

HOW TO REALLY REGISTER DEMOCRATS

OR

"People Who Want to Coordinate
Don't Want to Work"

INTRODUCTION

If Democrats are registered, we win elections. If they aren't, we lose.

A simple fact tells everything: Only 54% of all California voters are now registered Democrats. We have never elected a Democratic Governor with less than 57% registration.

This manual is designed for local registration drives. It doesn't substitute for experience, but will give you a start.

All Democratic candidates and the State Central Committee have agreed to establish registration as the activity of highest priority. A statewide registration committee is now being formed, including representatives from each campaign, office holders, Labor, and the Democratic State Committee. This committee will be involved in mass mailing projects, a media campaign, and publicity.

WHAT THE STATE REGISTRATION COMMITTEE WILL DO FOR YOU

First, we promise not to waste your time.

Second, we will handle all the details of statewide mailings, media (TV, radio) and publicity.

Third, we will try to help you financially. But, right now we have limited financial resources.

All requests for funding will be reviewed on the basis of performance. Make sure you submit frequent and accurate progress reports.

WHAT THE STATE PEOPLE WILL ASK YOU TO DO

Mailing Projects

I. Mobile Democrat Moving in Same County

By mid-August, we expect to have mailing labels available for all those Democrats within your county who have moved from their current registration address to a new address in the same county. Since they are eligible to re-register by mail, we need only provide them with a simple postage-paid (by County Clerk) postcard for return to their Clerk/Registrar. (See Page .

We are currently contacting Democratic Congressmen, State Senators, and Assemblymen to encourage their help in actually mailing the explanatory letter along with the Clerk produced card. In those areas without Democratic incumbents, Democratic candidates and party organizations will be asked to assume the responsibility of preparing and mailing a letter and insert card to these mobile Democrats.

In addition, your local registration committee should be prepared to look up the telephone numbers for these mobile Democrats since a separate alphabetical list, by zip code, will also be provided.

Follow up telephoning by your area/county volunteers would be highly desirable so that the letter and card are utilized before registration closes.

II. Mobile Democrat Moving from Another County Into Your Area

We intend to furnish you with both labels and lists of those Democrats (who left forwarding addresses) moving into your county from another county. These people must be registered by a Deputy, not by mail. However, you will know from those lists that the person is a Democrat.

III. Other "Bird-dogging" by Mail

We hope to furnish you with names, addresses, and telephone numbers of other unregistered Democrats as a result of various mailings during July and August. Followup will be the responsibility of local registration committees. (More on this later).

WHAT THE LOCAL REGISTRATION DRIVE SHOULD DO

First, form a local registration committee, including all candidates, County Central Committee, CDC and other clubs, YD's and Labor. Spend one day trying to put this together. If some people want to "discuss," "check" or just "coordinate," forget them --we don't have time to waste.

All people represented on the registration committee should contribute to the registration drive. Ask the big campaigns for lots of money -- Labor should pony up. Start your treasury. Hire a staff person to go to work.

THE REGISTRATION DRIVE

We want to register only Democrats. Let the Republicans do their own work.

1. Recruit Deputies

You won't register voters if you don't have Deputies. Get your County Clerk to set up classes immediately. Recruit people from the normal Democratic sources -- but don't forget Senior Citizen groups, students, and women's clubs.

The fastest way to recruit and train Deputies is:

- a. Set up an evening meeting (week night) in a convenient location. Have the County Clerk send someone out to give a class and distribute books. * (Note: Most Clerks will do this, others are still retarded in their thinking).
- b. Send a recruitment mailing to all the volunteers listed with local campaigns about 10 days before the meeting.
- c. Telephone all the people who received the mailing. Get a commitment.
- d. Two or three days before the meeting, call again all those who have committed themselves. Confirm their attendance. Also, call the people who were not at home.
- e. Make sure you have a signup list at the class.
- f. Be ready to make assignments on the evening of the class -- card table locations, precinct work, etc.
- g. Schedule special registration classes for Democratic club members and Labor.

IMPORTANT REMINDER: Election Code Section 201 is on our side. It says that the County Clerk should deputize as many people as possible to get the job done for you.

* In Los Angeles County, classes are arranged by the Voter Registration Committee. Telephone (213) 380-2790, Ext. 22 for dates and location.

A TIP

Distribute registration books to your Deputies. Collect them from your Deputies. Check them for errors. Return them to the County Clerk. This way you can have an accurate report on how many people you have registered.

2. Set up Card Tables

This is your first registration job. Pick locations in heavily Democratic areas and assign a Deputy to work those areas. Supermarkets are the best spots, but department stores, schools, bars, and busy street intersections are also good. Register at the unemployment or farm labor office.

Talk with the business manager first. Tell him what a wonderful thing it is to cooperate with this important civic project. Also ask him to keep your card table and chairs in his store. Almost everyone will agree.

Send your Deputy to the locations from morning to evening, including weekends. Give each Deputy a form which will show the number of people he registered per hour, and the number of Democrats each hour. (See Page 8).

Insist on 4 to 1 Democratic registration. Pull your Deputy in if you get any less.

Your hourly report will show you the best times and days to register Democrats. Send out your Deputies only on those days and times.

Make sure the Deputy has a couple of big signs saying "Register to Vote." Also, insist that they call out to people who walk by. Everybody who looks like a Democrat should be asked if they are registered to vote. (At supermarkets, it's best to ask people as they are going in. Coming out they have an armful of groceries).

Republicans are known to be wearing fur coats and jewels. Don't ask them if they are registered to vote.

A TIP

Set up a cardtable on all college campuses immediately. Catch the summer student now. Get the returning students in September.

REGISTRATION LOCATION
ACTIVITY RECORD

LOCATION _____

Day	10-12		12-2		2-4		4-6		6-8	
	Dem.	Oth	Dem.	Oth	Dem	Oth	Dem	Oth	Dem	Oth
Monday										
Tuesday										
Wednesday										
Thursday										
Friday										
Saturday										
Sunday										
Totals										

(Make tally marks for each registration in the appropriate time space).

3. Plan Your Door-to-Door Campaign

Nobody wants to walk door to door, not you, not us. But all of us like to win elections. Door to door registration is about the only way to make sure we do. The following is a simple method of finding the best areas to walk:

- a. Get the latest copy of your precinct maps. The County Clerk has them.
- b. Get the latest registration figures (June 1970) and the purged registration figures (January 1969) by precinct for your area.
- c. Get the latest election figures, by precinct, for your area (that means the November 1968 General Election for President and the 1970 Primary Election).
- d. Figure the percentage of Democrats in each precinct. (There are 432 registered voters and 276 Democrats. That means that 63.8% are Democrats).
- e. Figure the Democratic loyalty for each precinct. This is a little tougher. For example:

In 1968, 220 Democrats voted in this precinct. Hubert Humphrey got 170 votes. You divide the Humphrey votes by the number of Democrats who actually voted (January 1969 purged figure) and you have a "loyalty" figure of 77%. Compare the "loyalty" of that precinct with the "loyalty" figure of the city or county it's in. Give the precinct a Humphrey plus or minus percentage factor by subtracting one from the other. (See Page 10).

THIS TECHNIQUE SHOULD REMOVE THE WALLACE DEMOCRATS FROM YOUR WORKING AREA.

Now, make a calculation for the Unruh/Yorty Primary race. Figure the Unruh percentage of the total Democratic vote (say 150 Democrats voted and Jess received 100 votes - Unruh loyalty is 67%. Compare that percentage with the Unruh vote percentage of the city or county it's in. (For example: Oakland gave Unruh 75% of the Democratic vote.). Calculate the plus or minus difference (your 67% precinct is minus 8% compared to the city average).

Now, go back to your Humphrey plus or minus figure. If the difference is substantial, you need to give that precinct a closer look before assigning it a priority rank).

- f. Only register door to door in precincts with a high Democratic loyalty.

WORKSHEET FOR PRECINCT

		<u>1970 Total</u>	<u>1970 Dem.</u>	<u>%</u>	
		<u>Regis.</u>	<u>Regis.</u>	<u>Dem.</u>	
Alameda Precinct #5		432	276	63.8	
<u>Jan 1969</u>	<u>HHH</u>	<u>HHH</u>	<u>June 1970</u>	<u>Unruh</u>	<u>Unruh</u>
<u>Dem. Reg.</u>	<u>Vote</u>	<u>Loyalty</u>	<u>Dem Vote</u>	<u>Vote</u>	<u>Loyalty</u>
220	170	$\frac{170}{220} = 77\%$	150	100	$\frac{100}{500} = 67\%$

<u>Oakland</u>		<u>Precinct</u>		<u>+ or - Diff</u>	
<u>HHH</u>	<u>Unruh</u>	<u>HHH</u>	<u>Unruh</u>	<u>HHH</u>	<u>Unruh</u>
80%	75%	77%	67%	-3%	-8%

Analysis: Precinct worth looking at since loyalty factors 5% different. If less, simply rank all precincts on basis of Democratic percentage of registration and HHH loyalty.

4. Plan and Register at Special Projects

Like a county fair, or a ball game, or a drive-in movie or laundromats, or any place where Democrats are to be found.

5. Mobile Registration Vans

Spend money to rent a sound unit. Get a sound permit from the local police, mount the sound unit in a car (get music too) and send it to cruise in Democratic neighborhoods and shopping centers. Broadcast the fact that registrars are available. Assign two Deputies on the weekends.

REMEMBER TO REGISTER 4 TO 1 DEMOCRATIC. TELL YOUR DEPUTIES TO LEAVE UNLESS THEY GET THIS RATIO.

HAVE THEM REPORT BACK WITH HOURLY FIGURES, BY LOCATION, BY PARTY.

6. Door to Door

- a. Any precinct with more than 65% Democrats is probably a good area for us, but check your loyalty figures to be sure. If it is, send your Deputies door to door. They should be given a precinct list, but told to go to all houses anyway.

You must keep records to be sure that all areas are covered. Have the Deputy keep a record of people whose spouses are not at home to register. Get the names so you can contact the absent spouse later.

- b. Any precinct with less than 65% Democratic registration cannot be worked without "bird dogs" (See Page 12). Don't send registrars door to door without a bird dog.
- c. Any precinct with the voters spread around - like farm areas - cannot be worked door to door unless you have a fanatic Deputy. Either canvass by telephone (use reverse telephone directories or the PT & T list we can get you) or forget them.

7. Using Bird Dogs with a Deputy

Use this in all precincts with less than 65% Democratic registration. Never work these areas without a bird dog.

A bird dog has a clipboard, pencil, the form shown on Page 13, and a look of pure innocence. Two bird dogs usually work with one registrar. He precedes the Deputy and knocks at every door. Here's what he says:

"Hello , I'm from Democratic Headquarters. We're running a voter survey in this area. May I ask you a few questions?"

"Are there any Democrats living here?" (If there are no Democrats living there, thank them and leave. Mark "rep" in the Comments section of your sheet).

If Democrats do live at the house:

"Are you registered to vote from this house?"

If you give the bird dog a precinct list, he can easily see if the person is registered.

Almost everyone says "yes", so check them another way.

"Did you vote from this address in the last election?"

(Suppose the Democrat needs to be registered. Tell him that there is a Deputy in the neighborhood and that it only takes three minutes to register. Take down his name and telephone number -- just in case he goes shopping before the Deputy gets there.)

GIVE HIS NAME TO THE DEPUTY AS SOON AS POSSIBLE.

(If no one is home, mark "NAH" - not at home - in the comments box).

If a bird dog has a precinct list with him, he can ask a neighbor for the person's name and check it against the precinct list. This avoids checking back for people who are already registered.

Try using the form on the next page.

BIRD DOG FORM

DATE _____

STREET _____

BIRD DOG _____

Address	Name	Phone	Comments

8. Instructions for Deputies and Bird Dogs

A systematic door-to-door canvassing is the most vital part of the Registration Drive. By using these methods, we can concentrate our efforts in the priority precincts where Democratic registration will be most productive.

Door-to-door canvassing will be directed toward:

- a. Locating all unregistered Democrats eligible to vote; and
- b. Educating all avoters contacted with campaign materials on behalf of Democratic candidates.

Step-by-step methods to be utilized:

- a. You will be given a specific precinct to canvass.
- b. You will be supplied materials to be given to each voter contacted whether they are registered or not.
- c. Knock on every door within the precinct assigned to you.
- d. You will be given a "RECORD SHEET" to keep an accurate record of your visits. The "RECORD SHEET" is worked out so that a minimum amount of writing is required. (See sample on Page 16).
 1. List the name of the street you are working at the top of the sheet.
 2. In the first column, list all addresses you visited (use only numbers).
 3. In the second column, list the name of every person to whom you talk. List the names of each person to be registered.
 4. In the "Home?" column, check-off appropriate answer. Where no one is home, you should plan to re-visit that address at a later date.

5. In the column marked "Registered?", check off appropriate answer. If you are a "Bird-Dog", the names of Democrats not registered should be turned over to a Deputy Registrar.
6. If the person is ineligible to register, check off column marked "Ineligible."
7. In the column marked "Reaction?", please check off appropriate answer. If the reaction is positive and the person indicates that he will register Democratic, these names will be turned over to our Deputy Registrars. (If you are a Deputy going door-to-door, you are required by law to register everyone).
8. In the last column, please indicate the date each person was registered and their political affiliation

RETURN ALL "RECORD SHEETS":

- a. You should work the precincts to which you are assigned until 75% or more of all potential Democratic voters are registered.
- b. When you feel that the precinct has been adequately covered, return all "RECORD SHEETS" to your local headquarters.

9. Black Brown Registration

Our best areas for Democratic registration are Black and Brown precincts. These should receive special attention and concentrated effort throughout the registration drive.

Because of a recent Court ruling, citizens fluent in Spanish, but not necessarily in English, are now eligible to register in California.

Register at churches. Start early and keep going back. Contact the minister or priest and ask him if any person in his congregation would like to register voters. If so, arrange for that person to take a class.

Arrange for registration at Sunday services. Ask the minister or priest to make an announcement in church.

For once, let's try and get Black and Brown Deputies. If you are able to pay expenses for any Deputies, then pay the money to them. (The white, middle-class Deputies can afford the expenses involved).

Find someone who speaks Spanish to work in Mexican-American areas.

CONCLUSION

Well, that's it. Don't let anyone tell you that you can't handle a registration drive without 87 years experience. It just isn't true. All it takes is some time, a little thought and lots of willing Democrats.

Have fun!

APPENDIX

REGISTRATION PROVISIONS - ELECTION CODE *

1. It is the clear intention of the Legislature to promote and encourage voter registration.

201. "It is the intent of the Legislature that the election board of each county, in connection with the registration of voters and in order to promote and encourage voter registrations, shall establish a sufficient number of registration places throughout the county, and outside the county courthouse, for the convenience of persons desiring to register, to the end that registration may be maintained at a high level.

It is also the intent of the Legislature that county clerks, in order to promote and encourage voter registrations, shall enlist the support and cooperation of interested citizens and organizations, and shall deputize as registrars qualified citizens in such a way as to cover most effectively every section of the county. The persons so deputized shall be permitted to register voters anywhere within the county, and the county clerk shall not deny deputy registrars the right to register voters anywhere in the county."

2. Permits door to door roving Deputies.

204.5

"Any person appointed or deputized by the county clerk to register voters may secure registrations at the places of residence of the persons to be registered."

3. Permits other county registration in last 7 days.

213.1

"The county clerk of any county in this state may take the affidavit of registration of any elector who resides or claims residence in another county

in this state if it is within seven days prior to the close of registration for any statewide primary or general election, and the elector will not have sufficient time to either return to his county or residence to register or write for registration by mail before the close of registration for the election."

4. Provides for re-registration by mail.

"In lieu of executing a new affidavit of registration for a change of address within the county the county clerk shall accept a notice or letter of the change of address signed by a voter as he is registered. County clerks shall provide a form or postage prepaid postcard notice which shall be substantially in the following form:

I, _____, hereby state, that I have moved within _____ County and request that my affidavit of registration be corrected as follows:

Old address: _____

New address: _____

I understand that this notice is effective only for elections held 54 or more days from date of postmark on this card.

The undersigned certifies under penalty of perjury that the information contained herein is correct to the best of my knowledge.

(Sign as registered)

How Well Did We Do In Relation To The Republicans?
 How Many More Democrats than Republicans Were Registered Between January and June?

County	1962	1964	1966	1968	1970
Alameda	8,465	16,262	8,376	+29,991	+23,929
Alpine	-7	-12	2	+5	+11
Amador	302	197	256	+44	-50
Butte	-122	823	-1,044	+675	+361
Calaveras	77	143	116	+182	+45
Colusa	95	57	15	+86	+57
Contra Costa	1,118	3,670	-1,514	+7,932	+1,510
Del Norte	142	142	161	+138	+259
El Dorado	224	685	-51	+225	+383
Fresno	2,374	5,488	1,002	+8,366	+1,525
Glenn	90	142	-80	+47	+59
Humboldt	749	1,053	79	+1,390	+961
Imperial	-76	+575	+307	+741	+770
Inyo	398	110	14	+66	+51
Kern	-2,593	3,283	347	+3,788	+735
Kings	127	-509	116	+733	+234
Lake	127	412	56	+111	+182
Lassen	201	515	65	+135	+224
Los Angeles	-4,115	+58,324	+3,402	+84,570	+2,471

County	1962	1964	1966	1968	1970
Madera	275	599	-317	+236	+288
Marin	-125	418	-1,105	+2,621	+1,322
Mariposa	-153	80	49	+4	+57
Mendocino	823	208	319	+476	+350
Merced	206	1,020	701	+1,642	+775
Modoc	74	127	54	+111	+24
Mono	-3	-4	55	-24	-5
Monterey	520	1,516	-187	+2,450	+890
Napa	190	548	225	+497	+376
Nevada	-83	142	223	-167	+174
Orange	-5,893	-6,875	-11,583	+1,072	-5,393
Placer	42	944	24	-9,971	+323
Plumas	153	312	2	+247	+86
Riverside	+758	+4,428	-385	+4,375	+1,170
Sacramento	848	8,235	-831	+9,704	+6,919
San Benito	57	419	48	+530	+146
San Bernardino	+370	+5,027	-2,427	+4,702	-3,953
San Diego	-928	-422	-6,387	+7,367	+1,747
San Francisco	2,342	7,571	-244	+17,196	+7,278
San Joaquin	1,712	2,391	915	+3,244	+1,855

County	1962	1964	1966	1968	1970
San Luis Obispo	462	875	-2,302	+902	+757
San Mateo	773	4,624	-1,150	+9,395	+1,654
Santa Barbara	-170	-1,463	-1,144	+3,544	+1,460
Santa Clara	1,441	4,672	-3,938	+25,370	+5,272
Santa Cruz	-82	360	-465	+929	+1,233
Shasta	480	1,091	32	+871	+570
Sierra	30	51	36	+23	+68
Siskiyou	106	431	171	+316	+255
Solano	918	3,445	1,115	+2,611	+1,494
Sonoma	76	2,887	-105	+2,136	+1,119
Stanislaus	-30	2,018	-254	+3,346	+1,471
Sutter	-253	289	-195	+37	+99
Tehama	509	635	36	+282	+125
Trinity	355	135	92	+35	+146
Tulare	199	2,310	163	+1,982	+553
Tuolumne	114	218	195	+325	+247
Ventura	+403	+3,712	-1,070	+3,731	-789
Yolo	989	993	275	+1,713	+1,464
Yuba	-40	395	196	+246	+246

County	1970 Population	Eligible Population Over 21 Years	Total Unregistered	Democratic Percentage 1970	Estimated Democrats Unregistered	Democratic Registration Goal
Alameda	1,052,500	626,491	161,798	62.5	101,123	50,562
Alpine						
Amador	11,686	7,171	988	61.3	606	303
Butte	100,890	60,767	16,134	49.3	7,954	3,977
Calaveras	12,639	8,365	1,265	54.4	688	344
Colusa	11,896	6,323	1,341	57.0	764	382
Contra Costa	573,700	349,990	108,967	55.6	60,585	30,293
Del Norte	14,344	7,746	1,612	58.6	944	472
El Dorado	41,704	24,988	6,519	53.7	3,501	1,751
Fresno	407,408	227,481	72,866	61.8	45,031	22,516
Glenn	17,375	9,998	2,357	54.8	1,291	646
Humboldt	98,120	53,926	12,449	57.7	7,183	3,542
Imperial	74,447	43,700	20,230	57.1	11,551	5,775
Inyo	15,354	9,949	2,215	52.4	1,161	580
Kern	324,618	182,375	60,255	57.6	34,706	17,353
Kings	64,510	33,467	13,542	63.6	8,612	4,306
Lake	18,816	13,129	2,265	52.3	1,185	592
Lassen	14,514	8,441	1,392	64.4	896	448
Los Angeles	7,061,700	4,115,105	1,192,612	56.0	667,862	339,931

County	1970 Population	Eligible Population Over 21 Years	Total Unregistered	Democratic Percentage 1970	Estimated Democrats Unregistered	Democratic Registration Goal
Madera	40,658	21,197	5,327	63.6	3,387	1,693
Marin	204,046	121,054	28,098	45.2	12,700	6,350
Mariposa	5,884	3,949	572	50.5	288	144
Mendocino	50,600	29,444	8,306	56.1	4,660	2,330
Merced	104,360	54,076	22,367	63.7	14,247	7,124
Modoc	7,265	4,220	478	56.3	269	135
Mono	3,730	2,439	304	44.4	134	67
Monterey	245,213	128,604	53,886	50.9	27,427	13,714
Napa	76,819	48,922	13,649	55.0	7,506	3,753
Nevada	25,743	16,344	2,703	49.3	1,332	666
Orange	1,408,969	798,885	243,315	41.1	100,002	50,001
Placer	76,196	47,190	14,811	58.8	8,708	4,354
Plumas	11,367	6,768	501	63.6	318	159
Riverside	449,878	269,925	98,367	49.5	48,691	24,345
Sacramento	636,137	357,411	93,827	60.6	56,859	28,429
San Benito	18,071	9,510	2,454	59.0	1,448	724
San Bernardino	671,858	387,662	144,104	53.0	76,375	38,187
San Diego	1,408,969	810,157	289,380	46.4	134,272	67,136
San Francisco	699,800	439,912	102,785	62.9	64,777	32,389

County	1970 Population	Eligible Population Over 21 years	Total Unregistered	Democratic Percentage 1970	Estimated Democrats Unregistered	Democratic Registration Goal
San Joaquin	283,405	165,638	55,213	57.6	31,802	15,901
San Luis Obispo	105,019	63,153	19,329	51.0	9,858	4,929
San Mateo	550,901	330,506	89,170	53.7	47,884	23,942
Santa Barbara	260,299	155,399	50,776	48.1	24,423	12,211
Santa Clara	1,057,032	626,798	229,513	52.7	120,593	60,296
Santa Cruz	120,882	78,222	19,856	48.7	9,670	4,835
Shasta	77,123	43,671	10,873	61.2	6,654	3,327
Siskiyou	32,755	19,513	4,288	60.9	2,611	1,306
Solano	164,513	90,174	32,427	66.1	21,434	10,717
Sonoma	199,212	117,770	27,436	51.9	14,239	7,119
Stanislaus	191,679	108,959	34,799	59.1	20,554	10,277
Sutter	41,894	22,842	6,320	49.6	3,134	1,567
Tehama	28,619	16,481	4,160	56.7	2,358	1,179
Trinity	7,235	4,204	131	60.2	78	39
Tulare	185,016	97,763	36,191	56.3	20,375	10,187
Tuolumne	21,348	14,074	3,387	57.9	1,967	983
Ventura	382,500	199,728	69,832	51.2	35,753	17,877
Yolo	90,794	50,472	15,867	60.8	9,647	4,823
Yuba	43,954	23,766	11,334	58.9	6,675	3,337