



MsPresidentNOW: State Tips for Success

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www.nowpac.org

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What a historic victory! Hillary Clinton is the first woman to become the presumptive Democratic presidential nominee. We hope you took the time to savor this long-awaited milestone after all our hard work throughout this very tough primary season. Although we can hear the glass shattering already, our work is not over!

NOW activists were instrumental in gaining votes and delegates for Hillary in primaries and caucuses throughout the country. A number MsPresidentNOW coordinators, state presidents, and volunteers from various states participated in NOW PAC’s “Poster Session” at the National Conference to share visual representations of many outstanding events and tips for success. The National NOW office assembled these tips for inspiration and guidance as we move forward to the general election.

What an exciting year this has been so far– let’s keep the momentum going and work even harder to elect Hillary Clinton to be our first woman President!

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Points to Remember

Created by: Marena Groll & Gailya Paliga

The campaign, a project of the NOW PAC, was launched via a nationwide webinar in August in conjunction with Women's Equality Day. The purpose of having a coordinated Ms President NOW campaign is to deliver a win for Hillary in the primary and general elections and raise the visibility of NOW. It's a volunteer-led effort that is sharing resources and ideas, strengthening our chapters, and developing relationships. - *NOWPAC*

NATIONAL GUIDANCE

Contact your NOW state president to access these items in the NOW Leader's Section of the NOW website:

Fact Sheets

- Talking Points: NOW PAC's Endorsement of Hillary Clinton
- Flyer: Key Facts – Hillary's Positions on NOW Issues
- Hillary's Record for LGBTQIA
- Women's Reproductive Justice: One Reason We Support Clinton

Organizing Materials

(Contact: Bonnie Grabenhofer, vpaction@now.org)

- Kickoff Event Exercises
- Take Action 1
- What NOW Members and Chapters Can Legally Do to Elect Hillary
(Contact: Linda Berg, elections@now.org)
- Who Speaks for NOW PAC Endorsements
- House Party Guide
- Sign-In Sheet
- Contribute to NOW PAC's Ms. President NOW Campaign

Social Media

- Example Tweets for Hillary 2
- MsPresidentNOW Tweet 4 Hillary

LOCAL GUIDANCE

- Sign up to receive public information from state party sites, HillaryClinton.com, Clinton social media.
- Create your own state Facebook, Twitter Accounts and customize a logo.
- Sign up for MsPresidentNOW (nowpac.org); accept invitation to Secret Facebook group from Gay Bruhn (gbruhn@sbcglobal.net)
- Hold events around office openings, watch parties, voter registration drives, e-mail drives, twitter storms, phone banks, house parties, tabling, conventions, rallies and marches.
- Reach out to Clinton Campaign to arrange guest speakers:
646-854-1432 <https://forms.hillaryclinton.com/contact>
- Create local wording for flyer claimers such as:
Paid for by Ms President NOW-NC supporters. Not authorized by any candidate.
- Adapt national materials to make state level financial contribution forms and sign-in sheets.
- Use buttons, stickers, flags with NOW4Hillary or Ms. President NOW Logo or your customized logo.
- Ensure all in-house materials that are created and approved by National NOW /NOW PAC as appropriate.



#MsPresidentNOW Connecticut

Created by:
Jacqueline Kozin &
Cindy Wolfe Boynton

How we helped Hillary win Connecticut's primary and supported Hillary For America in New Hampshire & New Jersey

Events/Efforts

- Organized 3 caravans to door knock in Keene, N.H. in November, December and January.
- Phone banked for New Hampshire both from Keen and from Connecticut.
- Took the lead to organize Connecticut grassroots campaign! Former CT NOW Co-President Jacqueline Kozin, a long-time Hillary supporter and experienced campaigner, championed these efforts and was grassroots leader.



- Ran the CT for Hillary Twitter account (@HillaryCT4), striving to make Tweets as local and CT-relevant as possible.
- Served as Hillary for America's Connecticut right hand, doing everything from provide furniture for their Hartford HQ, to running canvassing and phone bank events, to serving as escorts for surrogates like Cecile Richards, to rallying local Hillary supporters.

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- From the end of March through April 25-- the night before Connecticut's primary-- partnered with Democratic Town Committees and other supporters (business owners, individuals) to run countless live and virtual phone banks throughout the state .
- On primary day, worked from 6 a.m. to 8 p.m. at various locations to make the phone calls needed to ensure Hillary supporters went to the polls and voted!



Tips

- Remember that it can take multiple types of repetitive communication to get people interested to give up a day to campaign.
- Facebook will get you volunteers you never thought would be interested! Have not just your NOW chapter post to its page, but members post to their individual pages.
- Post all your events on the HillaryClinton.com Events page. It can lead to unexpected interest. Many people go there seeking out volunteer opportunities.
- Use social media like Twitter to help to get interest, support and energy! Be sure to Tweet out photos of local events, including as many @s as possible to increase RTs.
- Engage as many people as possible in volunteer events. The more ownership a person feels for an event or effort, the harder they're going to work to help make it a success!
- Work with other organizations to increase turn out, such as Executive Women for Hillary. CT NOW and Executive Women for Hillary promoted each others'



(PLEASE TURN OVER)



Another tip: Seek out and include Hillary FANatics in your efforts! There are MANY, and they want someone to ask them to get involved. The payoff for that kind work: Standing front and center when HRC spoke in Brooklyn after clinching the nomination! CT NOW President Cindy Wolfe Boynton stood in line for 7 hours to get this close, and it was amazing!

Tips, continued from front

events, shared resources, and brainstormed ideas. Our partnership also led to new interest in CT NOW and potential new members!

- Set a reasonable goal that you can reach.

Collaborating with the Hillary for America campaign

- Reach out to them. Organizers both want and need partners in all states! Hillary for America's New Jersey director, for example, was thrilled to have CT NOW volunteers use HFA's virtual phone bank and make calls from home. The state was too big for HFA to do it alone.



- Be persistent making contact. If your email doesn't get a response, make a phone call. A good place to start is HFA's main HQ in Brooklyn.
- Follow them on social media. Also be sure to Tweet them about your offers, as well as RT/like/share their posts.

Connecticut #MsPresident NOW Connecticut Contacts

- CT NOW former Co-President Jacqueline Kozin at jacquelinek@gmail.com
- CT NOW President Cindy Wolfe Boynton at president@now-ct.org



Learn more about CT NOW by visit our website!

www.now-ct.org

We're very interested in getting to know and collaborating with other chapters, so please feel free to reach out to us!

Illinois NOW

Created by: Gay Bruhn

Illinois is a big state. It takes about 6 hours to drive it North to South and 4 hours East to West. It's a diverse state politically with some areas, like Chicago, solidly democratic and others downstate solidly republican.

For MsPresidentNOW organizing purposes we divided it into 4 areas: Chicago, the western suburbs, central Illinois (Peoria & Springfield) and downstate. We acted in 3.

The MsPresidentNOW leaders were: Gay Bruhn, DuPage NOW (Western Suburbs), Sue Strauss Illinois NOW President and Chicago, Kelly Marie Murphy, Chicago NOWPAC, Barbara Miller, Peoria NOW (Central) and Kim Villanueva National, NOW Board and NOW PAC Member (Springfield).

Here are some examples of what we did.

In Chicago, The Chicago NOW PAC, led by Kelly Marie Murphy, organized a Women Win Wednesdays phone bank that called NOW members from National NOW PAC and Hillary lists. Kelly Marie Murphy also spoke at a Chicago Hillary Watch Party. The Chicago NOW PAC sent emails to keep members informed of Hillary and CNOW PAC activities.

Illinois NOW President, Sue Straus and many other IL NOW members in the Chicago area became members of the Hillary Happy Hour facebook and networking group. Their purpose was to get together to talk about ways to support the Hillary campaign. At one session they developed elevator speeches for Hillary.

The **Western Suburbs** is very often left out of the structured party organizing so many of us attended events in Chicago and/or organized our own events. Gay Bruhn (DuPage NOW) is a member of Hillary's state-wide leadership team and ran for delegate in her congressional district. This required collecting signatures which we did on the street corners and train stations in Naperville, IL. Bonnie Grabenhofer (NOW VP) & Gay got signatures and hosted a debate watch party for women and NOW members. In addition Gay and Bonnie joined Representative Jan Schakowsky in Iowa to send off Illinois canvassers. We also joined IA NOW member David Stewart who helped organize the canvas and other events and served as an IA caucus leader for Hillary.

In **Central Illinois**, Barb Miller (Peoria NOW) travelled from IL to IA to canvas. She also participated in organizing meetings and GOTV events. Barb drove people to the polls.

Tips for Organizing (in no particular order)

- The National NOW PAC has a list of volunteers for Hillary. Email Bonnie Grabenhofer NOW VP (vpaction@now.org) to contact members and friends who are ready to volunteer for Hillary.
- If you can't find a Hillary campaign presence in your area, then you are the campaign. Make yourself the NOW representative and organize something. Contact National NOW and the Hillary campaign to let them know you exist.
- Find out what groups already exist. Contact them as the local NOW representative. Tell your local, state or national NOW group later. Apologize for going around typical structure (if necessary).
- In campaign organizing meetings give yourself a title like NOW representative/organizer. This gets you in the information loop.
- See what your democratic officials (House and Senate), especially ones we've endorsed, are doing. Join them and represent NOW.
- Wear a NOW button (NOW4Hillary) to all meetings. Take a NOW round to events. If you don't have a NOW round or can't get one in the event, wear a T-shirt or print the logo on letter size paper.
- Know the campaign staff and leaders in your area. Schedule with them. Organize an event, like a NOW phone banking night, for them.
- Make sure the Hillary campaign knows what you are doing as NOW. This helps gain NOW visibility and a voice within the campaign locally and nationally. This often goes across campaigns.
- Tell National NOW about your events. This informs our officers and an informed officer is an empowered officer. This is how NOW gets visibility and a voice with Hillary.
- Volunteer with the NOW PAC (www.nowpac.org). Then join the MsPresidentNOW group. Use the MsPresidentNOW group to share events, do invites, and contact NOW members from other states. In addition, the group includes files of organizing resources.
- Count things like: How many came to the event? How many phone calls we made? E-mails sent? Pictures posted? Number of speakers? Number of groups represented? People like to hear numbers and it adds credibility for NOW and your group.
- Post events on the Hillary campaign website. It works like an invitation to anyone in your zip code or state.

Ms. President NOW Indiana

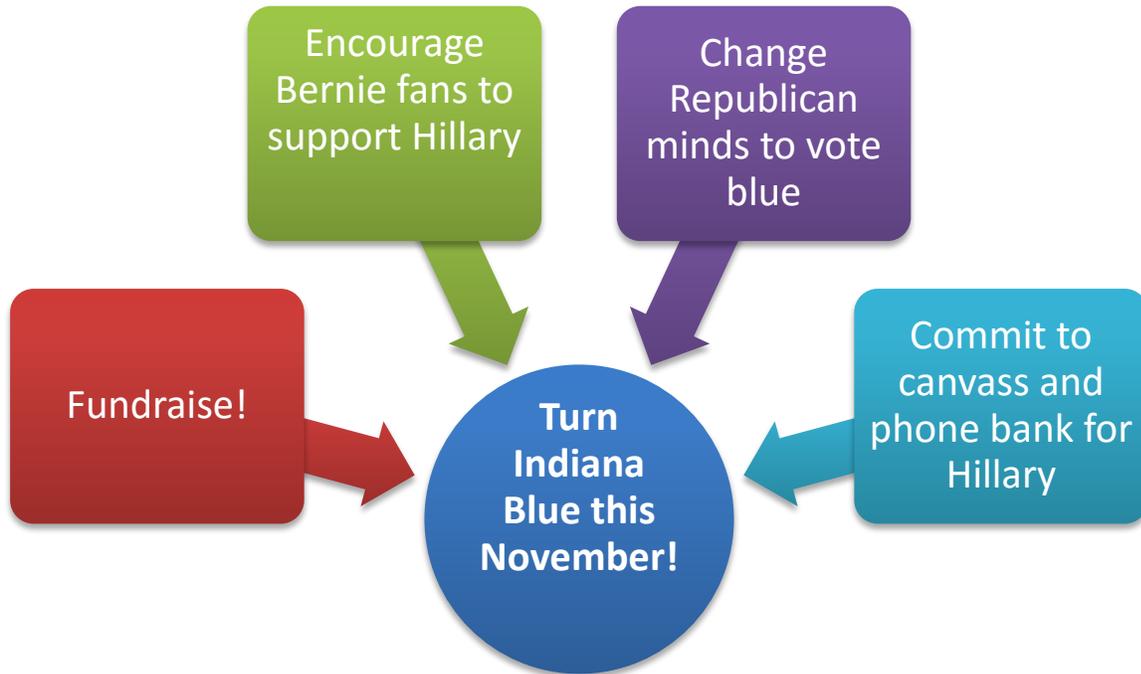
Created by: Robin Olds

□ Indiana NOW members called 600 members to get Hillary elected in Indiana. The response was overwhelming. Sadly, Indiana lost to Senator Bernie Sanders.

□ Indiana NOW members also called other members in New York, Ohio, Virginia, Montana and Washington. We created the Ms. President NOW Indiana website.

□ The race is gearing up with a new Hillary Clinton State Director Marcella Jewel who works closely with Ms. President NOW Director Robin Olds.

Helpful Suggestions for the November election



□□Don't take Indiana for granted. We turned blue for President Obama in 2008! □□

Adopt a Hillary Office : Maryland NOW

Created by: Linda Mahoney & Edith Miller

Here's something YOU can do if you aren't up for going door-to-door or if you can't stand talking on the phone. And it's something you should consider if you are in a state that's either solidly blue or red.

You can adopt a Hillary office in a swing state!

List of purple states:

Arizona	Iowa	Nebraska	Ohio
Colorado	Indiana	New Hampshire	Pennsylvania
Florida	Missouri	North Carolina	South Carolina

- Step 1: Get on the website: www.hillaryclinton.com and order supplies: stickers, yard signs, bumper stickers, other signs (the Supporter Pak is probably your best deal; buy several); do this early, as it usually takes much more than the 2 weeks they advertise.
- Step 2: Contact Linda Berg at the NOW National Action Center and request a Hillary office contact in the state of your choice.
- Step 3: Email or call the Hillary contact and tell them that you'd like to help support their office. Discuss what you'd like to do (you might want to go door-to-door or deliver/install signs while you're there or greet volunteers), and set up at least a couple weekends ahead of November 8 to go to your adopted Hillary office.
- Step 4: Go to a party store and buy several blue plastic tablecloths suitable for long folding tables; patriotic decorations; and a couple mylar balloons (blue and silver stars are particularly effective; yes, blown-up ones will travel in your trunk!) Pick up chips, cookies, hard candies, napkins, trash bags, etc. at the grocery store.
- Step 5: Put on your NOW button/t-shirt or whatever.
Deliver the goodies to your Hillary office. If they don't have them, give the point people official Hillary buttons and bumper stickers. **It's amazing how important the small stuff is.** Sit down with the office director and develop a list of what supplies they need. It varies. They will frequently need basics: pens, paper towels, toilet paper, cases of water for volunteers, package wrapping tape, etc. Then go to the local office supply store. When you return, they may deem you their Fairy Godmother!

Note: It's so much more fun to travel with friends! Recruit one or two to share your adventure.

New York NOW

Created by: Sonia Ossorio

Educate and Activate

- Send emails to NOW members
- Live tweet and host debate watch parties
- Show that Millennials love Hillary!

Hillary Volunteer Force

- Be a resource for talking points and activism
- Door knocking and weekly phone banking
- Reach out to NOW members and Democratic Voters

Social Media Strong

- Tweet NOW-NYC why you're with Hillary
- Post articles on Facebook
- #Imwithher & #NOW4Hillary
- Because she's the best candidate... period

Visibility for Hillary

- Circulate articles online
- Attend rallies and wave Hillary signs
- Get out the vote events



INSIDE PWC NOW (Virginia)

One of the things that have made the Prince William County Chapter of NOW so successful is our membership and board's chemistry. We challenge each other to take on the platform of NOW and create a way to educate our community and our members in order to raise awareness on the issues. We constantly try to find ways to make our meetings very inspiring, motivating and informative. For instance, each month we work on a different issue, such as Domestic Violence, Health and Reproductive rights, voter registration and women in leadership.

One of the very proud events we accomplished in our first year was the Stand for Women NOW Voter Registration and Equality Rally. Our focus was to register women and their families (voter eligible) and to ask if they were interested in engaging in leadership, whether it is locally, through other civic engagement and volunteering, or running for office. We were very proud to say that we had over 300 people attend our first ever rally. We had three national Presidential Campaigns represented (Clinton, Sanders and O'Malley who sent surrogates) at this event. We also had local dignitaries and organizers attend.

We have also been featured on local panels and shows and have made the paper in support of our endorsed candidate Hillary Rodham Clinton! We are a proud supporter of Hillary and attend events throughout the DMV!

I would love to personally tell you more about our organization! Feel free to connect with me at pwcnow@gmail.com or visit our website at www.pwcnow.org

Sincerely,

*Hala Ayala
President, PWC NOW
Vice President, VA NOW*