

What's a KFTC Community Captain?

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KFTC is trying to deepen our relationships in the communities where our members live to connect with people around issues they care about and to mobilize people to get involved in elections.

We need **you** to help by becoming a Community Captain to spread democracy by identifying up to 30 people in your community and agreeing to have 3 conversations this year with them about voting, KFTC issues, and KFTC participation.

The three conversations might include:

- *An initial conversation (best face-to-face) to make sure people are registered to vote and learn what issues they care most about. **
- A follow-up conversation (phone or face-to-face) to encourage people to attend a local candidate forum and/or invite them to volunteer at an upcoming voter registration/voter mobilization event.
- *A phone call or face-to-face conversation just before the election encouraging people to vote and making sure they have everything they need to do so. **
- A conversation encouraging people to join KFTC or, if they are already members, make a contribution to the fall fundraising campaign.
- Other conversations that inform people about opportunities to participate in KFTC, issue campaigns, and the broader democratic process.

** These two conversations are required.*

We have a goal of developing 100 community captains this year, and each of them is critically important in the campaign.

Who can be a community captain?

- Any KFTC member can sign-up to fulfill this role.
- At a minimum, captains need to meet face-to-face at least once with a KFTC organizer to discuss the purpose, expectations of this role and identify up to 30 people they want to build relationships with.
- At best, they would also participate in/attend a training on August 1st and 2nd in Louisville or a follow-up training that offered within the chapter.

Once someone agrees to be a community captain, how does it work?

There are at least three basic starting places for this role. Any of them is helpful, though we're putting an emphasis on #1.

- 1) **A member might choose to build a network from people in his or her own community.** In this case, the Captain would start by going door-to-door or tabling or having conversations to

register people to vote and talk about important issues. The Captain would then sit down with the KFTC organizer to select the people from these conversations that he/she wants to have on-going conversations with. All of the names would be entered into our database as prospects, and the chosen names would be linked to the Captain in the database. The captain would then be given a set of call sheets for all the people on his/her list.

- 2) **A member might choose to have conversations with existing KFTC members.** In this case, he or she would sit down with a KFTC organizer and look over the local membership list. The Captain would select up to 30 people he/she wants to have on-going conversations with. These individuals will be “linked” with the Captain through our database, and the captain will be given a set of “call sheets” with names, contact information, and some other data about the people on his/her list.
- 3) **A member might choose to have conversations with existing “prospects.”** These are people who KFTC has already contacted in some way, but they are not yet KFTC members. In this case, the Captain would sit down with a KFTC organizer and look over the list of local prospects. He/she would select names and those names would be linked to the Captain through our database. The Captain would be given a set of “call sheets.”

In some cases, Community Captains might not be able to stay in contact with 30 people, but some lesser number such as 20. That’s fine. Choose a number that works for you.

Once a Captain has set of call sheets, the organizer will check-in periodically to suggest reasons to contact the folks on the list and to learn how the conversations have gone. For example, organizers might contact all Community Captains in August to make sure that they complete the first conversation to ensure that everyone on their list is registered to vote and learn what issues they care most about.

It is likely, but not required, that Community Captains will also participate in other voter outreach strategies that reach additional people. For example, Community Captains might volunteer to sit at a table or participate in a door-to-door walk. That’s great!

Many Community Captains have told us that they prefer to make phone calls at times when a group of KFTC members gets together to have a phone bank. That’s fine. These Captains can bring their call sheets to the phone bank and call their personal list first.

Each time Community Captains have conversations with the people on their list, they will learn useful information. It is important to share that back with the KFTC organizer so that it can be entered into our database. For example, Captains may learn that someone has moved, or that their email address has changed, or that they no longer want to be contacted by KFTC. This information should all be shared with the organizer, either by turning in hand-written notes or sending an email message with the key information.

After the fall election, Community Captains should meet one more time with the KFTC organizer to evaluate the experience. (This could be group meeting!) This is a good time to make any adjustments to the list. Some people might come off the list, and new individuals might be added.

Please contact your local organizer to become a Community Captain today – or sign up to come to the Statewide Voter Empowerment Training on August 1st and 2nd.