

Public Engagement

Forms of Participation

Effectively integrate into your local community



Build relationships; participate in community activities, meetings, and one-on-one interactions with individuals and community leaders.

Identify issues that are impacting your community, families, businesses, schools, parents, and individual freedoms



Research the needs and problems created by these issues and identify authorities with the decision-making powers to bring about change.

Set goals and objectives to secure moral values, protect freedoms, and bring about change



Articulate the overall outcome that is needed and the change that public involvement could foster.

Identify individuals, businesses, community leaders, and organizations, etc. that are impacted by the issues you are focusing on



Engage with leaders and decision makers to inform them of the need for change – or become a leader yourself.

Create an action plan to meet your goals



Develop a timeline and recruit stakeholders that will benefit from the change you desire.

Drive a public narrative



Solicit attention to your issue: Create talking points, provide public policy input, host awareness meetings, call into talk radio.

Seek out positions on decision making boards and commissions and consider running for office



School board, municipal boards and committees, county and state boards and commissions.

MAKE A PUBLIC DIFFERENCE



Attend your local caucus and VOTE IN EVERY ELECTION



Caucus ~ Delegate ~ Assembly/Convention

Precinct caucuses are the grassroots level of decision making that guide selection of leadership in local communities and at the district level. Party leaders take on the bulk of the organization and administrative efforts of Caucus, Delegates, Assemblies and Conventions.

Colorado's major political parties hold caucuses. *The purpose of the precinct caucus is not to elect candidates directly or decide the Primary ballot.*

Q: What is a Caucus?

A: An open public meeting of a group of registered voters belonging to the same neighborhood precinct & the same political party.

Q: What is the Purpose of a Caucus?

A: The purpose of the caucus is to elect major political party officers/leaders who will be responsible for organizing political activities within the precinct for the next two years and initiate the nominating process for candidates for elective office. Caucus attendees may also elect delegates and alternate delegates to represent the precinct at the later party assemblies or conventions to designate partisan candidates to the primary election ballot. Delegates to State and Congressional District assemblies will later vote to elect delegates to national political conventions and will vote on political party platforms.

Q: Who May Participate in a Major Party Caucus?

A: Registered voters who are:

- A resident of the precinct for at least 22 days.
- Registered to vote no later than 22 days before the caucus.
- Affiliated with the party holding the caucus for at least 22 days before the caucus.
- Note: unaffiliated voters may attend, but cannot participate in party caucuses

Q: What happens at a precinct caucus?

A: Every Precinct Caucus has a basic agenda that may be like the one below:

Note: Caucus agendas may vary by party. The below serves only as a sample.

- Elect a caucus chairman and secretary to help run the caucus meeting that night.
- Tally and announce the results of caucus actions to caucus participants and report to major party headquarters.
- Elect two precinct leaders/committeepersons who will serve as local officers of the party and help coordinate voter registration and get-out-the-vote efforts in the precinct for the next two years.
- Elect delegates and alternate delegates to the county assembly, and in some cases to certain district assemblies and higher assemblies and conventions.
- Discuss, and approve or reject, certain resolutions relating to the party platform.

Q: When are precinct caucuses held?

A: The Colorado precinct caucuses are held in even numbered years no earlier than the first Tuesday in March and no later than the 1st Saturday after the 1st Tue in March. (March 1st - March 5th, 2022)

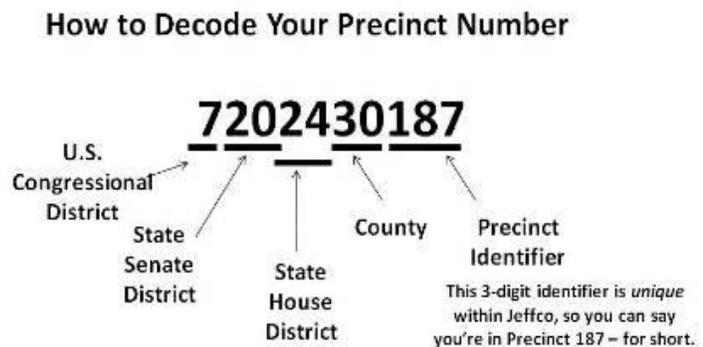
In a presidential election year, each major political party may conduct its precinct caucus on the first Saturday following the presidential primary election.

Q: What is a Precinct?

A: A precinct is generally the lowest-level, governmental-related division in the United States.

● ***Elected Precinct Leaders:***

- Are members of the party Central Committee
- May vote at the party Central Committee Meetings.
- Elect County Republican Party leaders
- Assist in the “Get Out the Vote” effort for various elections.
- Volunteer for the County Party.



Assembly Definitions

- ❖ **County Assembly Purpose:** To designate County Candidates to the major party Primary Election Ballot.
- ❖ **Congressional District Assembly Purpose:** To designate Congressional District Candidates to the major party Primary Election Ballot. (Congressional Candidates, CU Board of Regents, State Board of Education)
- ❖ **State Assembly Purpose:** To designate statewide candidates to the major party Primary Election Ballot. (U.S. Senate, Governor, Secretary of State, State Treasurer & CU Board of Regents at Large)
- ❖ **When are county assemblies?**
The county assembly will be held no later than 25 days after precinct caucuses.
- ❖ **What happens at a county assembly?**
The county assembly is convened to designate candidates for the state primary election and to select delegates to the congressional district assemblies and the state assembly.
- ❖ **When are district assemblies held?**
The date of the district assembly is determined by the chairperson of the district committee.
- ❖ **What happens at the district assembly?**
The assembly is convened to designate district level delegates to the national convention. The delegates also nominate candidates for Congress, the Colorado General Assembly, the State Board of Education, the CU Board of Regents, and District Attorneys.
- ❖ **When is the state assembly/convention held?**
The state assembly will be held no later than 73 days before the primary election in June.
- ❖ **What happens at the state assembly/convention?**
The purpose of the state assemblies is to nominate candidates for statewide offices to the primary election ballot. During the assemblies, delegates will also be elected to the national convention.

You can reach the Colorado Secretary of State Elections Division at: 303-894-2200



Make Your Message Count!

General Overview:

- ✓ **Be Clear:** Easy to understand and remember.
- ✓ **Be Concise:** Direct and to the point without unnecessary insertions that may distract from your main points.
- ✓ **Be Credible:** Believable - backed by supporting details.
- ✓ **Be Compelling:** Catch your audiences' attention and inspire them to take applicable action.
- ✓ **Be Consistent:** Make your message repeatable and able to be cut into bite-size information pieces that can be incorporated into varying communications formats.
- ✓ **Be on Guard:** Stay on message and in control of the conversation.

Understand Your Personality Strengths

Leader: good at making decisions and very goal-oriented

Influencer: very social, loves people and having fun

Loyal: easygoing, steadfast, good at making friends

Industrious: organized and process-oriented

Be Memorable and Influential:

Informative: **You pull others** to your point of view. You bridge information gaps for your listener and motivate them to change. You provide an explanation that educates and inspires viewpoint or position change. Your goal is to motivate the listener to see the possibility of changing to another viewpoint or position.

- ✓ **Briefly summarize** your key points
- ✓ **Give details**, clarification, and background
- ✓ **Answer obvious question(s)** before they come up from your key points
- ✓ **Explain the benefit** to the listener of shifting toward your point of view
- ✓ **Point out areas of concern** with their current viewpoint or position
- ✓ **End by restating your key message**

Persuasive: You push your influence onto others. You are most confrontable moving your listener to a viewpoint or position change by increasing the rationale for change. You convey logical reasoning, potential rewards, incentives, or consequences to shape the listeners beliefs, values, attitudes, or behaviors and gain their buy-in. Your message should convey benefit or value to your listener. Your goal is to appeal to them for a response.

- ✓ **Present a claim:** what is, what should be, how it should be instead
- ✓ **Provide evidence** to support your claim and main points
- ✓ **Justify the content** of your claim and evidence

Personalize Your Views:

Tell Your Story: Describe a particular example or a particular issue that is of most concern to you.

- Talk about your “a-ha” moment when everything shifted for you, and this became an important issue
- ✓ Gather facts, data, and public opinion poll information that support the key point of your message
- ✓ Prioritize which facts, data, and information will best enhance your message
 - **Remember:** Too much information can alienate your listener
 - **Your Goal:** Be memorable AND repeatable
- ✓ Decide if you are trying to get your listener to make a decision or have a robust discussion
 - You can lead in with something like...**
 - You may not be aware, but _____ (make your main point here.)
 - **I’m about to share something for us to consider in light of** _____ (make your main point here.)
- ✓ Visuals are always a great reinforcement
 - **Consider** making or sharing graphics, photos, charts, or videos to strengthen your message
- ✓ An emotional conclusion can have a powerful, long-lasting impact on your listener(s)
 - Review your main point and tell others what they can do next.
 - A call to action helps galvanize your listener(s) and inspire others to join you.



Prepare to Look the Part:

Remember: 55% of your message is appearance and body language

- ✓ Model yourself after someone you admire that holds *your* attention
- ✓ Out-dress your listening audience so you stand out in the crowd

Be Ready for Questions:

If a general question is posed to you, don't be afraid to answer if it will allow you to get your "main message" out or validate your message points.

- ✓ Answer concisely, honestly, and quickly. Be "politely" assertive, yet not combative, to get your point across.
- ✓ **Don't get trapped** into answering questions that try to divert you from what you want to convey.
 - simply transition away from answering those types of questions by using a transition statement.

Transition Statements:

Transition statements are used to keep you from getting backed into a corner of defensiveness or distracted from what you want to say. If you are under pressure from aggressive questioning or a hostile tone in a conversation, using a transition statement can redirect the course of communication and establish your authority in the dialogue.

Transition statements position you to divert from responding to someone else's narrative while positioning you to convey YOUR message to your listener(s).

Samples:

- ✓ **If you listen closely, I will tell you what really matters here _____** (insert your main point.)

- ✓ **Media noise often drowns out what is really going on. Here are the facts you should know. _____ (insert your main point.)**

- ✓ **I would like to help you get beyond the rhetoric and really understand what matters. Here's what you need to know _____ (insert your main point.)**

- ✓ **Your statement avoids what is really important. What really matters is _____ (insert your main point.)**

- ✓ **Research can be a valuable tool when understood correctly. Let me tell you what research shows _____ (insert your main point.)**

Your transition statement can make you appear to have the inside edge on what needs to be revealed about a topic while moving you into position to drive the conversation.