



# **Proposition 8**

# **Grassroots Program**



# Our Goals

Identify our voters and potential voters

Reinforce our voters

Persuade our potential voters

Turn them out to vote

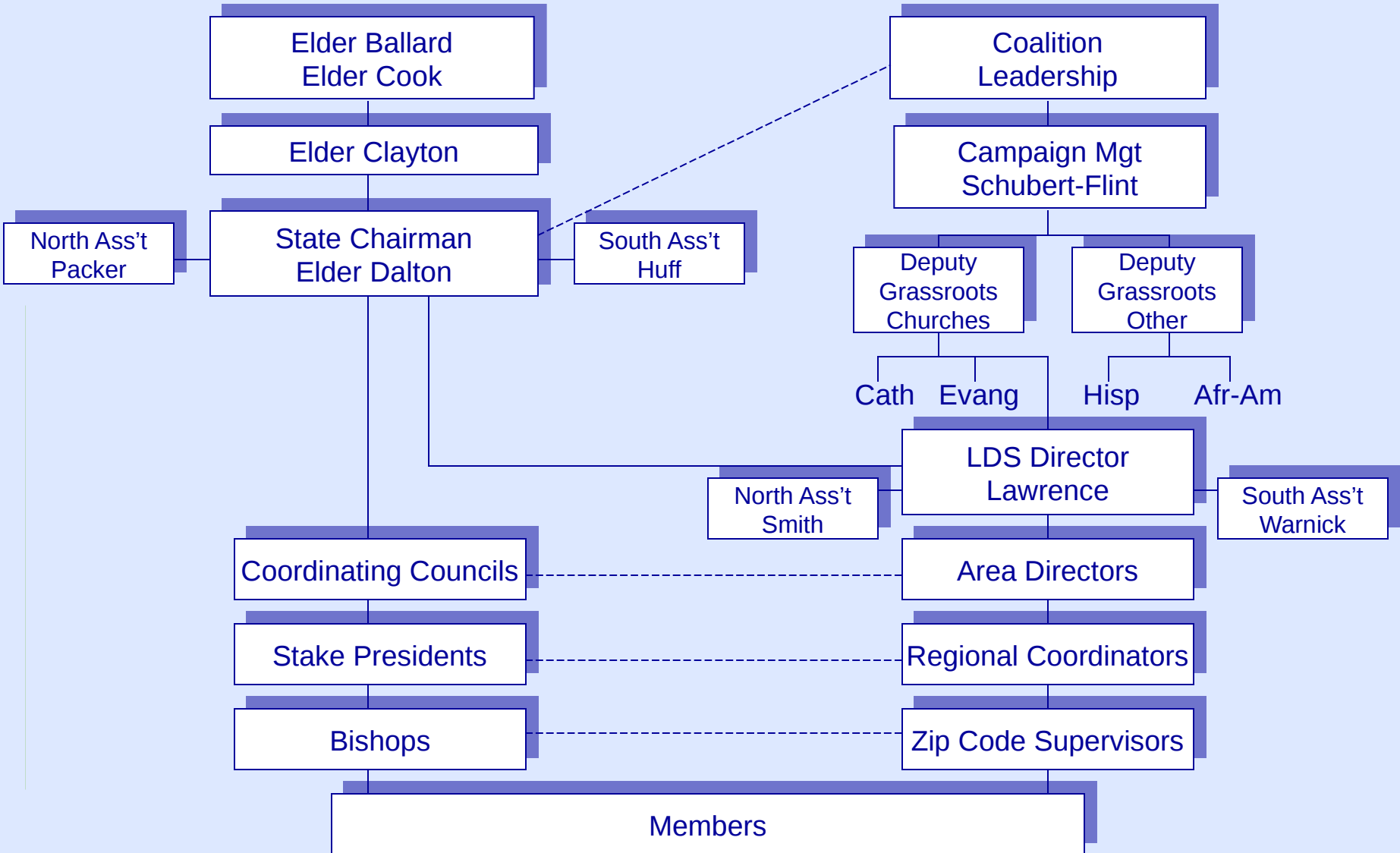
It is not our goal in this campaign to attack the homosexual lifestyle or to convince gays and lesbians that their behavior is wrong. The less we refer to homosexuality, the better.

We are pro-marriage, not anti-gay.

# Proposition 8 Organization Chart

## Ecclesiastical

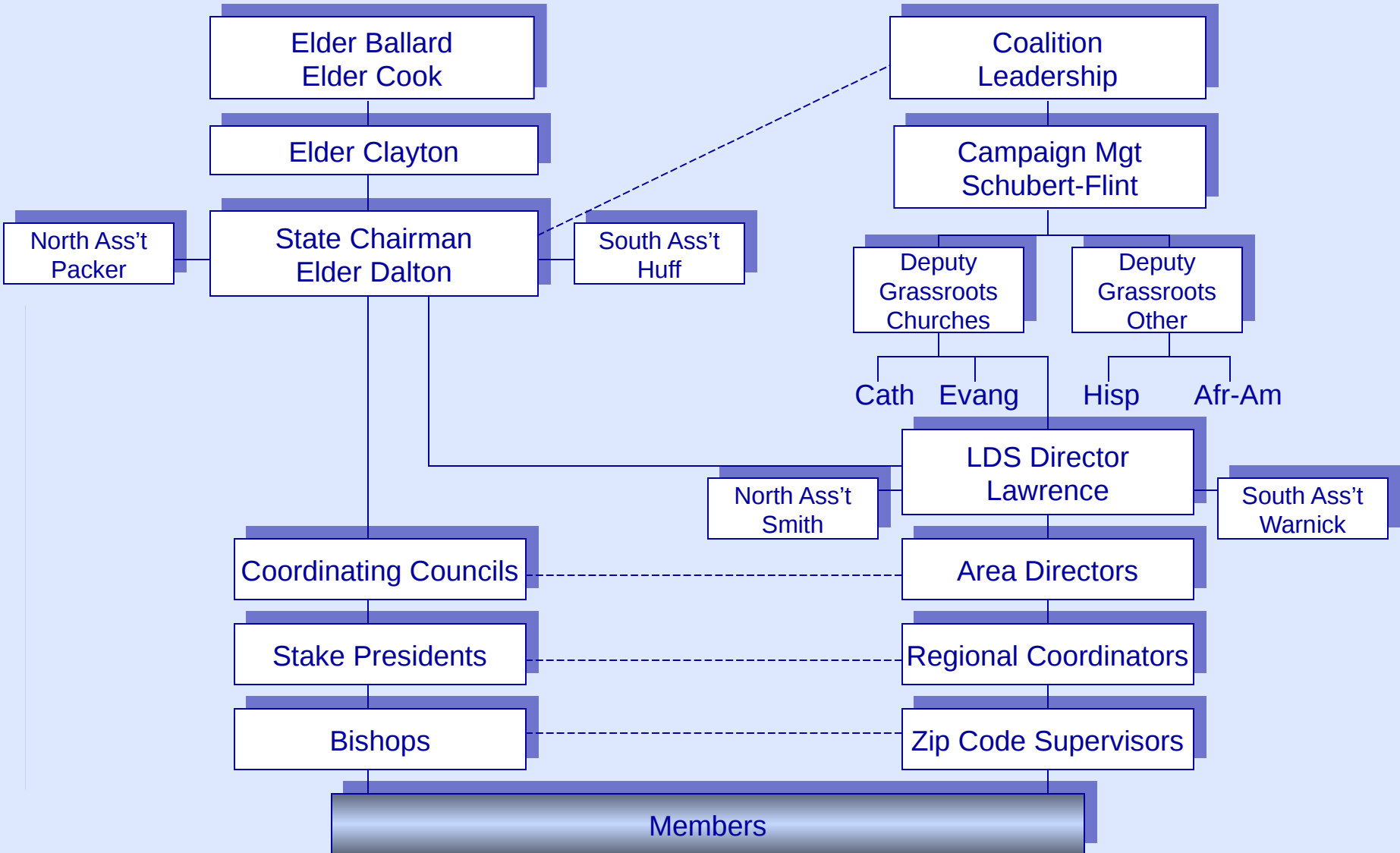
## Political



# Proposition 8 Organization Chart

## Ecclesiastical

## Political





# Our Volunteers

We will be outspent in the mass media by at least two to one

But we will have the volunteer advantage

We cannot win without our volunteers

Therefore, care and feeding of the volunteers is critical to success:

- ongoing encouragement
- clear instructions
- bite-size tasks
- safe tasks
- recognition and thanks



# Three Fears

- Fear of commitment. Will I be able to deliver?
- Fear of performance. What do I say?
- Fear of embarrassment. How can I avoid it?



# Solutions for Fear of Commitment

Goal: Get person to think, “I could do *that*.”

Make all tasks bite-size and finite

If time based: two-three hours and finished for the day

If project based: call 30 names / knock on 30 doors

Provide a choice of jobs

Phoners

Emailers

Speakers

Walkers

Networkers

Writers

Schedulers

Monitors

Diplomats

Recorders

Distributors

Registrars

Show appreciation for whatever is accomplished



# Solutions for Fear of Performance

Goal: Get person to think, “I could do *that*.”

Provide both full scripts and general talking points. Tell them they can use whatever method they’re more comfortable with.

Explain that they do not have to persuade, only explain what Proposition 8 is and identify the voter’s position.

Get them to try something once. For example: “Phone this number and follow this script in your own words.”





# Solutions for Fear of Embarrassment

Goal: Get person to think, “Well, *that* won’t be embarrassing.”

## Solid training

Tell them that voters expect to be contacted. Walking precincts and making phone calls during a campaign are time-honored traditions in our society.

Teach them that they are not to argue. If a person is a Strong No (and no longer studying the issue) thank them politely and go on to the next name.

Conduct role-playing exercises to establish comfort level.

Assign walkers to walk precincts away from home, if desired.

Assign phoners to dial homes in other neighborhoods than their own.



# The Jobs

## Phone, Face, Internet, Traditional

### Phoners

Identifiers – those who are comfortable phoning to identify where people stand so we know who to contact again and who to ignore

Definitely Yes – will later receive reinforcement & GOTV messages

Probably Yes

Undecided

Probably No

} Mushy Middle – will be our main targets

Definitely No – generally will be ignored unless a positive answer to the question: Are you still studying this issue or is your mind made up?

Messengers – those who have more outgoing personalities and are comfortable giving people messages to think about

Closers – in the last days of the campaign, these are the phoners who ask for the sale: “Can we count on your Yes vote?”

Trackers – will be responsible for tracking absentee ballot voters and encouraging their vote, and on election day will call those who have not yet voted.




## Walkers

Knockers – knock on doors, engage in conversation, determine vote position, leave brochure, get contact info if interested in helping, and do follow up

Stickers – on election day will post stick-um notes on front doors of our identified voters who haven't yet voted.

Schedulers – will organize walking and phoning teams

Recorders – will receive the completed walking and phoning lists and enter the vote intentions into the statewide data base



Emailers – will send periodic messages to friends and acquaintances, one person at a time, for whom they have email addresses.

Networkers – mostly those under 30 who use social networking websites more than they use email. Talking points will be provided targeted for the 18-30s.


## Monitors

Media monitors – will monitor newspaper and TV websites and comment on their threads when these sites have articles about Prop 8.

Blog monitors – will monitor specific blogs and comment on their threads when our topic is raised.

Polling place monitors – will monitor the vote list to see which of our voters have voted and which have not. Will phone results to GOTV Trackers and Walker Stickers.

Distributors – will deliver yard signs to people willing to post them, and will train people how to protect them (e.g., take them in every night; keep them close enough to the street to be seen, but not too close; keep them within eyesight of a window, etc.).



Speakers – well-grounded and articulate public speakers willing to speak and make presentations to civic, education, and social groups.

Writers – well-grounded and articulate writers will be designated to write Letters to the Editor when articles about Prop 8 are published.

Diplomats – will contact local community leaders (civic, social, and service organizations; education leaders; homeowner groups; etc.) and ask for their support and involvement.

Registrars – will contact every member in the ward, determine the vote position, and register our voters. Will also man voter registration tables at appropriate venues

# Responsibilities

	Area Directors	Regional Coordinators	Zip Code Supervisors
Phoners			X
Walkers			X
Schedulers			X
Recorders		X	
Emailers		X	X
Networkers		X	X
Monitors / Blogs & Media	X	X	
Monitors / Polling Places		X	X
Speakers	X	X	
Writers	X	X	
Diplomats	X	X	
Registrars		X	X
Distributors		X	X



# Volunteers Needed For Voter Identification Phase

Main Dates: August 16, August 23, September 6 / 9:00a to noon

Other Dates: Whenever anyone wants to

Phoners and walkers 42 per zip code on average for each of the three Saturdays. Stronger wards and stakes will be asked to turn out more volunteers who will phone areas where we have fewer members.

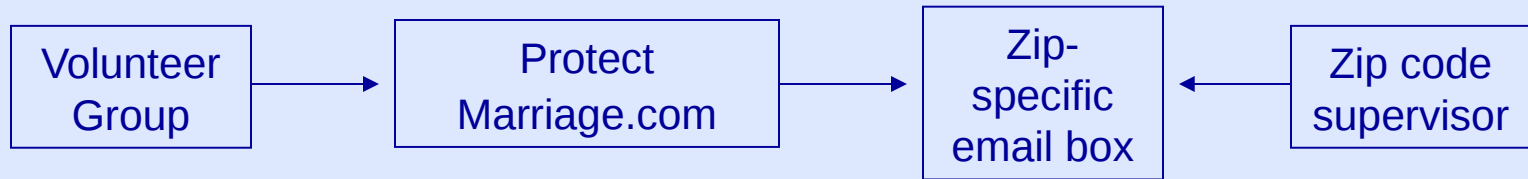
Schedulers 2 per zip code

Recorders 1 per zip code

Registrars 1 per ward

Diplomats 2 per ward / begin outreach ASAP

# Integrating Other Volunteers



Group leader goes to campaign website and clicks on Volunteer.

Provides contact info and zip code the group would like to walk or phone.

Info is sent to a zip-specific email box.

Zip code supervisor checks for messages.

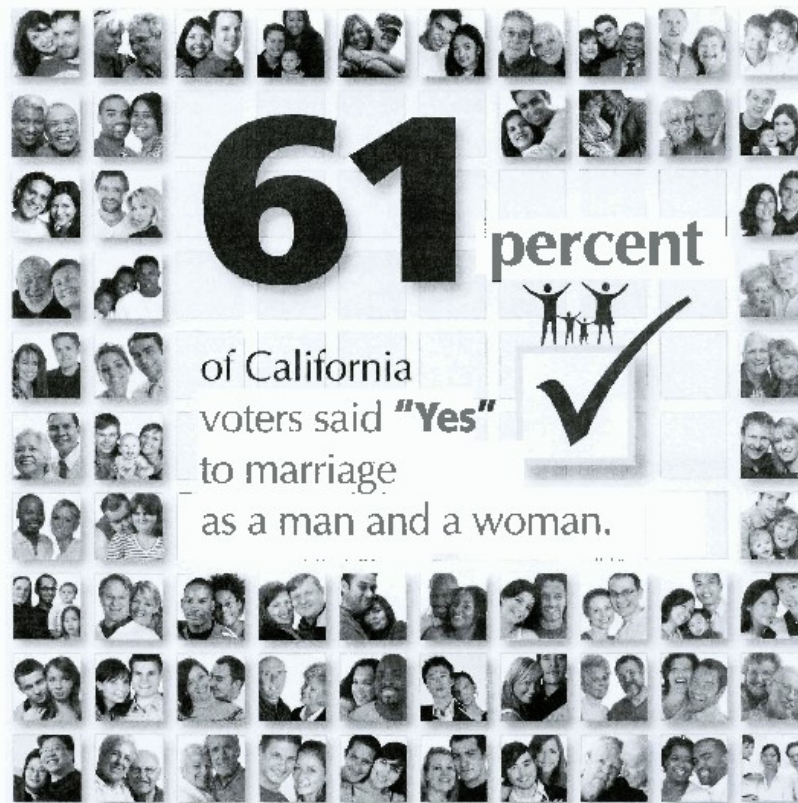
ZCS responds with location where volunteers will assemble.





# Process for a Walk and Phone Saturday

- Week prior:                   Schedulers call through the ward list and obtain commitments from members to work for three hours on Saturday. Ask each member to bring a friend from another religion.
- ZCS prints walking lists from PDF file he or she will receive. Also prints script and talking points for each volunteer.
- Saturday 8:30                 Assemble in a convenient parking lot for briefing. Church buildings may not be used. Materials will be passed out.
- 9:00a to noon                 Walkers canvass assigned streets.
- Phoners with cell phones go to pre-arranged homes and call assigned numbers. Phoners may also work from own homes.
- 12:15p                         Volunteers return walking/phone sheets to ZCS. Recorders meet with ZCS and receive sheets for data entry.
- Saturday +                     Recorders enter vote intentions into data base and return the walk-phone lists to the ZCS. Walk-phone lists will be available for those who prefer to work weekdays.
- Schedulers begin organizing next Saturday's team.



**4** San Francisco-based judges said "No."



 **Yes<sup>™</sup> 8** settles it once and for all.



## Fact Sheet

- ❖ **Proposition 8 protects the people's will and overturns activist judges.**

In 2000 over 61% of Californians voted in favor of Proposition 22 reaffirming that only marriage between a man and a woman is valid or recognized in California. However, because this language wasn't put into the state constitution when it was approved, four activist judges from San Francisco wrongly overturned the people's vote. In November 2008, Proposition 8 will give California voters the power to reverse the court's decision by restoring the definition of marriage as between a man and a woman in the state constitution. Following are key facts about Proposition 8:

- ❖ **Proposition 8 is simple and straightforward.**

Proposition 8 contains the same 14 words that were previously approved in 2000 by over 61% of California voters: "Only marriage between a man and a woman is valid or recognized in California."

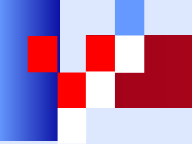


## Myths and Facts about Proposition 8

*MYTH: Proposition 8 enshrines discrimination in our constitution.*

**FACT:** Proposition 8 does not discriminate against gays; it simply restores the meaning of marriage and protects it as an essential relationship that has benefited mankind since the beginning of time. Every culture in the world believes that marriage is between a man and a woman. Californians from all walks of life and ethnic backgrounds, whether religious or not, agree that marriage is between a man and a woman.

Proposition 8 does not take away any rights from gay Californians. Gays and lesbians in domestic partnerships in California already enjoy all the legal rights and benefits of marriage. The California Family Code says, "domestic partners shall have all the rights, protections and benefits" of married spouses. There are NO exceptions to this. Proposition 8 will not change that.



## Protect Marriage: YES on Proposition 8

### Questions and Answers about Proposition 8

❖ **What is Proposition 8?**

Proposition 8 is simple and straightforward. It contains the same 14 words that were previously approved in 2000 by over 61% of California voters: “Only marriage between a man and a woman is valid or recognized in California.”

Because four activist judges in San Francisco wrongly overturned the people’s vote, we need to pass this measure as a constitutional amendment to restore the definition of marriage as between a man and a woman.

❖ **What does a YES vote on Proposition 8 mean?**

Voting YES on Proposition 8 does 3 simple things:

- It restores the definition of marriage to what the vast majority of California voters already approved and human history has understood marriage to be.
- It overturns the outrageous decision of four activist Supreme Court judges who ignored the will of the people.
- It protects our children from being taught in public schools that “same-sex marriage” is the same as traditional marriage.

❖ **What does a NO vote on Proposition 8 mean?**

If Proposition 8 is defeated, the sanctity of marriage will be destroyed and its powerful influence on the betterment of society will be lost. The defeat of Prop. 8 would result in the very meaning of marriage being transformed into nothing more than a contractual relationship between adults. No longer will the interests of children and families even be a



# Identification Script

Hello, I'm \_\_\_\_\_ and we're (walking)(phoning) precincts today for the the Yes on Proposition 8 campaign. Have you heard of Proposition 8?

[If no, explain the following points]:

Proposition 8 is an amendment to the state constitution that says, "Only marriage between a man and a woman is valid or recognized in California."

It is the same wording as in Proposition 22 in 2000 that was passed by 61% of the people.

It was overturned by a 4-3 vote of the California Supreme Court and that's why it's on the ballot as a constitutional amendment.

A Yes vote re-establishes traditional marriage as the law. A No vote allows the legalization of same-sex marriage.

[If yes, say]:

As you may recall, a Yes vote on Prop 8 re-establishes traditional marriage as the law, and a No vote allows the legalization of same-sex marriage.



# Identification Script

If the election were held today, would you vote ... definitely Yes, probably Yes, probably No, or definitely No?

[If definitely Yes and voter is married, ask]: Does your spouse agree with you?

[If definitely Yes, ask]: Would you be interested in helping with the campaign, such as displaying a yard sign, or making a few phone calls?

[If definitely No, ask]: Are you still studying the issue, or is your mind made up?



# Codes

## Status

- 1- Contacted
- 2- Not home / no answer
- 3- Call back
- 4- Refused
- 5- Dangerous
- 6- Gated / vacant / ans machine

## Multiple Voter Household

- 1- Spouse agrees
- 2- Spouse disagrees
- 3- Refused

## Vote

- 1- Definitely Yes
- 2- Probably Yes
- 3- Undecided (volunteered)
- 4- Probably No
- 5- Definitely No, but still studying
- 6- Definitely No, mind made up

## Next Steps

- 1- Willing to display yard sign
- 2- Willing to volunteer
- 3- Maybe / re-contact
- 4- No



## Sample Walk/Phone List

## Walk Sheets




Precinct: 2200022

County: BUTTE

SD:04 AD: 03 CD:02




Street: WINDECKER DR

City: CHICO

Codes	Number	Apt.	Name	Phone#	Ver.	Age	Pty	Affid#	
6FAUN 1 2 3 4 5 6 7 8 9 10 11 12 bad# corr lws av mvd	1214		CROWE, GARY R	530-894-7307	V	67	R	ZB163951	
6FAUN 1 2 3 4 5 6 7 8 9 10 11 12 bad# corr lws av mvd	1218		JESSEN, KENT D	530-894-8290	V	48	R	ZB067642	
7FAUN 1 2 3 4 5 6 7 8 9 10 11 12 bad# corr lws av mvd	1224		KRAUSE, THOMAS B	530-892-8073	V	57	R	ZA970984	

Street: WOODVIEW LN

City: CHICO

Codes	Number	Apt.	Name	Phone#	Ver.	Age	Pty	Affid#	
8FAUN 1 2 3 4 5 6 7 8 9 10 11 12 bad# corr lws av mvd	1712		MILLER, EDWARD L	530-342-9031	V	66	R	AM853772	
6FAUN 1 2 3 4 5 6 7 8 9 10 11 12 bad# corr lws av mvd	1726		KNIGHT-RICHARDS,	530-343-7319	V	56	R	ZA651737	
6FAUN 1 2 3 4 5 6 7 8 9 10 11 12 bad# corr lws av mvd			RICHARDS, MARK K	530-343-7319	V	56	R	A387362	



# Mark Walk List

**S** 1 2 3 4 5 6

**V** 1 2 3 4 5 6

**M** 1 2 3

**N** 1 2 3 4



# Talking Points

We should encourage all volunteers to bring up Prop 8 in their daily conversations. These three questions are good openers and will get people talking.

What do you think about Proposition 8?

Have you decided how you're going to vote?

Who do you feel created marriage – God or mankind?

What to say in a conversation might be keyed off of the last question.



These points work well if the person believes God created marriage:

Proposition 8 restores the definition of marriage to what God intended it to be. (Alternate: ...to what people have always understood it to be.)

Proposition 8 protects marriage as an essential institution of society. Although death and divorce may prevent the ideal, the best situation is for a child to be raised by a married mother and father in the bond of marriage.

Proposition 8 will not take away any rights the state has granted to domestic partners. Gays and lesbians have all the rights any married citizen has, and can live whatever lifestyle they choose, but they do not have the right to redefine marriage for the rest of us.

We should not accept a court decision that results in public schools teaching our kids that gay marriage is okay. That is an issue for parents to discuss with their children according to their own values and beliefs. It should not be forced on us against our will.

[All of the following talking points will also work with those who believe God created marriage.]



These work well if the person believes mankind created marriage:

Proposition 8 is about preserving marriage; it is not an attack on the gay lifestyle.

If the gay marriage ruling is not overturned, teachers will be required to teach young children there is *no difference* between gay marriage and traditional marriage.

(Backup: Education Code 51890 requires teacher in health education classes to instruct children about marriage. Unless they teach that both are equally approved in society, they can be disciplined and dismissed.)

The people voted 61-39 to make traditional marriage the law. Activist judges have overreached their authority and have ignored the will of the people. Proposition 8 will restore the will of the people.

Californians have never voted for same-sex marriage. If gay activists want to legalize gay marriage, they should put it on the ballot. Instead, they have gone behind the backs of voters. Four judges based in San Francisco should not be allowed to change the definition of marriage for all of society.



# Zip-Ordered List

ZIP	WARD NAME	STAKE NAME
90001	Bell	Downey California
90002	Bell	Downey California
90002	Downey 2 <sup>nd</sup>	Downey California
90002	Southwest Los Angeles	Inglewood California
90003	Bell	Downey California
90003	Southwest Los Angeles	Inglewood California
90004	Adams	Los Angeles California
90004	Hollywood	Los Angeles California
90004	Wilshire	Los Angeles California
90005	Adams	Los Angeles California
90005	Wilshire	Los Angeles California
90006	Adams	Los Angeles California
90006	Wilshire	Los Angeles California
90007	Adams	Los Angeles California
90007	Bell	Downey California
90008	Inglewood 1 <sup>st</sup>	Inglewood California
90008	Westchester 1 <sup>st</sup>	Inglewood California
90008	Westdale 1 <sup>st</sup>	Los Angeles California Santa Monica
90008	Wilshire	Los Angeles California



# Ward-Ordered List

WARD	STAKE	ZIP
Adams	Los Angeles California	90026
Adams	Los Angeles California	90058
Adams	Los Angeles California	90062
Bell	Downey California	90003
Bell	Downey California	90015
Bell	Downey California	90240
Bell	Downey California	90280
Bell	Downey California	90002
Bell	Downey California	90241
Bell	Downey California	90262
Bell	Downey California	90007
Bell	Downey California	90011
Bell	Downey California	90021
Bell	Downey California	90270
Carson	Torrance California	90744
Carson	Torrance California	90745
Carson	Torrance California	90220



# Zips and Wards

Together with Regional Coordinators, assign zip codes to stakes and wards. Where a zip code straddles a stake boundary, select the stronger stake to assign it to.

Regional Coordinators will assign one or more zips to each Zip Code Supervisor. Zips need not be entirely within a ward boundary. ZCSs may choose one or more assistants.

Assess volunteer strength in each zip code.


Strong -- sufficient membership to solidly cover the zip

Medium -- adequate membership to cover it but with no margin

Weak -- insufficient membership to cover it

Send the zip lists with strength assessments to Bob Warnick (South) or Boyd Smith (North).





Members are already asking what they can do to help. While we are getting organized and having training sessions, pass the word for members to compile email lists of friends and acquaintances outside of the Church.

Think of people in your area who would be good speakers, writers, media and blog monitors, and diplomats.



# Timeline

## Phase One – Training

By Aug 3 Finish training regional coordinators

By August 10 Finish training zip code supervisors

August 8-10 Brief and organize schedulers

August 16+ Brief volunteers just prior to walking & phoning

## Phase Two – Vote Identification

August 16 to October 15 Phone and walk

August 16 to October 27 Voter registration



# Timeline

## Phase Three - Persuasion

September 5 thru November 4

Phone and walk

August 15 thru November 4

Emails, networking

August 15 thru November 3

Speakers bureaus, letters to editor, outreach

September 18-20

Yard sign distribution

September 22 at 7:00a

Yard signs blossom

## Phase Four – Get Out The Vote

October 7 thru November 4

Phone absentee voters

November 1-4

The Surge: phone and walk

November 4

Turn out polling place voters



# Weekly Conference Calls

Saturday afternoon (about 3:00p): Regional Coordinators hold conference call with Zip Code Supervisors.

Saturday afternoon (about 5:00p): Area Directors hold conference call with Regional Coordinators.

Sunday evening or Monday morning: Southern Area Directors hold conference call with Warnick, Smith, and Lawrence.

Sunday evening or Monday morning: Northern Area Directors hold conference call with Smith, Warnick, and Lawrence.



# Remember ...

The goal is to find our voters and get them to vote.

Give volunteers and zip code supervisors latitude. Volunteers can phone or walk; they can phone in groups or by themselves in their homes; they can work on Saturdays or any other day; they can present talking points or merely record a voter's position.

Tell volunteers to be polite and not argue.

Reassure voters that we are pro-marriage, not anti-gay.



# What's At Stake?

“Now it is not common that the voice of the people desireth anything contrary to that which is right, but it is common for the lesser part of the people to desire that which is not right; therefore this shall ye observe and make it your law – to do your business by the voice of the people.

“And if the time comes that the voice of the people doth choose iniquity, then is the time that the judgments of God will come upon you; yea, then is the time he will visit you with great destruction even as he has hitherto visited this land.”

-- Mosiah 29:26-27