 

Welcome to LP Affiliates for JoJ2020! Want to know what YOUR AFFILIATE can do right now to help the campaign?

**Here are 7 easy ideas** to put on your TO DO list!

1. GET ORGANIZED – find out who in your affiliate wants to work on the JoJ2020 campaign and what roles they might want to take. You don’t have to have all of these roles filled immediately to get started (we recognize that most but not all LP affiliate members might want to help, especially those who are working on other initiatives like ballot drives). A suggestion: your roles can mimic the national campaign organization structure:

* Affiliate Campaign Manager – plans and orchestrates your local JoJ2020 campaign activities
* Affiliate Fundraiser – works to get donations for the campaign (work with National Fundraising)
* Affiliate Communications Coordinator – creates/sends out localized branded JoJ2020 messages through traditional channels
* Affiliate New Media Coordinator – keeps JoJ2020 campaign information up to date on local social media
* Affiliate Event Organizer – plans and executes events to drive interest and growth, plus votes!
* Affiliate Volunteer Coordinator – onboards new volunteers, adds to the local affiliate membership
* Affiliate Advisory Council – works to create new ideas, brainstorms ways to the help the campaign

For some smaller county affiliates, this might all be the same person. For larger counties, you might try to build a full team to engage as many volunteers as possible and share the load.

1. UPDATE YOUR AFFILIATE WEBSITE – if voters get interested in the JoJ2020 campaign and want to find you, what will they see online? Is your State Party website or Facebook up to date and accurate if people start there and try to find your affiliate? Are all the email addresses correct and regularly monitored? (Consider a team gmail address to welcome new volunteers, where several officers have the password and regularly check for messages.) Can you create fresh content to reinforce the JoJ2020 branding while welcoming new people?

**THEN … TAKE ACTION …**

1. CREATE AN ON-BOARDING PLAN for NEW VOLUNTEERS. Once they find you, can you provide Mentors who can explain your group, the organization, poll them for skills, and link them to the right people in your affiliate so they can immediately help you with your plans?
2. REINFORCE DR. JORGENSEN’s MESSAGING. Can you take her top issues and “localize” them to have 3 aligned libertarian messages that all your volunteers can get behind? For example, we have Big Government at the National level, but also the State and Local levels are all good story lines. Her campaign message of “Too nosy, too bossy” applies! Familiarize yourself with Dr. Jorgensen’s platform at joj2020.com so you can help support it.
3. CREATE/UPDATE YOUR LOCAL MEDIA LIST. Can you give your members a good list of who to contact to amplify our messaging? Are some people willing to work to arrange interviews? If you have a JoJ2020 event, will it get coverage? Can you have a Letters to the Editors contest to remind voters they have a 3rd voting option this year, that people do not have to vote for the Old Parties and their Old Candidates? Keep the drumbeat going.
4. ENGAGE YOUNGER PEOPLE. National elections are always an opportunity to recruit and train younger people to help on campaigns. Can you pull together a game plan to find volunteers at local schools and universities to help get out the Youth vote for Dr. Jorgensen, and help them organize campus groups?
5. LOOK FOR and JOIN, or create LOCAL JoJ2020 MEETUP GROUPS so interested volunteers can get engaged, even if they are not part of your affiliate. You might also do this for areas of your state with no affiliated group.

So those are just a few ideas to get started. Of course, you’ll have many more of your own. A good way to get linked up with more volunteers and contribute your ideas widely would be to join the Volunteers for Jo2020 Slack where you will find a channel for each area of volunteering plus state channels (you could even add affiliates). Take a look at: [JJ4P Volunteers Slack Page](https://join.slack.com/t/joj4president/shared_invite/zt-eqwsgz5w-x0VoyuWMIoXXgRxd2ElbYw) for details.

GOOD LUCK and THANKS for HELPING JoJ2020! Jo and Spike

 