

How to Build a Farm Team



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What is a Farm Team?

- It is a county by county strategy to develop, elect and appoint Democrats to local offices, boards and commissions.

The Purposes of a FarmTeam

Short and Long Term Goals

SHORT TERM

- To get Democrats appointed to boards and commissions.
- Raise Democratic visibility in your community.

LONG TERM

- To develop candidates to run for higher offices.
- To develop a regional and statewide network of local Democrats which can affect regional policies.

Process for Building Your Farm Team

Gathering Voter Demographic Data

➤ Registrar of Voters

List of upcoming local elections including dates and status of the race, open or incumbent.

Incumbent lists

What format does your county provide, PDF or Excel?

➤ County Website

- Commissions and Committees index page lists Boards and Commissions

Board of Supervisors

Appointment information: What is available and when they make appointments.

Process for Building your Farm Team

Compile/Organize Information

- **Using Excel:** Using the Incumbent list from your county, put the data into a format (Excel, Access) that will ultimately allow you to sort the data.
If it comes in pdf, you may have to re-enter data into Excel, or Access because you cannot sort the data or add additional information in pdf.
Once it is in excel format, you can sort by any column: city races, BOS, water, school districts, etc.
- **Using MOE:**
With the incumbent list, go into MOE and you will be able to search the individual name of the incumbent and identify the incumbent party affiliations.
Add that party affiliation to your data file.
- **Sorting Data**
Then sort by election date, and then by race/district.

Process for Building Your Farm Team

Creating Your Landscape Memo

Your District

- Physical boundaries
- Population centers
- Major Media Outlets
- Demographic Information: age, race, income
- Registration numbers, Dem, Rep, DTS
- Turnout of past elections
- Money raised and spent in past elections.

Process for Building Your Farm Team

Creating Your Landscape Memo

The Candidate

- Employment
- Religious affiliations
- Community involvement
- Memberships/Associations/Affiliations
- Business interests
- Past public offices/voting record
- Existing social networks
- Affiliations of close friends/family networks

Process For Building Your Farm Team

Creating Your Landscape Memo

The Election

- Will other candidates be active in your district?
- Are there initiatives on the ballot?
- What differentiates your candidate from the others?
- What resources can you expect from your party, clubs, etc.
- What are local major issues relevant to your desired office?
- What are major national issues on the minds of voters? (May or may not be relevant to your campaign.)

Process for Building Your Farm Team Using your Landscape Memo

- Determining your Vote Goal: 50% + 1
- Develop Your Core
 - strong, early supporters
- Early Targeting and Messaging

Process for Building your Farm Team Resources for your Landscape Memo

- US Census website www.census.gov
Basic demographic information; age, sex, income, housing
- American factfinder tool <http://factfinder.census.gov/home/saff>
- District Maps www.nationatlas.gov/printable/congress.html
- MOE- Is most likely to have the most current maps of the county.
- Voter Roll – is a public document.
- Voter File – is maintained by local parties, campaigns, and MOE

Target Your Races!

Using the excel data:

- Identify all races that are important to you.
- Prioritize those races according to your own criteria.
- Focus on just a few targeted races.
You can't win them all!
- Be patient and persistent.

Qualities to Look For in a Candidate

➤ Know What You're Looking For Skills

- People Skills
- Communication Skills

Experience

- Professional back round
- Knowledgeable on Topics

Personality Traits

- Presentation (regionally relevant)
- Cooperative/Takes Direction
- Strategic Flexibility and Compromise
- Can Make Decisions
- Willing to have a written plan

Where to Recruit Your Candidate

- **The Usual Places**

Democratic Central Committees, chartered and other Democratic clubs,

- **Identify Your Coalition Partners**

Environmental, education, labor, health care, tribes, animal protection groups Labor Unions such as CTA, CSEA, FTA, CWA, Non-profits

- **Think Outside the Box**

Faith-based, Chambers of Commerce, Association of University Women, , fraternal organization, (Lions, Rotary, Elks)

- **Think Inside the Box**

“Pull up” people from Boards, and Commissions

Do you Have the Right Candidate

➤ Purpose

A space holder or a winner?

➤ Qualifications

- Residency
- Personal attributes
- Matching the office with the person

What if there is more than one qualified candidate?

Treat them the same! The first one has no “rights” over the other.

Vetting Your Candidates

- Google your Candidate.
- Qualify your Candidate.
- Prepare a questionnaire with questions relevant to the office and your DCC values.
- Verbally interview your candidate to make sure his/her values match those of your organization or DCC and has the qualities they seek.
- Background Checks

THIS IS JUST THE BEGINNING!

Who Does What?

- Planning a local campaign is the same as planning a larger campaign—just smaller.
- Refer to DFA training to run a grassroots campaign.
- Each DCC and campaign will have to decide who is responsible for what in a local campaign.
- Training
- Grooming
- Messaging
- Fundraising
- Volunteers and Campaigning
- Winning- When Democrats work together, everybody wins!

Resources and Partners

- Most Precious Resources
 - 1. Time
 - 2. People
 - 3. Money
- Other Precious Resources
 - 1. Mentoring
 - 2. Local Talent
- . El Dorado Candidate Development Notebook
- Partners
 - 1. CDP www.cadem.org About Us - Contact Us In Progress
 - 2. Rural Caucus www.cdpruralcaucus.org
 - CDC - Henry Vandermeir www.cdc-ca.org
 - DFA – Grassroots Trainings – Check the DFA or CDP websites.

Interactive Discussion

- What can we learn from each other?
- Questions and Answers
- El Dorado County Candidate Development Notebook
- How to share “Best Practices.”

Evaluation and Feedback

- What was helpful, what wasn't.
- How could we improve?
- Comments