

By Dr. Doug Cardell

# Why Don't We Win More Elections?

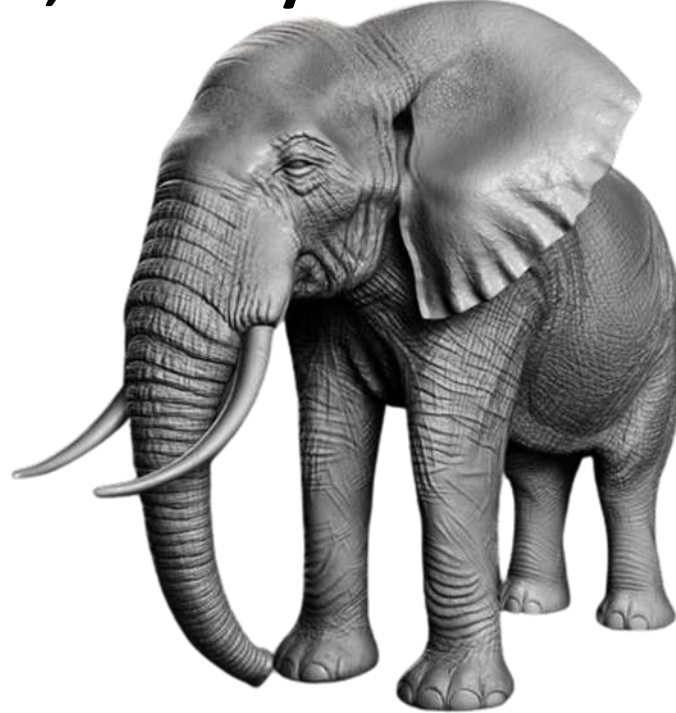
**It should be easy!**

**I mean, come on, their symbol is an ASS!**



**Ass**

**Small, weak, slow, stupid,  
stubborn**



**Elephant**

**Big, strong, fast, smart,  
adaptable**

*\*Pictures reflect actual size difference*

The background of the entire image is a stylized American flag. The top half features a light blue field with white, five-pointed stars scattered across it. The bottom half features horizontal stripes in a light red and white color, with the stripes curving slightly to follow the bottom edge of the frame.

**How do we lose to these guys  
and how do we fix it?**

**Get Out the Vote**

**Door knocking is the most effective way**

**Get On Point**

**Our ideas are better for people**

**Get It Together**

**After the primaries. Close ranks**

**Get Organized**

**Build a bigger, better machine than theirs**



**VOTE** AMERICA  
EVERY VOTE COUNTS

## **Choose your audience**

**Talking to Republicans, Independents, Undecideds and Democrats requires speaking four different languages. Before you prepare to hit the streets decide which group you can be most effective with and hone your message to them. Door knocking is about 33% effective. It is by far the most effective means of communicating our message. I think your PCs can give you lists of the doors to knock on and registration information.**

# **Door Knocking Tips**

- **Know your talking points**
- **Practice before you go out, video record it**
- **Wear a professional looking name tag**
- **Ask for the person on your list but talk to whoever answers the door**
- **You are a likeable, sympathetic listener**

# Door Knocking Tips

- **Be complimentary – I love your flowerbed**
- **Ask what issues are important – now wait & listen**
- **Avoid asking yes or no questions**
- **I'm going to see \_\_\_\_\_ next, do you know them? Would you like to come? Can I say we spoke?**
- **Avoid direct argument, create cognitive dissonance (more on that later)**

# Door Knocking Tips

- **I'm leaning Democrat – oh, which policies do like most – listen – how is that helping you?**
- **I'm afraid of where we're heading, are you?**
- **Have voter registration forms with you**
- **If voter too argumentative, politely excuse yourself, don't waste time with them**
- **Best times: Weekends or weekdays mid-morning or evening**

# Get Republicans voting

- **Contact every Republican: push them to vote**
- **Offer help: a ride, help with ballot, babysitting**
- **Make sure they know our candidates names and how great they are**
- **Make sure to include the down the ballot, the local candidates**
- **Be a great cheerleader: fire ‘em up**
- **Get their number: call back to remind them**



# Get Republicans activated

- **Go beyond getting out the vote**
- **At every opportunity ask them to become involved**
- **Door knocking in twos, invite them to join you**
- **A pro & a newbie better than two pros together, it doubles our numbers**
- **Once trained, ask them to recruit a newbie of their own and you find a new one**
- **Keep in touch and keep 'em fired up**

# Heart and Head

**The young and inexperienced love socialism because they have a heart, when they mature they hate socialism because they also have a brain.**

**They've learned that helping people can be disabling and demeaning. They've learned that giving people independence is the most loving action.**

# **The Codependent Democrats**

**Don't let them keep portraying  
us as mean and heartless,**

**We care more about people than they do,  
their codependency does not help people.  
Codependents are also known as "enablers"  
because they allow the ones who depend on  
them to keep engaging in unhealthy  
behaviors. Codependency is a dysfunctional  
relationship dynamic where one actor  
assumes the role of "the giver," sacrificing  
their own needs and those of others for the  
sake of the dependent, "the taker."**

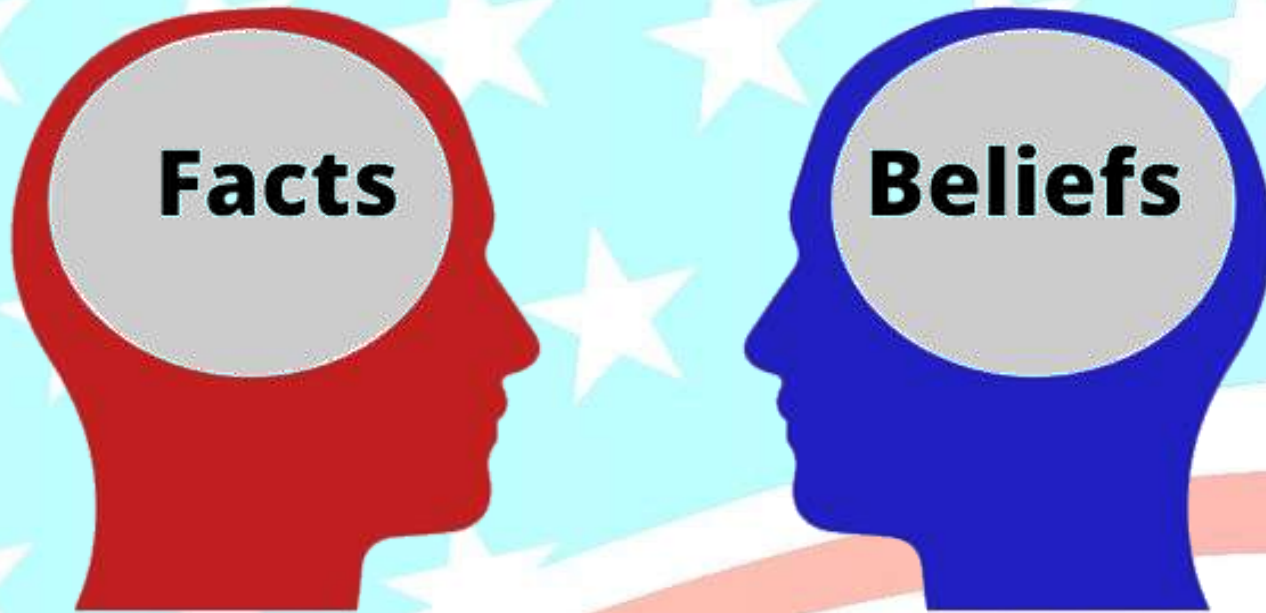
# **The Codependent Democrats**

**Codependents do harm, disguised as good,  
to satisfy their own emotional needs.**

**The symptoms include:**

- **Having a hard time saying no**
- **Showing emotional reactivity**
- **Feeling compelled to take care of people**
- **Feeling a need to be liked by everyone**
- **Having a need for control over others**
- **Having trouble communicating honestly**

# **Don't Confuse Me with the Facts**



**I can't hold two opposing ideas  
in my head at the same time**

# Cognitive Dissonance

- **It's the key to changing minds**
- **Arguments seldom change minds**
- **A friend asking questions can**
- **Be the friend that asks questions**
- **Don't argue, make a sympathetic statement and ask a question**
- **Share their concern but ask if there might not be a better solution**

# Cognitive Dissonance

- **We need to treat minorities better**
- **I agree, but I worry we are signaling that they need help because they are less capable. How do you think we could signal that they don't need help since they are equally capable?**

# Talking to Independents

- **Don't wear party affiliation**
- **What issues are important to you?**
- **I see we both care about that, do you think Biden's team is helping?**
- **I think Biden may care as much as you and I do but I worry that he's going about it in a way that is making things worse, what do you think?**
- **My family was better off a couple of years ago, how about yours?**
- **Avoid calling Dem candidates by name**



# Talking to Undecideds

- **Undecided are like Independents but may need more comparisons**
- **I've been undecided before, I try and find the facts**
- **More law and order or less?**
- **More illegal immigration or less?**
- **More inflation or less?**
- **Kids gender being changed or not?**
- **Schools teaching political beliefs or more academic subject?**

# Talking to Democrats (if you must)

- **What issues are important to you?**
- **Is Biden headed the right way on it?**
- **Is your family better off under Biden?**
- **You and I really care about people but co-dependency does not help people, it keeps them down**
- **I used to be a Democrat but they lost me at defunding police and no cash bail and gender changing children**

# **Republican Unity**

**President Reagan's 11<sup>th</sup> Commandment  
"Thou shalt not speak ill of any fellow Republican"**

**So, you're guy lost the primary...  
Hold your nose & work your tail off for the winner**

**After the primaries there are no RINOs  
Better someone who votes with us most of the time  
than someone who votes against us all of the time**

# **Get It Together**

**Too much time and effort fighting ourselves**

**Ok, we disagree about some stuff but when we get on the field we have to be a team**

**Even in primaries when talking about a fellow Republican the phrase must be, “She’s great but my guy is better because...”**

# Republican Organizing

- **Run our efforts like a business**
- **Political machines aren't evil, build a bigger, better, more moral machine than theirs**
- **Make sure workers have easy access to information, what LD & CD they're working and who all their candidates are**
- **Create a website where everything is available to workers so leadership can work on more important things than emailing information and answering easy questions**
- **Fierce commitment & tireless effort**

# **The Crucial “Down Ballot”**

- **Training ground for future top tier candidates**
- **Records to run on and positions crafted**
- **Learn money raising and campaigning**
- **Play the long game – think and plan at least 3 elections ahead**
- **Look today for who we will run 6 to 10 years from now**
- **Recruit and train promising school board candidates, county officials and JPs and get them elected**
- **Develop a deep bench, with dozens of excellent prospects who can run for higher office in the future**
- **Then we can choose the best of the best**

# Summary

## ➤ **Get Out the Vote**

Door knocking is the most effective way

## ➤ **Get On Point – Our ideas are better for people**

## ➤ **Get It Together**

After the primaries - Close ranks

## ➤ **Get Organized**

Build a bigger, better machine than theirs

