18 by
November 6? (include in unregistered
number)"

IF ALL ARE REGISTERED, STOP HERE "Thank you, Goodbye"

"It is very important that everyone who is supporting
President Reagan register to vote. Here is some information
explaining how to register in this area."

- (5) "May I have your name?" (Record)
- (6) "May I have your phone number?" (Record)
- (7) "Would you like to volunteer to help reelect
President Reagan?" (Record)

"THANK YOU, GOODBYE"

REAGAN ROUNDUP

SCRIPT

(For use in states where you can register individuals in their home)

HELLO, MY NAME IS _____ . I'M A REAGAN ROUNDUP

VOLUNTEER CONDUCTING A SURVEY IN YOUR NEIGHBORHOOD."

- (1) "If the election for President of the United States was held today, would you vote for President Reagan or the Democratic nominee?" (Record Reagan)

IF DEMOCRAT, STOP HERE.

"Thank you, Goodbye"

-
- (2) "How many registered voters are in your household?"
(Record number)

- (3) "How many unregistered voters are in your household?" (Record number)

- (4) "Are there any 17 year olds who will be 18 by November 6?" (Include in unregistered number)

IF ALL ARE REGISTERED, STOP HERE

"Thank you, Goodbye"

"It is very important that everyone who is supporting President Reagan register to vote. It is a very simple procedure, and I can register you (or person not registered) right now in your home"

REGISTER INDIVIDUAL AND GO ON TO QUESTION 6

IF INDIVIDUAL TO REGISTER IS NOT HOME PROCEED

(5) "Let me confirm the name of the individual"
(Record)

(6) "May I have your phone number?" (Record)

(7) "Would you like to volunteer to help reelect
President Reagan?" (Record)

"THANK YOU, GOODBYE"

REAGAN ROUNDUP

CANVASS COORDINATOR REPORT FORM

Please return to:

Mrs. Carol Vander Jagt
National Co-Chair Reagan Roundup
Reagan-Bush '84
440 First Street, N.W.
Washington, D.C. 20016

Date: _____

Canvass Coordinator

Name: _____

Address: _____

City/State: _____ Zip: _____

Phone: _____

County and State

Location of Canvass: (Cities, Towns, Areas)

Number of Volunteer Participants: _____

Number of Homes Canvassed: _____

Number of Supporters Identified: _____

Number of Supporters Identified Who Registered: _____

or

Number of Supporters Identified Who Need to Register: _____

Number of Supporters who will Volunteer: _____

REGISTRATION COORDINATOR

If individuals cannot be registered at their homes, a follow-up program will be developed and operated by the Registration Coordinator to assure that all individuals identified as supporters are registered.

The door-to-door canvassers will provide registration information and locations to individuals, but it is the responsibility of the Registration Coordinator to see they are contacted a second time.

After the canvass sheets are returned, the Registration Coordinator and/or the committee prepares a 3x5 card with the name, address, and phone number of each unregistered individual who indicated support for the President

The Registration Coordinator distributes the cards to volunteers, who will phone these individuals asking if they have registered and offering assistance or providing transportation to the nearest registration location. The phoning should begin on July 9, giving those individuals time to register.

As people are registered, or indicate to the caller that they are, the 3x5 cards are turned into the Registration Coordinator, who maintains the records.

The Registration Coordinator will file the appropriate form with the Reagan-Bush campaign upon the return of all 3x5 cards.

REAGAN ROUNDUP

REGISTRATION COORDINATOR REPORT FORM

Please return to:

Mrs. Carol Vander Jagt
National Co-Chair Reagan Roundup
440 First Street, N.W.
Washington, D.C. 20016

Date: _____

Registration Coordinator

Name: _____

Address: _____

City/State: _____ zip: _____

Phone: _____

County and State:

Location of Canvass: (Cities, Towns, Areas)

Number of Supporters Who Need to Register: _____

Number of Supporters Saying They Registered: _____

Number of Supporters Registered by the Volunteers: _____

Number of Volunteers Involved with the Follow Up: _____