

work on a political campaign or for a political organization is ... THEY HAVEN'T BEEN ASKED.

Make a list of all the activities you need volunteers for and write a brief job description for each one. Then let your fingers do the walking. "Hi, this is Bill from the Lincoln County Republican Party. We know it's early, but the early bird gets the worm and we're starting early to line up volunteers to help us with campaigns. We need (fill in your volunteer needs here). It will only take about (time commitment) per week (month, whatever) and we want to start around (date). Do you think any of those activities might be of interest to you. If so, we'll send you some more detailed information and have our Volunteer Coordinator get back to you."

Of course, recruiting more people to make more phone calls is probably a good way to start. Ask them to give you just 1 hour a week calling people asking for volunteers from the privacy and comfort of their own home. Or calling people to invite them to attend the annual Lincoln Day dinner or other event. Or just recruit folks who will agree to put up a sign in their yard come campaign season.

Whatever you do, keep in mind you're asking people to do something they've never done before. So hold their hand, make it VERY simple and don't ask for too much of their time. Once you get a good person on board and they begin to feel comfortable, THEN you can ask them to take on more and more responsibility.

## **8.) Begin Opposition Research**

Maybe the only good thing about running against incumbents is that they've been forced to take positions and vote on things. And they've always voted on something that you can make an issue of. You just need to find it.

Most of today's major newspapers have web sites with search engines. Start going through press clippings and look for information on your expected opponent(s) ... who will most often be incumbents. Ask people on our side of the aisle who work with him or her what they perceive as potential weak points. See if they're registered to vote ... and if they HAVE voted in the recent elections.

Go to [www.google.com](http://www.google.com) and put their name in the search engine. You'd be amazed what sometimes turns up there. And sign up for their "Google News Alerts" for any candidates