

Politics Preparation Participation



PPP Program

WHAT:

A program to promote--

- 1) Citizen participation
- 2) The development of political leaders

HOW:

Campaign workshops sponsored by Pachyderm Clubs in coordination with the Republican Party and its allied organizations.

OBJECTIVES:

- 1) To recruit candidates
- 2) To develop candidates
- 3) To develop Volunteers.

“Knowledge dispels the fear of running;
Knowledge instills confidence.”



Outline for Discussion

Notes for Discussion

Overview and Philosophy:

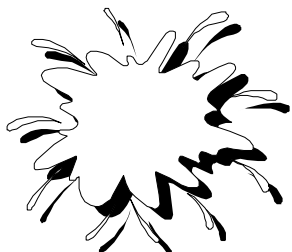
Why ?



Planning your Campaign:



Creative Campaigning:



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Recruiting Volunteers:



Public Relations and Media:

Earned Media

Fund Raising and Budget:



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*Reaching the Voters:**Direct Mail**E-Mail**Web Sites**Databases***Vote***Getting out the Vote:**Precinct Walking**Targeting Precincts***GOTV***Ethics / Campaign Report Filings:*

Outline for Discussion

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Leadership Workshop



Leadership Workshop

“Free Government Requires
Active Citizens!”

Let’s Become Outstanding Leaders!

Fun, Fellowship, and Program !



Outline for Discussion

Notes for Discussion

Welcome:

Welcome

Introduction:

History of Pachyderm Movement:

National

Local



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Special Reports:

Review Duties for Club Officers:

Presidents

Treasurers

VP-Programs

VP-Membership

Club Communications:

Newsletter

E-mail

Web Site



Outline for Discussion

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PPP Program: Appendix



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What Controls America?

Reflect on these words.

Abe Lincoln said, “Public sentiment is everything.

With public sentiment nothing can fail; without it, nothing can succeed. He who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes decisions possible or impossible to execute.”

Alexis de Tocqueville, who wrote two volumes on Democracy in America 1835, said, “Public opinion controls America and it always will.”

The concept expressed above is fundamental to understanding what controls America. Reflect for a moment how this concept affects political leaders and campaigns, and many aspects of our lives in a free society.

Putting it into perspective

To place the concept in perspective, let's consider three adversary relationships.

Trial Prosecuting Attorney vs. Defense Attorney

One says the person who murdered five small children is a terrible example of humanity; the other says look at the defendant's exemplary record as a pillar of his or her community.

Labor vs. Management

If the city firemen go out on strike, the mayor and city council are normally on the other side. Whichever side is able to muster public sentiment in their favor, will usually win. How many times, when public sentiment was clearly identified, have you seen one side capitulate.

Democrats vs. Republicans

As the state legislature session comes to an end at midnight on the last day of the session, the radio reporter will ask the majority leader to assess the session that has just concluded. What will he say? We already know the answer. It will be something like this: “It has been a very productive session.

We passed a measure of good laws...” Then the reporter will turn to the minority leader and ask the same question.

We know the answer again. He will say, “Much more could have been accomplished: several needed laws were permitted to languish in committees”. And, as the presidential campaign gets underway, what are the non-incumbents going to say? You know. “The Incumbent has many faults. It's time for a change,” or words to that effect.

We have seen our favorite Republican president called a “radical” and some have called for his demise in strong language. How do we place all this in perspective?

I submit that we need not be cynical about it. If you or I were the majority leader, for example. I suspect we would say something similar. The truth is perhaps reflected in what Will Rogers said, “A radical is a feller on the other side.”

Pachyderm Clubs' Stance on Candidates/Issues

Pachyderms recognize that a major business of any political party is to select candidates and determine positions/priorities on issues. We know, too, that issues and candidates often cause division and factionalism instead of unity. The official party organization and various groups within the party work on the development of the party platform and the selection of party nominees. A great need exists for a stable, ongoing political club movement where citizens with conflicting views on issues and candidates may join together in recognition of the overall benefit and good that political parties serve. Pachyderm clubs are designed to fulfill this need. One seasoned political worker, after reviewing the club rules, wondered aloud if the organization wasn't just a "coffee" group that did nothing. Answer: At first glance, the rules and concept of the Pachyderms may seem a bit sterile. Especially for the person who is interested in changing all that he sees wrong in government.

However, if one realizes that "knowledge is power" and acknowledges some faith in the ability of the average American to decide what is right, then the concept can take on real meaning.

The Purpose of Political Parties

Our political parties have two main purposes. First, to provide leadership in government. This means at least three things: (1) Helping to obtain good candidates for public office; (2) developing platforms at the local level for good government, and having a voice in state and national platforms; (3) analyzing, debating and bringing the issues of the day to the people. Second, to keep the public informed on the status of their government. Being able to criticize those in power has been considered one of the cornerstones of free government. This tends to keep

government more honest and efficient. Some historians claim this right was obtained for free people when Oliver Cromwell had King Charles executed in England. From that point on, we have been able to criticize those in power. It is an important part of free government and a very important duty of the party out of power.

A typical club-start briefing includes this idea of "vision" for the movement: "We have town after town across the nation without a single political club of either major political party. Suppose that we succeeded with the Pachyderm Club movement and later the Democrats followed suit. No one knows what positive effects this might have on our political system.





Pachyderms & Elections

One of the questions that we are most asked by Republican leaders is “Where does Pachyderm fit in to the process of electing Republicans” ?

This question cuts to the heart of why Pachyderm has yet to expand into every state. A great many of our fellow Republicans do not quite understand what we are, why we are and how we can best be deployed to elect Republicans. While the exact role that each club may take is varied from area to area, some things are universal.

Each and every **Pachyderm Club** should be;

- 1) providing a platform for GOP leaders and Candidates to speak to the public, Pachyderm members and the media.
- 2) a source of volunteers for candidates and the party operations.
- 3) a source of individual donors for candidates and the GOP.
- 4) a place for healing the rifts that develop in the party over issues or primary candidates.
- 5) encouraging each of it's members to become involved with a candidate or project for the local GOP.
- 6) helping to manage a portion of your local GOP operations plan. Club Presidents should check with local party officials to see if there is some project or a portion of a project that Pachyderm could take over. In politics, there are always more jobs to do than people to do them. Perhaps your club could organize and execute a ride to the polls program or handle the pre-election rally or the victory party, whatever your local GOP wants help with. The bottom line is that as Pachyderms we have an obligation to aid in the election of Republicans as much as we can.

Remember....

“We get the government that we deserve, not the one we wish for.”

National Federation of Pachyderm Clubs

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“an official Allied Organization of the RNC”

PPP-14



Application Form

CERTIFIED CAMPAIGN WORKSHOP COORDINATOR

BIOGRAPHICAL DATA

Name: _____
(Last) (First) (Middle Initial)

Mailing Address _____

County: _____ Congressional District #: _____

Telephone No: () _____ (Office); () _____ (Home)

Date of birth: _____ Spouse: _____ Children _____

Approx length of residence in State: _____ years.

REPUBLICAN PARTY ACTIVITIES PARTICIPATED IN. (List any bids for public office, work in campaigns, etc.)

Public Offices held/dates: _____

Civic Activities (past & present): _____



Employment history (brief summary of type of work experience): _____

Training/Teaching and other related experiences (describe any experience you have had answering what, where, who, when):

Additional information. List below any other information about yourself which might help qualify you as a Certified Campaign Workshop Coordinator:



COMMITMENT

1. Once trained and certified, are you willing to commit yourself to conduct at least one workshop per year for a three year period in your area?

_____YES _____NO

2. During your period of commitment, would you be available to help Pachyderm leaders plan other training programs within your area?

_____YES _____NO

Signature_____ Date:_____

(Attach additional information as desired)

