



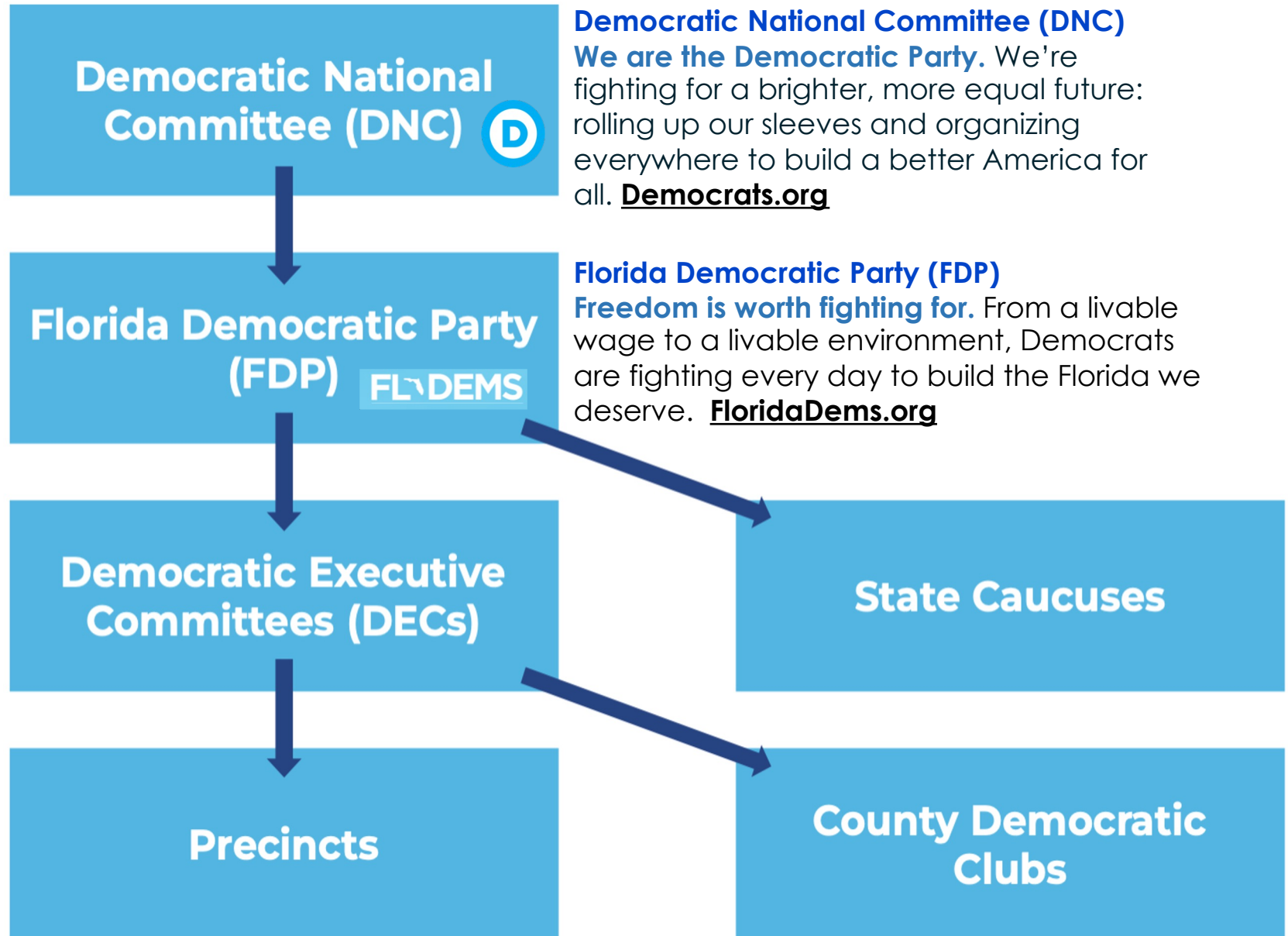
PINELLAS COUNTY DEMOCRATIC PARTY

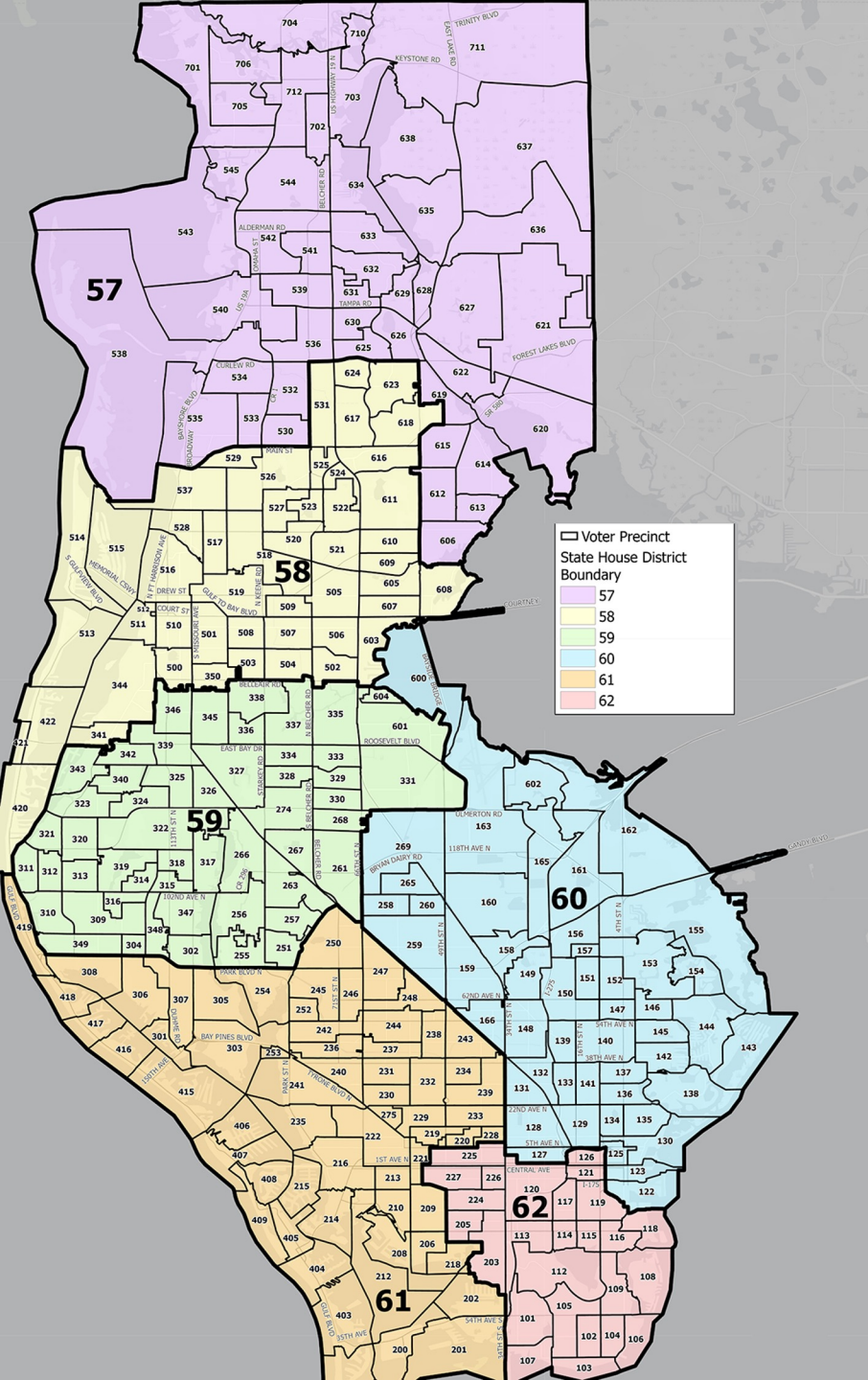
# Precinct Committee Person (PCP) Orientation

# What's the structure of the Democratic Party?

**Pinellas Democratic Party (PCDEC)**  
The objective of this organization is to support and elect Democrats in local and statewide elections while being proponents for Democratic values and positions.  
[pinellasdemocrats.org](http://pinellasdemocrats.org)

**Pinellas District Organization**  
Organizes by House District with a focus on engaging voters, identifying our supporters. There are a varying number of precincts in each District.



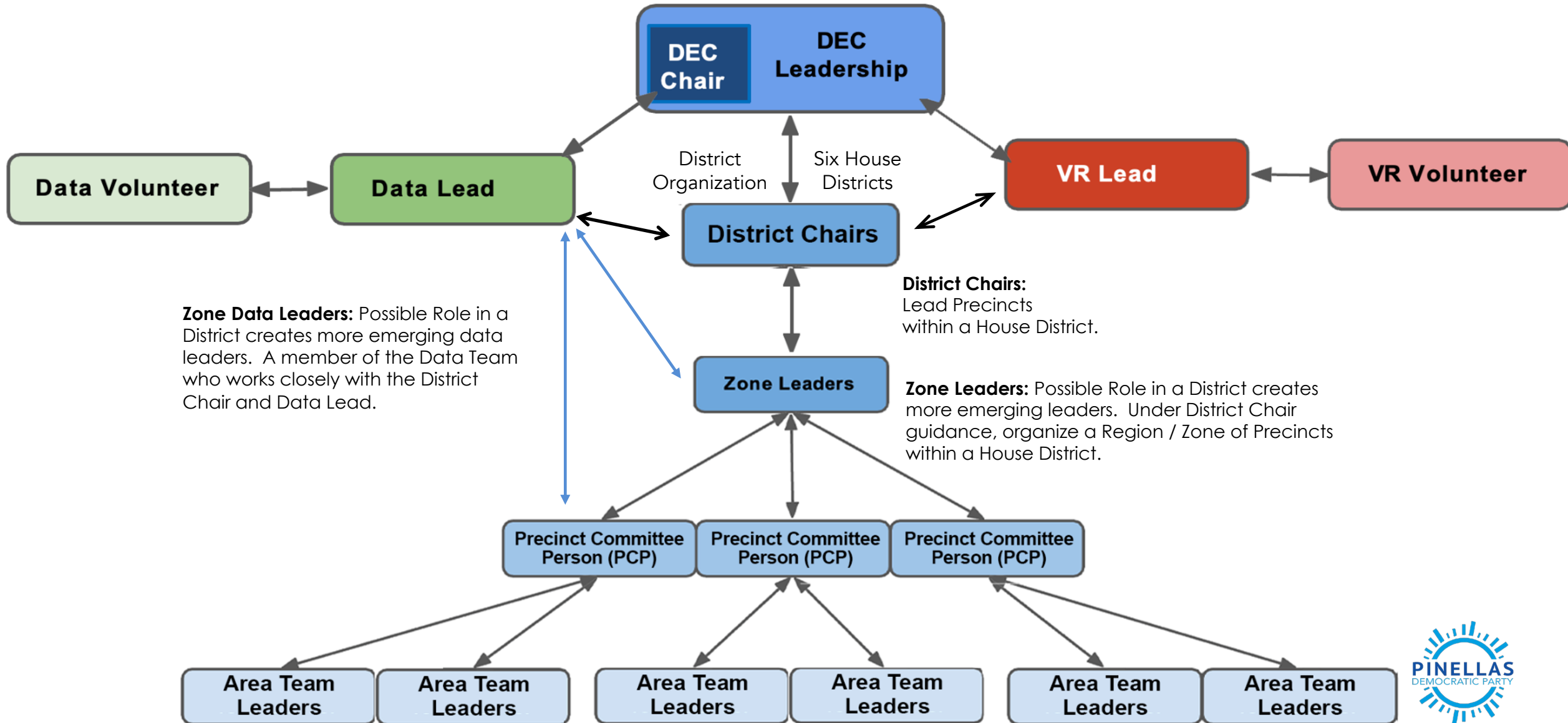


The Pinellas Democratic Party District Organization is organized by House Districts. There are six Districts: HD 57, 58, 59, 60, 61 & 62. Districts are led by District Chairs who are members of the Pinellas County Democrats Executive Committee.

Districts are made up of a varying number of Precincts.

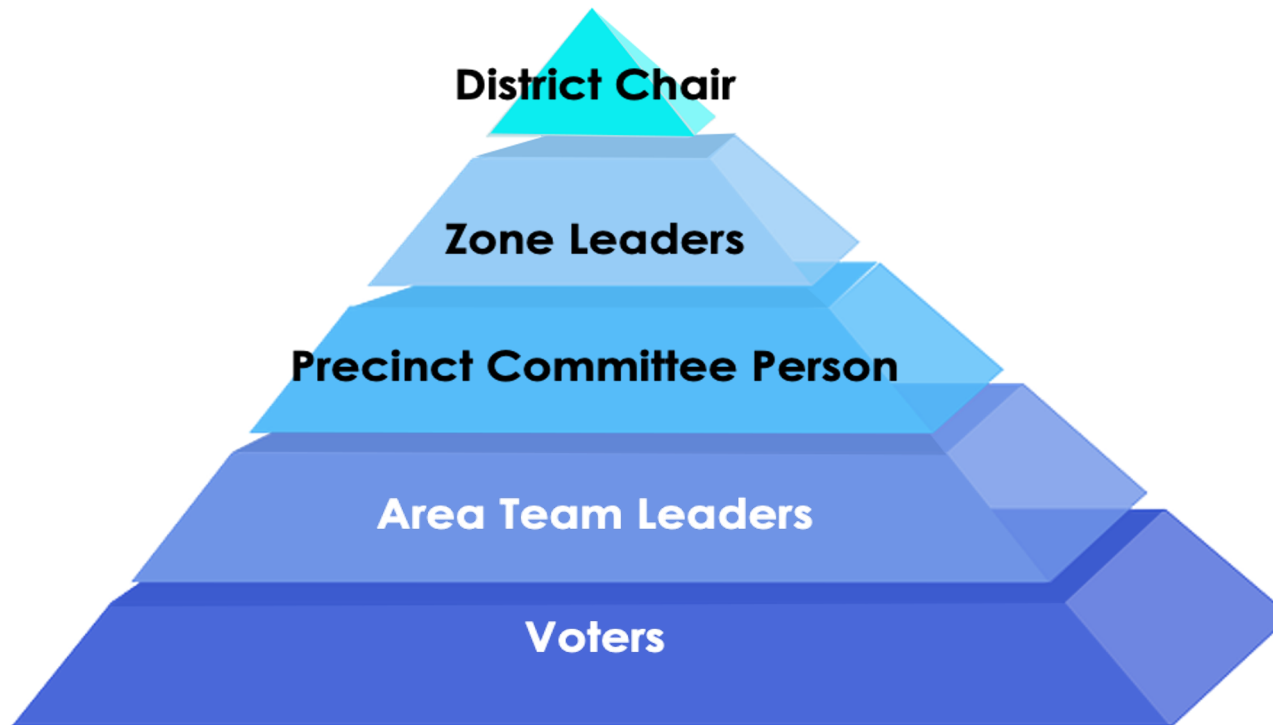


# County Party & District Organization



# Precinct Committee Person's (PCP's) Have The Most Important Job In Our Party

PCP's are the core of the Pinellas County Democratic Party  
and lead voter contact in their precinct.



# PCPs Role: ELECT DEMOCRATS!



# ELECT DEMOCRATS!

A PCP and their team find out who will vote for Democrats and the best method to contact those voters during election time.



# Elections are won or lost at a Precinct level



- 1 Get trained, empower others
- 2 Canvassing, we meet people where they are at; we reach people we would have no other way of contacting
- 3 Face-to-face conversation is the most effective way to have powerful conversations
- 4 Develop trust within the community
- 5 Develop voters we will exercise their right to vote!

As organizers,  
we empower  
others to learn  
and build strong  
relationships.

PCP (Precinct Organizers)  
realize that volunteers  
may come to work because  
of an issue or cause but,  
they stay because of  
relationships, community  
and shared values.



# Recruit Volunteers And Engage Voters

As volunteers, PCPs recruit other  
volunteers to join you.

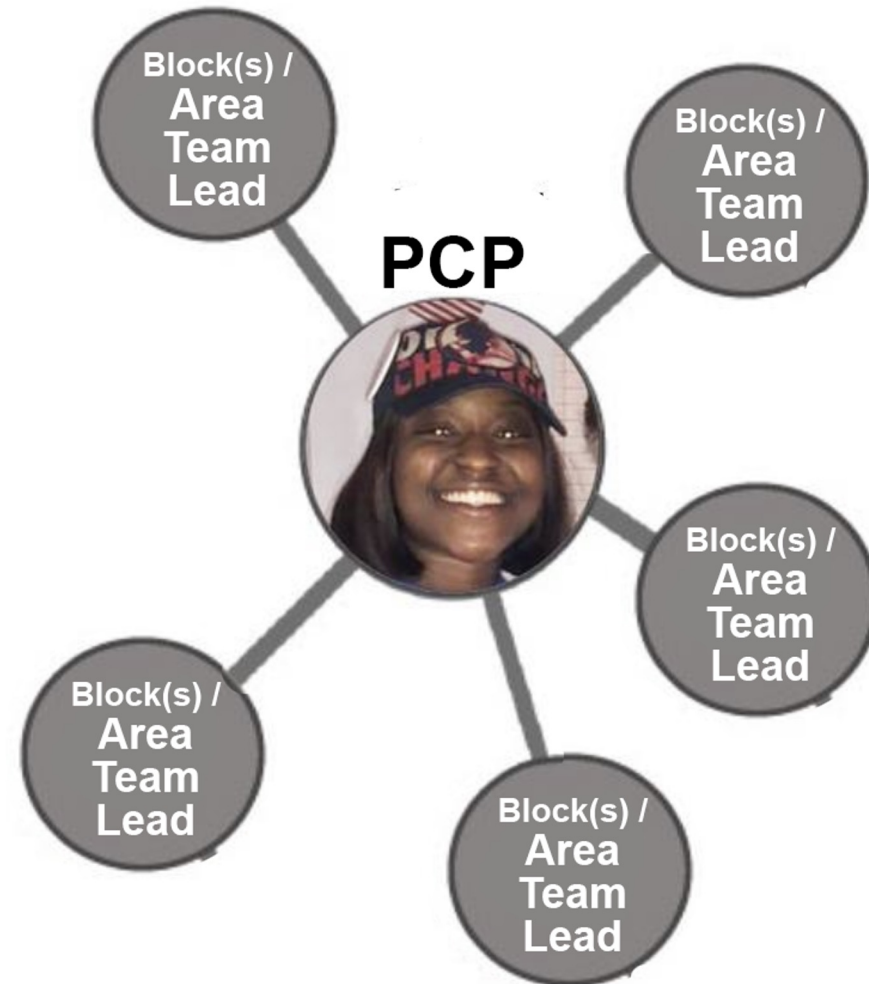
PCPs get things done by  
Empowering Others to work together  
to accomplish our goal.





# A PCP will work with their District team

Here's an example of what your team could look like.



# Who can be on your team?

There's a place for everyone!

Your District Chair is there to mentor, guide and support you.

As your team grows you can identify leaders to expand the work in your precinct.

**Precinct Committee Person:** Plans regular meet-ups to help grow their team.

You recruit:

**Block (s) / Area Team Leads:** who get to know their neighbors.

**Find volunteers for:** Voter Registration, canvassing, hosting meetings, tabling at events, volunteer recruitment, social media and other work needed in your precinct.



# Support?

Since Districts and Precincts vary,  
as well as the voters who live in them  
so does Precinct team structure.

You could be in a Precinct Zone  
(organize several precincts together as they grow)  
or your District Chair may even partner you  
with another PCP to get started.



# Support Tools

Other roles that may support precincts in your District.

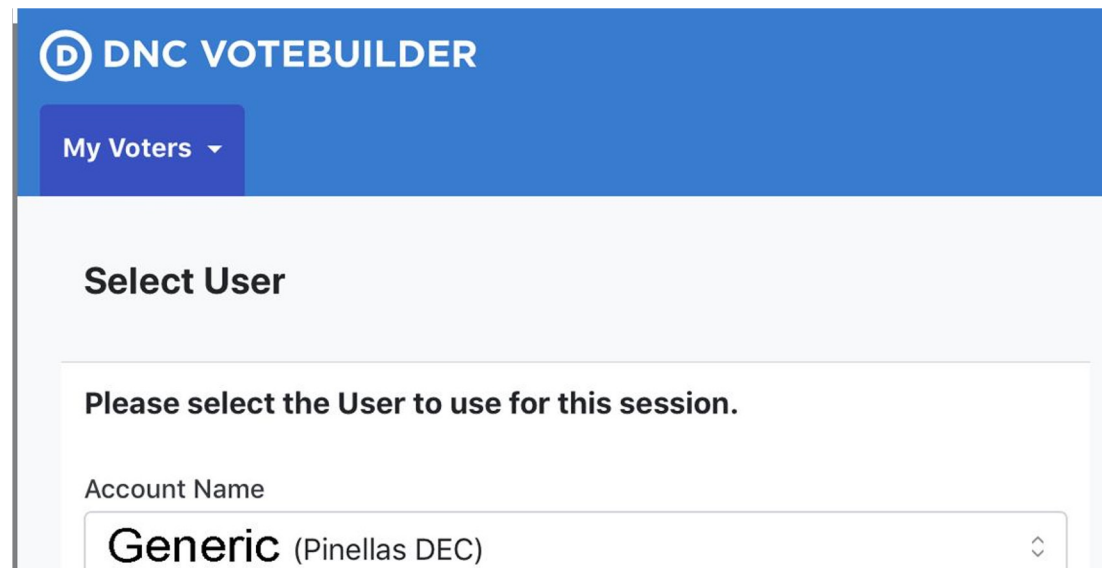
Zone Data Leader: Manages data and supports the team, improve/clean our VAN database. (This person can be the PCP).

# What is VAN?

Software made by NGP VAN

Voter Activation Network: (VAN) Product

**DNC Votebuilder** - Centralized, online voter engagement tool that empowers Democrats to harness over a decade of information and data to organize intelligently. Our efforts are tracked and voter information updated. We use this information to Get Out The Vote during election time.

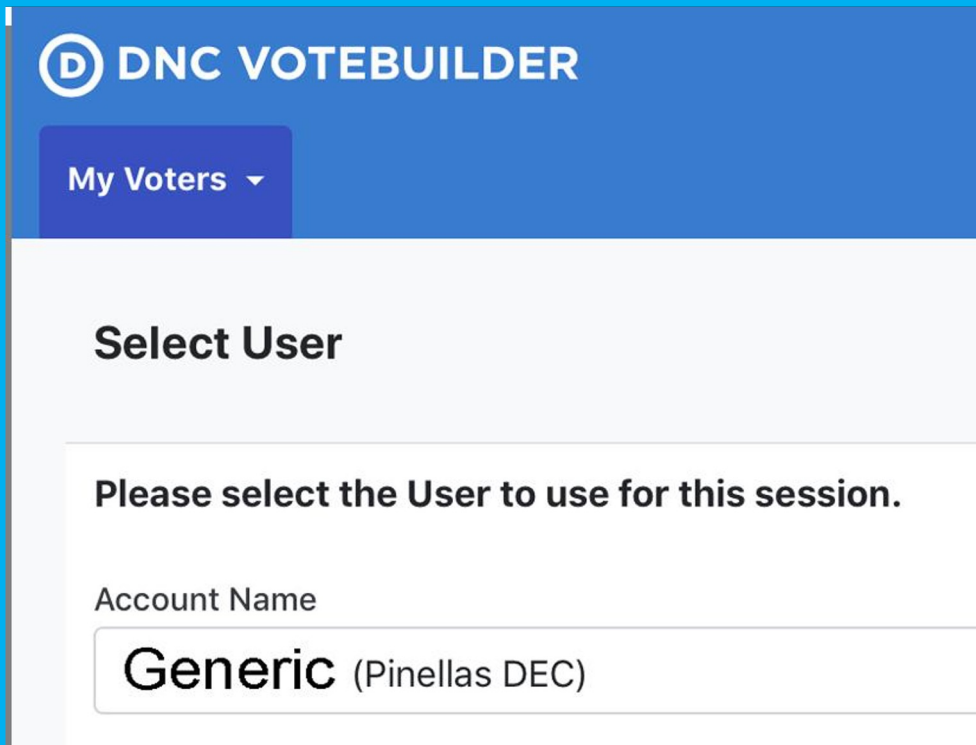


The screenshot shows the DNC Votebuilder interface. At the top, there is a blue header with the text "DNC VOTEBUILDER" and a "My Voters" dropdown menu. Below the header, the main content area is white and contains the text "Select User" and "Please select the User to use for this session." Below this text is a dropdown menu labeled "Account Name" with the option "Generic (Pinellas DEC)" selected.

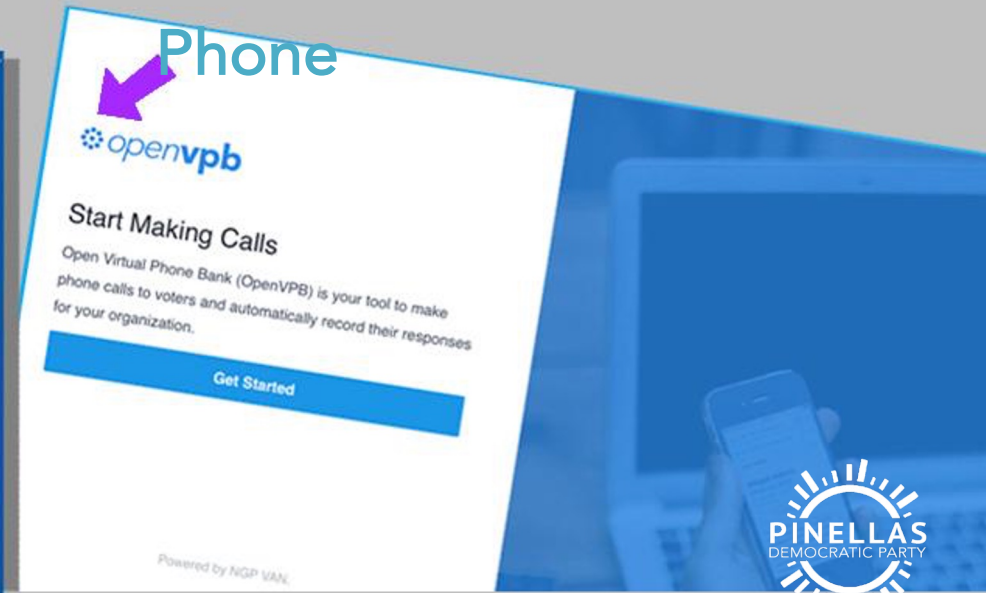


# Technology

Tools available to easily access our Votebuilder voter database.



Tools: MiniVan app & openvpb give volunteers access to send canvass and call results directly to our Pinellas DEC Voter Database. (VAN)



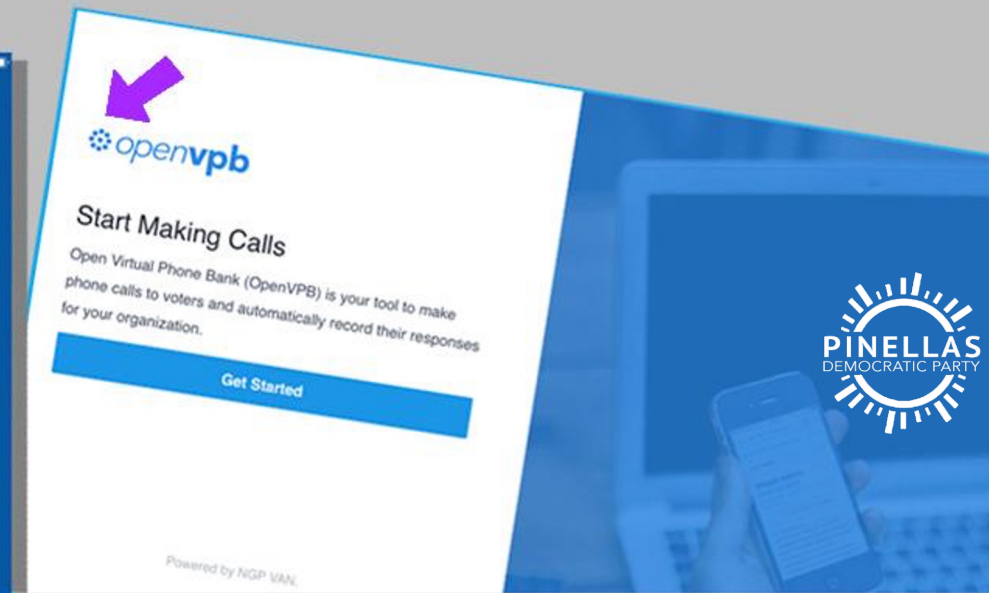
# Canvass Technology: MiniVan

We are canvassing using the app MiniVAN

Download the app MiniVAN Touch / MiniVAN 9

Open the MiniVAN app and create an Action ID.

Tools: MiniVan app & openvpb give volunteers access to send canvass and call results directly to our Pinellas DEC Voter Database. (VAN)

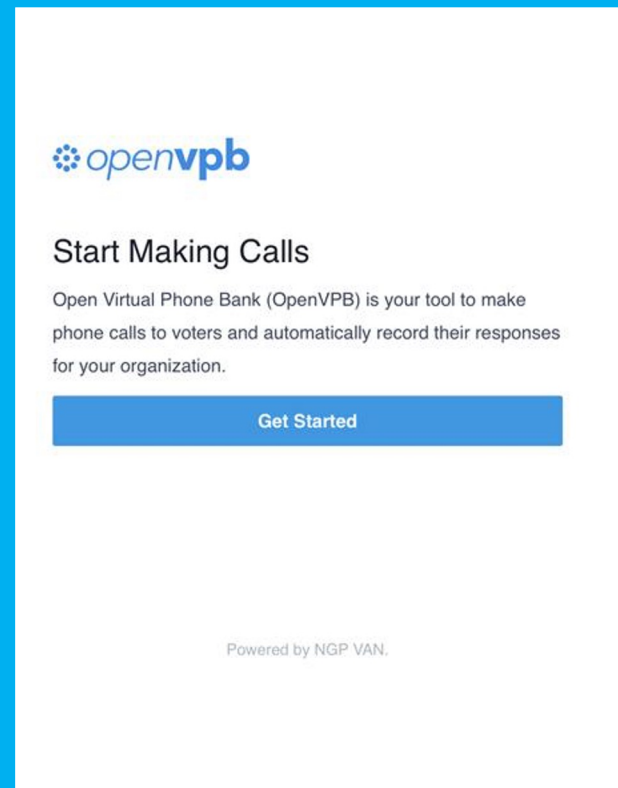


# Call Technology: OpenVPB

Access [openvpb](#)  
via a link.

Click on the link and  
this screen comes up.

Create an your ActionID  
and get started.



The screenshot shows the OpenVPB landing page. At the top left is the OpenVPB logo, which consists of a gear icon followed by the text "openvpb". Below the logo is the heading "Start Making Calls". Underneath the heading is a paragraph of text: "Open Virtual Phone Bank (OpenVPB) is your tool to make phone calls to voters and automatically record their responses for your organization." Below this text is a prominent blue button with the text "Get Started" in white. At the bottom of the page, there is a small line of text that reads "Powered by NGP VAN."



# PINELLAS COUNTY DEMOCRATIC PARTY

## District Chairs

<p>District 57 Ilene Heinke <a href="mailto:district57@pinellademocrats.com">district57@pinellademocrats.com</a> 727-742-2308</p>	<p>District 58 Kathleen Keohane <a href="mailto:district58@pinellademocrats.com">district58@pinellademocrats.com</a> 610-348-6834</p>	<p>District 59 Polly Kraus <a href="mailto:district59@pinellademocrats.com">district59@pinellademocrats.com</a> 727-709-9469</p>
<p>District 60 Sharon Loughry <a href="mailto:district60@pinellademocrats.com">district60@pinellademocrats.com</a> 727-623-0430</p>	<p>District 61 Vickie Dunn <a href="mailto:district61@pinellademocrats.com">district61@pinellademocrats.com</a> 727-510-3632</p>	<p>District 62 Joan Carfora <a href="mailto:district62@pinellademocrats.com">district62@pinellademocrats.com</a> 727-385-8706</p>



# Important Information

- PCP Handbook [bit.ly/PCPHandbook](http://bit.ly/PCPHandbook)
- Meetings held the 4<sup>th</sup> Monday of every month at 7PM.  
(excluding Nov. & Dec.)
- To learn more about the Pinellas County Democrats, go to: [pinellasdemocrats.org](http://pinellasdemocrats.org)
- Contact [credentials@pinellasdemocrats.com](mailto:credentials@pinellasdemocrats.com) and your District Chair to be excused if you are not able to make a meeting. After 3 unexcused absences, you will become an associate, non-voting member.
- **PCDEC VAN Support & VAN Data request forms:**
  - [VAN Training Request Form](#)
  - [VAN Support Request Form](#) (VAN general support, account issues, MiniVAN, Mobilize)

