



# **PC Handbook**

**Information for new  
Precinct Committee Persons and  
Volunteers in  
LD18**

**LD18 Democrats  
Winter 2024**



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# 1. Democratic Values are American Values



# Democratic Values are American Values

**All people are created equal and should have the same rights.**

“We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain inalienable Rights, among these are Life, Liberty and the pursuit of Happiness.”

**U.S. Declaration of Independence, July 4, 1776**



# Democratic Values are American Values

**The role of government is to ensure liberty, safety, security, justice and equitable opportunity for all.**

**“We the People** of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defense,, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.”

**U.S. Constitution, 1787**



# Democratic Values are American Values

**Government derives its power  
from the consent of the governed.**

(The word "**Democracy**" comes from the Greek words "**demos**", meaning **people**, and "kratos" meaning **power**)

"It is rather for us to be here dedicated to the great task remaining before us -- that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion -- that we here highly resolve that these dead shall not have died in vain . . . and that **government of the people, by the people, for the people**, shall not perish from the earth."

**Abraham Lincoln, Gettysburg Address, November 19, 1863**

# Democrats Believe:

**We are stronger when we have an economy that works for everyone.**

**A good education is a basic right for all, no matter where they live.**

**Affordable, quality health care is a right and not a privilege.**

**Individuals have the right to make their own reproductive decisions without government interference.**

**In guaranteeing equal pay for women.**





# Democrats Believe:

**Protecting every American's right to retire with dignity.**

**In restoring the Voting Rights Act.**


**Climate change is real and poses a threat to the economy and the health and safety of all of us.**

**We are the party of inclusion — diversity is a strength, not a weakness.**





## 2. What is a CD, LD and Precinct?

 <b>Voter Identification Card</b> Gabriella Cázares-Kelly, Recorder						
Precinct	AEVL	Party	Date Reg			
Congressional District	Legislative District	PC BOS District	School District	City	Ward	
Date Issued			ID Number			

# What is a CD?

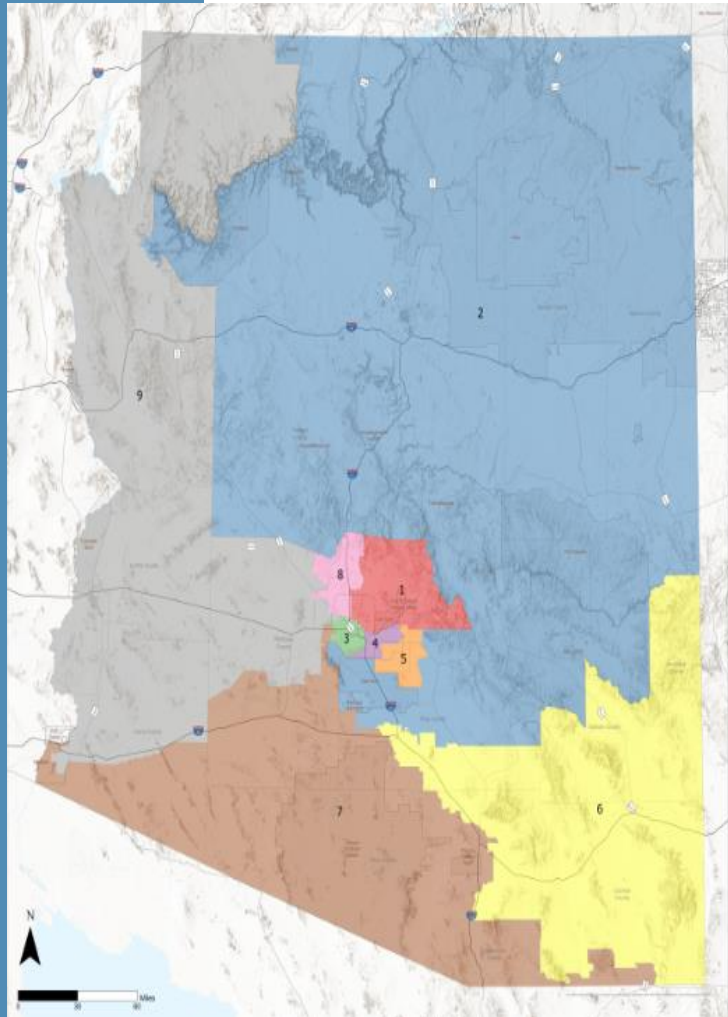
**CD = Congressional District**



**Arizona has nine Congressional  
Districts  
CD1 – CD9**

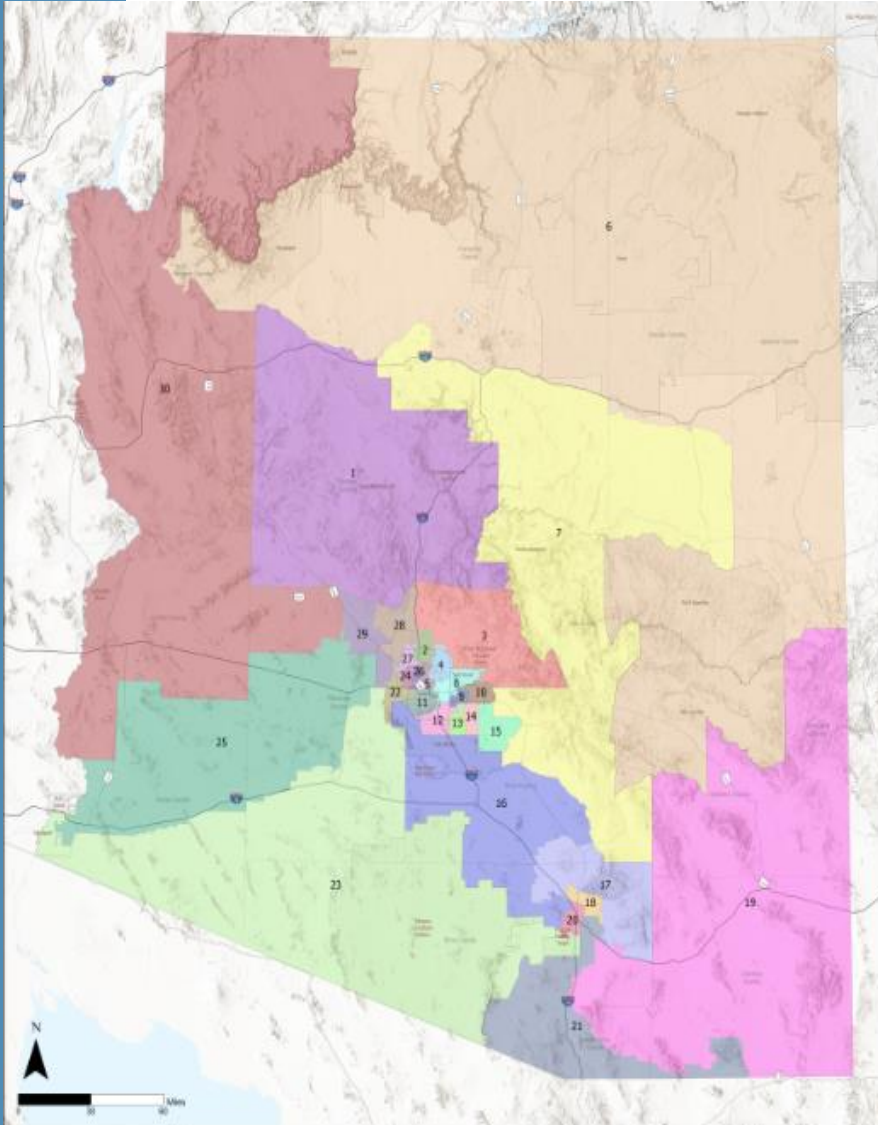
**Each district elects one  
Representative to the  
U.S. House of Representatives  
(Congress)**

**Pima County voters are in  
CD6 or CD7**



# **What is an LD?**

## **LD = Legislative District**



**Arizona has 30 Legislative  
Districts  
LD1 – LD30**

**Each LD elects one Senator  
and two Representatives to  
the Arizona State Legislature**

**Pima County voters are in  
either LD16, LD17, LD18, LD19,  
LD20, LD21 or LD23**

# What is a Precinct?

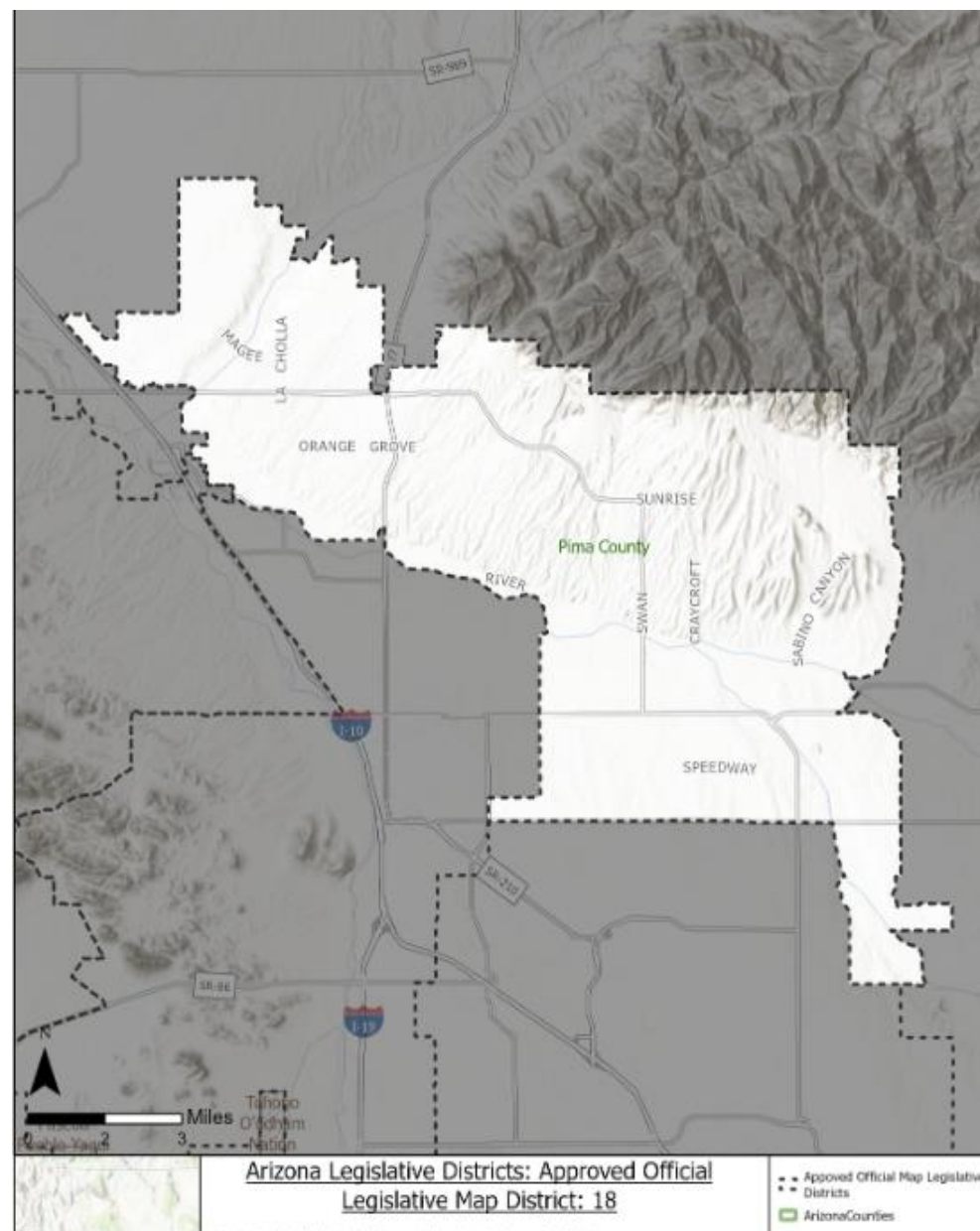
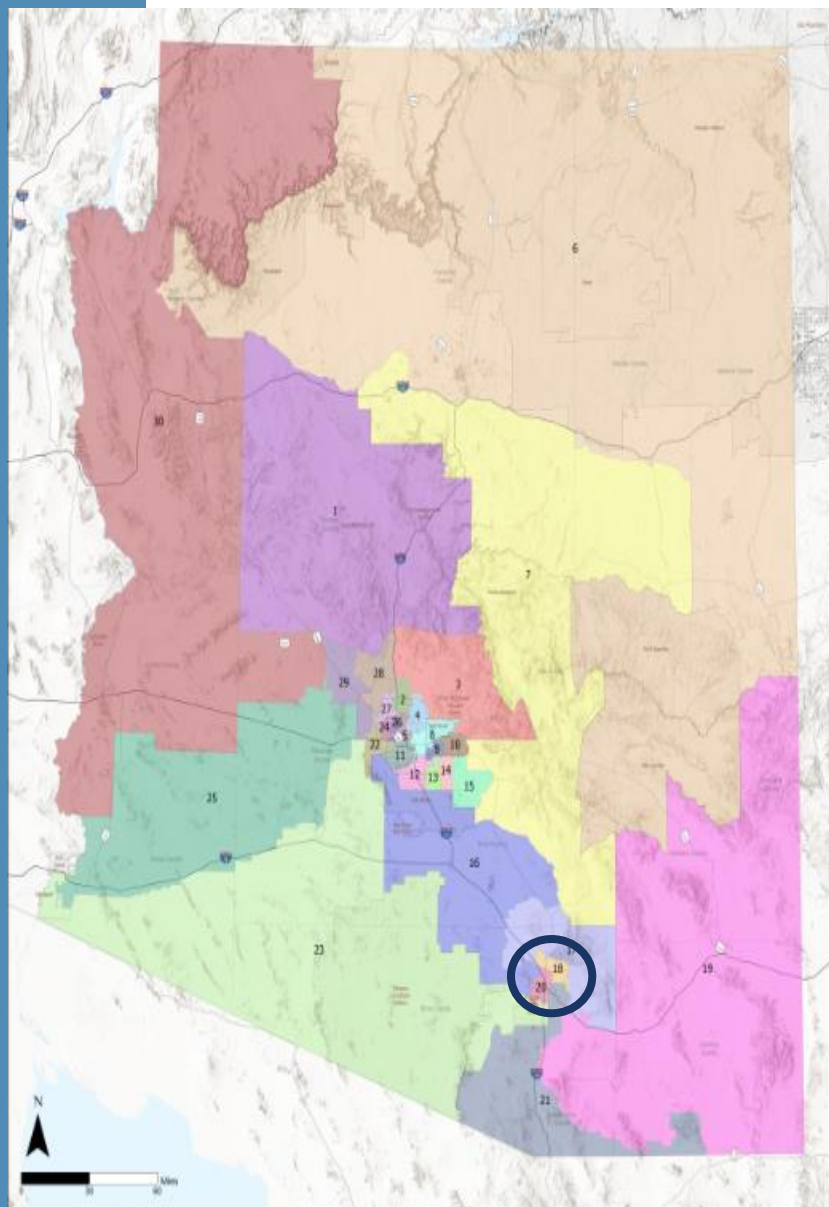
- A precinct is a group of neighborhoods that are geographically connected.
- A precinct is the smallest administrative political unit in the state.
- Precincts vary in size both geographically and demographically!
- Each precinct is unique: Single-family homes, townhouses, condos, apartments, retirement communities, gated, etc.
- Demographics vary greatly!

# 3. All About LD18





# Who is LD18?





# LD 18 Elected Officials

## Who represents us in the Arizona Legislature?



**Senator Priya Sundareshan (D)** was first elected in 2022. Senator Sundareshan has experience as an energy and environmental lawyer and a voting rights advocate.



**Representative Nancy Gutierrez (D)** was first elected in 2022. Representative Gutierrez has experience as a teacher and as a business owner. Rep. Gutierrez serves in leadership as a Minority Whip.



**Representative Chris Mathis (D)** was appointed in 2021 to fill a vacancy and was re-elected in 2022. Representative Mathis has experience as a professor, an attorney and a health care policy consultant.

# LD 18 DEMS Officers

## Elected by PCs



**Chair**  
**Larry Bodine**



**First Vice Chair**  
**Rick Sage**



**Second Vice Chair**  
**Dianne Coscarelli**



**Treasurer**  
**Maggie Winchell**



**Recording Secretary**  
**Margaret Lacey**



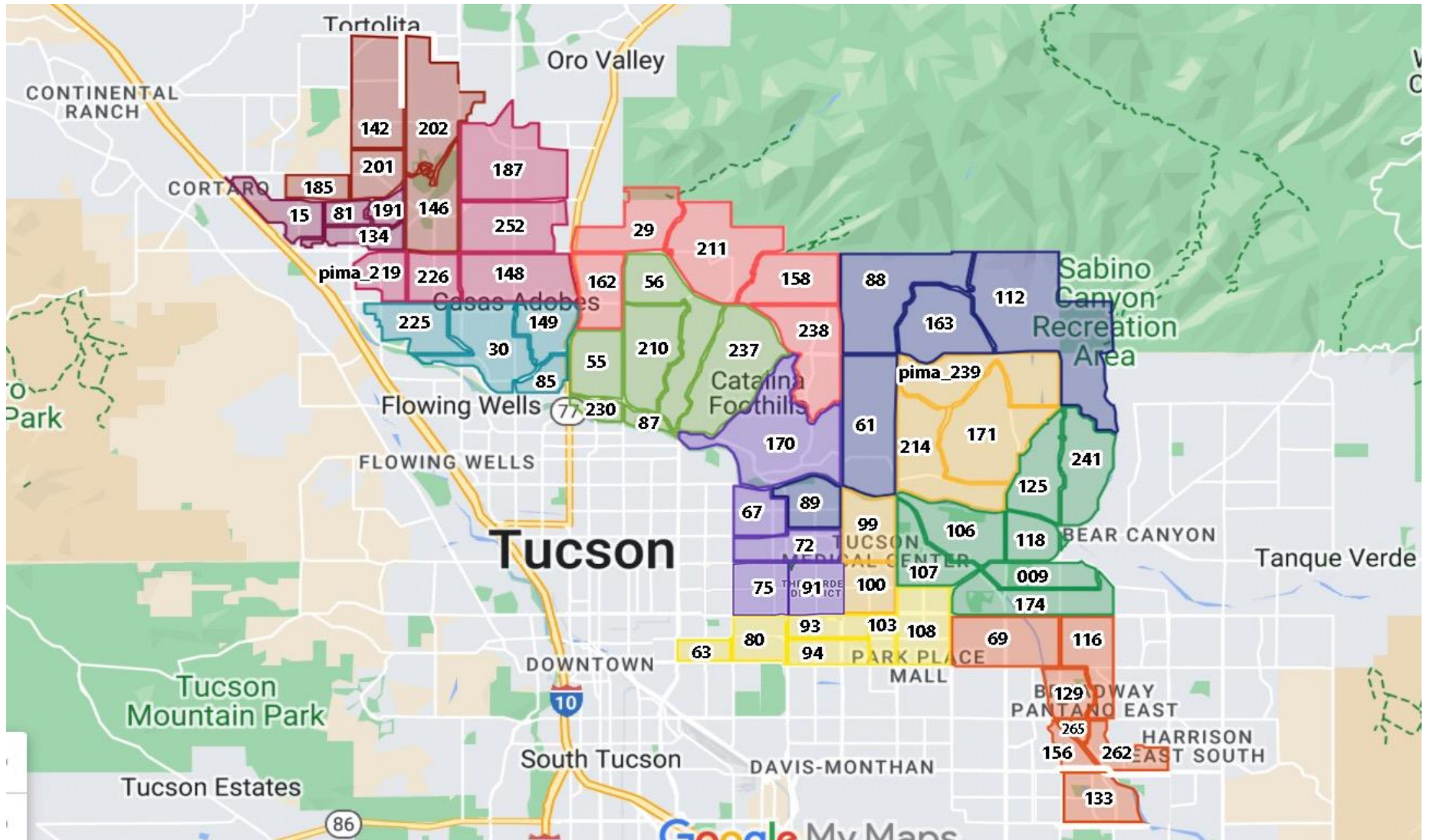
**Corresponding Secretary**  
**Monica Wnuk**



**Pima County Executive Committee**  
**Representatives**  
**Lori Cinnamond and Kim Bayne**

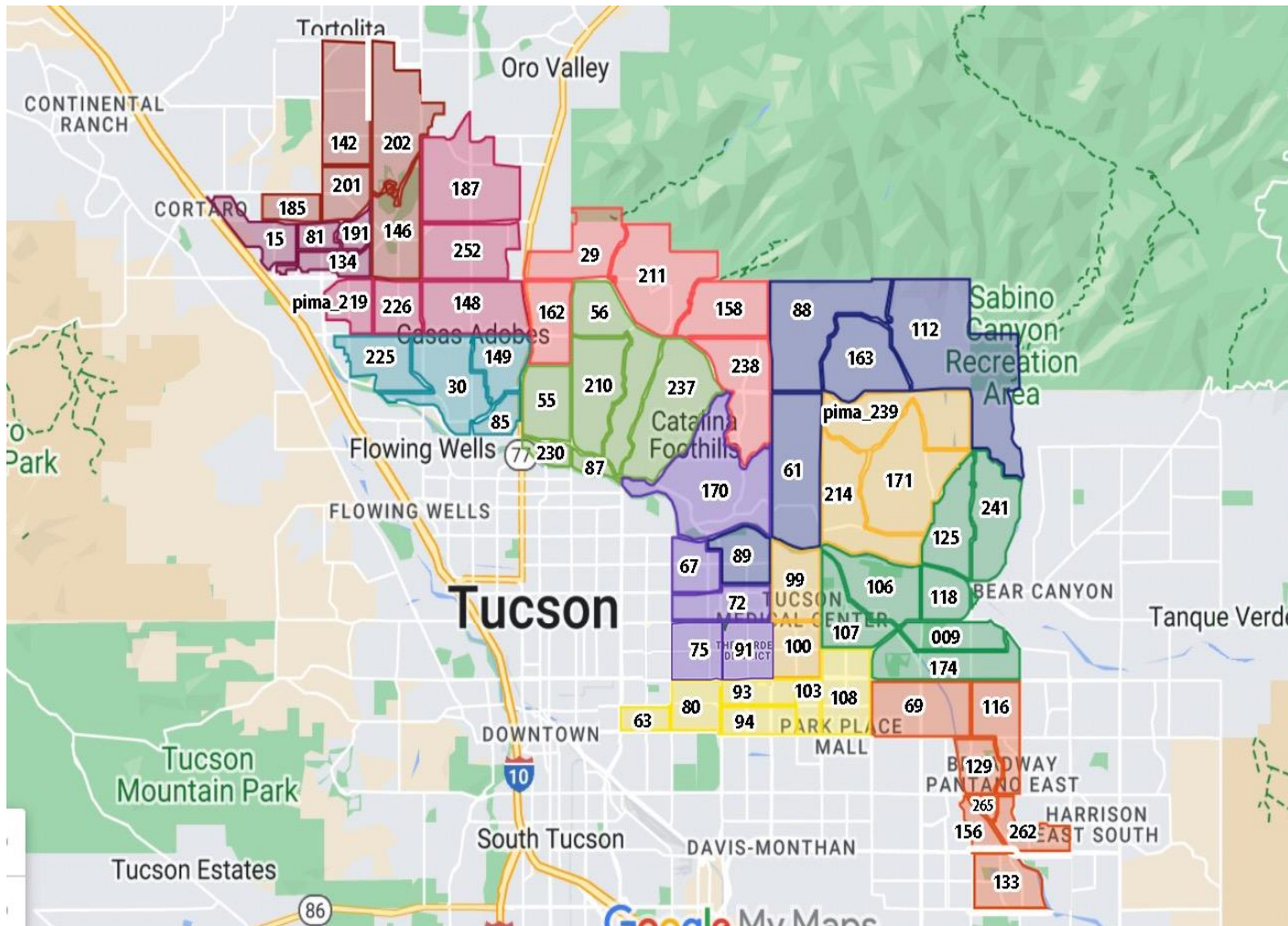


# LD18 has 65 Precincts

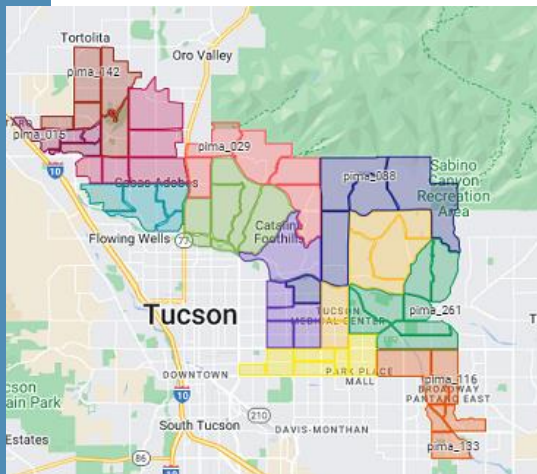




# LD18 Dems have organized their 65 Precincts into 12 Territories



**Campbell**  
**Craycroft**  
**El Con**  
**Foothills**  
**La Canada**  
**La Cholla**  
**Midtown**  
**Northwest**  
**Pantano**  
**Sabino**  
**Shannon**  
**Udall**



# Each of the 12 Territories covers 4 – 8 Precincts

## Territory

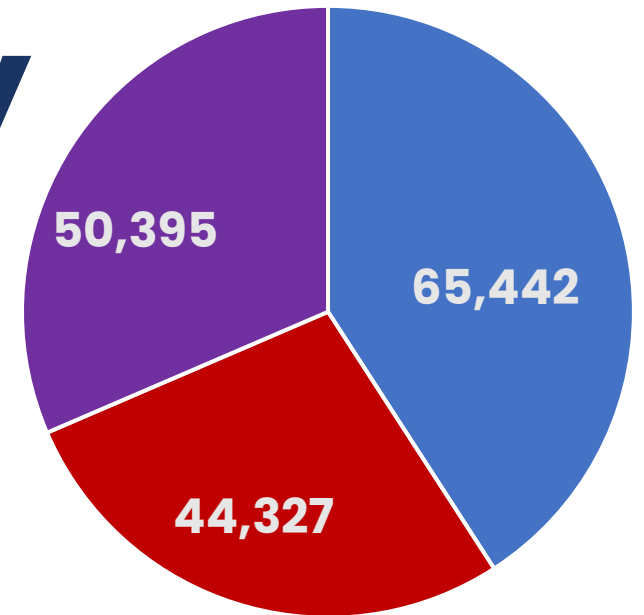
## Precincts

<b>Campbell</b>	<b>55, 56, 87, 210, 230, 237</b>
<b>Craycroft</b>	<b>99, 100, 171, 214, 239</b>
<b>El Con</b>	<b>63, 80, 93, 94, 103, 108</b>
<b>Foothills</b>	<b>29, 158, 162, 211, 238</b>
<b>La Canada</b>	<b>148, 187, 219, 226, 252</b>
<b>La Cholla</b>	<b>30, 85, 149, 225</b>
<b>Midtown</b>	<b>67, 72, 75, 91, 170</b>
<b>Northwest</b>	<b>15, 81, 134, 191</b>
<b>Pantano</b>	<b>69, 116, 129, 133, 156, 262, 265</b>
<b>Sabino</b>	<b>61, 88, 89, 112, 163</b>
<b>Shannon</b>	<b>142, 146, 185, 201, 202</b>
<b>Udall</b>	<b>9, 106, 107, 118, 125, 174, 241, 261</b>

# LD18 Voter Registration by Party

**More registered Democrats than  
Republicans**

**More registered Independents than  
Republicans**

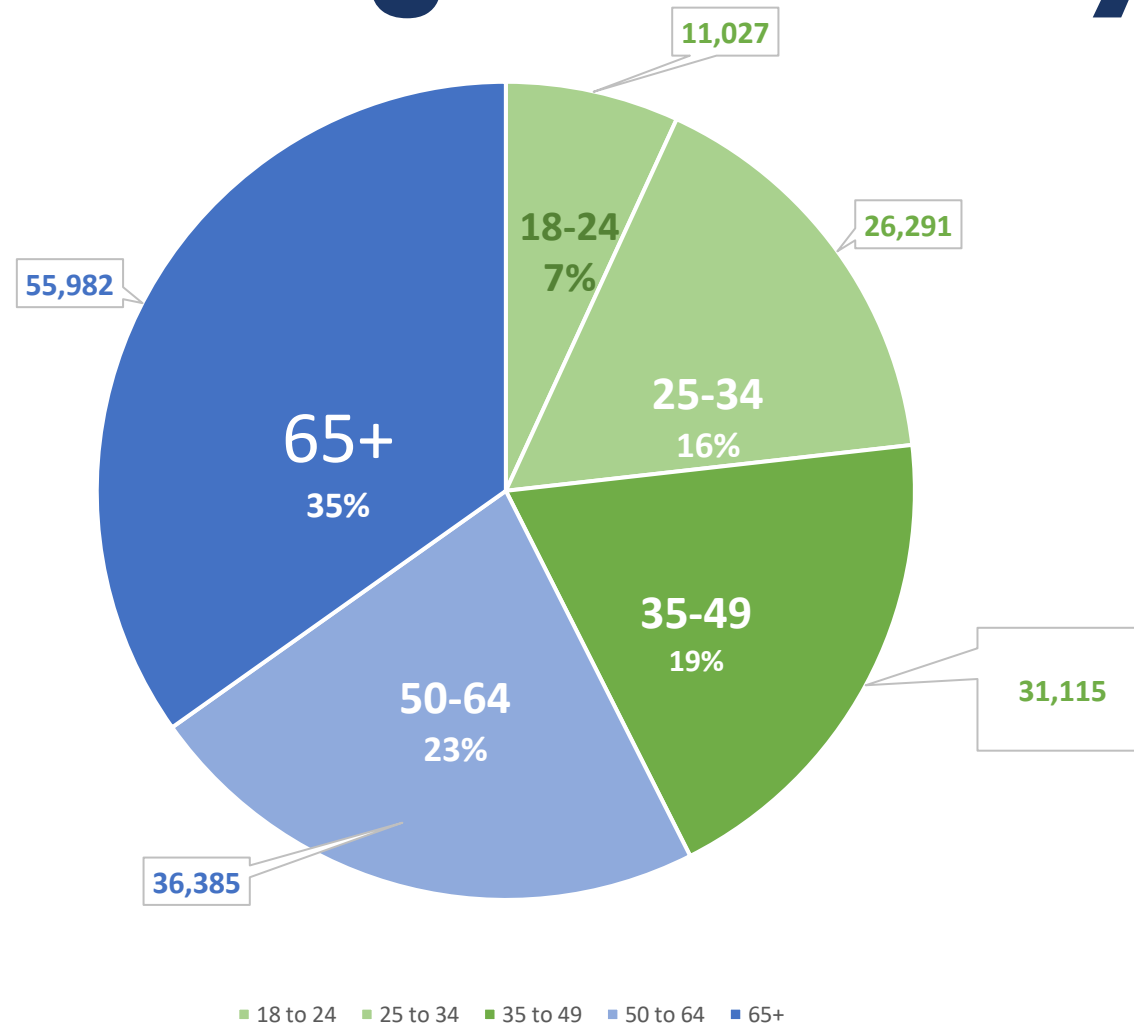


■ Democrats  
■ Independents  
■ Republicans

LD18 is the LD with the **2<sup>nd</sup>** highest number  
of registered Democrats in the state –  
more than 65,000!



# LD18 Voter Registration by Age



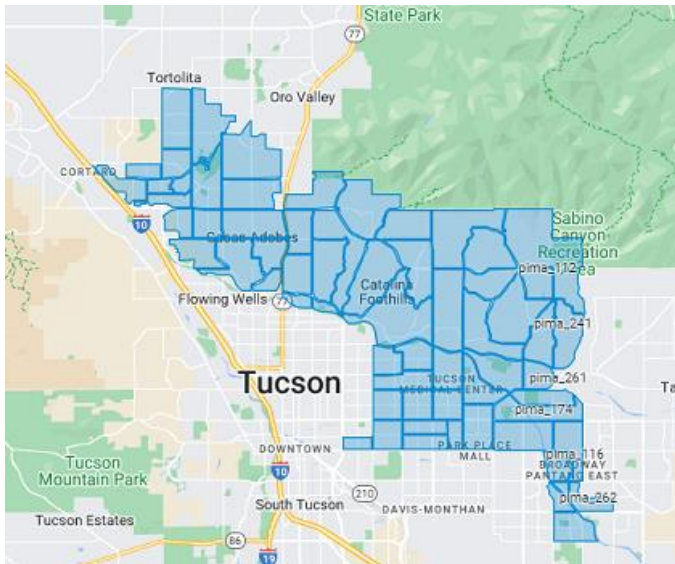
**58% of registered voters are  
over the age of 50**

**23% of registered voters are  
under the age of 35**

# LD18 – 2022 Voter Turnout



**Statewide  
Democratic Turnout:  
67.3%**



**LD18  
Democratic  
Turnout:  
76.8%**

# LD18 – 2022 Election Results



64.1% - Katie Hobbs

65.3% - Adrian Fontes

63.6% - Kris Mayes

58.0% - Martin Quezada

62.9% - Kathy Hoffman

62.7% - Sandra Kennedy

61.8% - Lauren Kuby

65.4% - Mark Kelly

61.5% - Kirsten Engel

62.1% - Priya Sundareshan

59.6% - Nancy Gutierrez

58.5% - Chris Mathis

# 4. What is a PC?



# What is a PC?

**A PC is the appointed or elected neighborhood representative of the local Democratic Party.**

# What do PCs Do?

**The top objective of a PC is to get Democrats Elected!**

**We do this by:**

**Registering** voters who will vote Democratic,

**Informing** registered voters about upcoming elections,

**Educating** voters about candidates and Initiatives on the ballot, and

**Getting Out the Vote** (GOTV).





# What do PCs Do?

If you are reading this slide, there is a good chance you are already doing many of the things that PCs do!



# Ways PCs Support Candidates:

Gather petition signatures to get candidates on the ballot.

Positively amplify candidates on social media.

Become an advocate by being knowledgeable about candidates.

Make phone calls for candidates.



# Ways PCs Support Candidates:

Go door-to-door and distribute candidate literature.

Donate money to the candidate's campaign.

Hold a house party for a candidate—Invite the candidate, friends and neighbors.

Put up signs for candidates.

Wear a candidate's button or T-shirt.



# **Ways to Communicate with Voters:**

Send emails or texts to friends, family and neighbors.

Post and share positive messages on Social Media.

Go door-to-door (canvass) – Most effective!





# Ways to Communicate with Voters:

Make phone calls.

Mail postcards or letters.

Write a Letter to the Editor.



# The two most important things a PC can do are:

1. Be knowledgeable about candidates, issues and events.
2. Be willing to engage with voters at every opportunity.



# **How much time does it take to be a PC?**



# That is up to you!

Typically, a PC spends 2-4 hours a month on outreach activities.

As elections get closer, that can increase to 4-8 hours a week.

It is up to you how much time you can volunteer.



# Why become a PC?



# **Advantages of being a PC:**

A positive way to channel your frustration –  
Harness your energy to move Arizona  
forward!

Have a vote on local Democratic Party  
leadership and governing rules.

Be eligible to be elected a State Committee  
Member who votes for leaders of the  
Arizona Democratic Party and can serve on  
statewide committees.

# **Advantages of being a PC:**

Connect with other PCs and like-minded people including leaders in your community.

When a legislative seat becomes vacant, elected PCs in the LD nominate three finalists to fill the seat.

Be eligible to be elected a leader in local or state Party.



# Advantages of being a PC:

Receive important information from LD18 and other organizations.

Be a part of a dynamic civic-minded team!



# **Interested in becoming a PC?**

**Contact:**

**Dianne Coscarelli**

**LD18 Democrats, 2<sup>nd</sup> Vice Chair**

**[diannecoscar@gmail.com](mailto:diannecoscar@gmail.com)**

# **Staying Connected in LD18:**

LD18 Mailing list: To receive Newsletters and meeting notices (PCs will automatically receive these).

Attend LD18 monthly meetings every 4<sup>th</sup> Tuesday from 6:30–8:00pm.

Follow LD18Dems on Facebook, Instagram and Twitter.



# Staying Connected in LD18:

Share positive messaging on social media.

Visit our website: [ld18dems.org](http://ld18dems.org)

Encourage volunteers, family and friends to get active by signing up on our website to receive newsletter and/or volunteer.



# **5. LD18Dems 2023–2024 Election Cycle Plan**







# Planning to Win



Blueprint for winning elections in 2023–2024

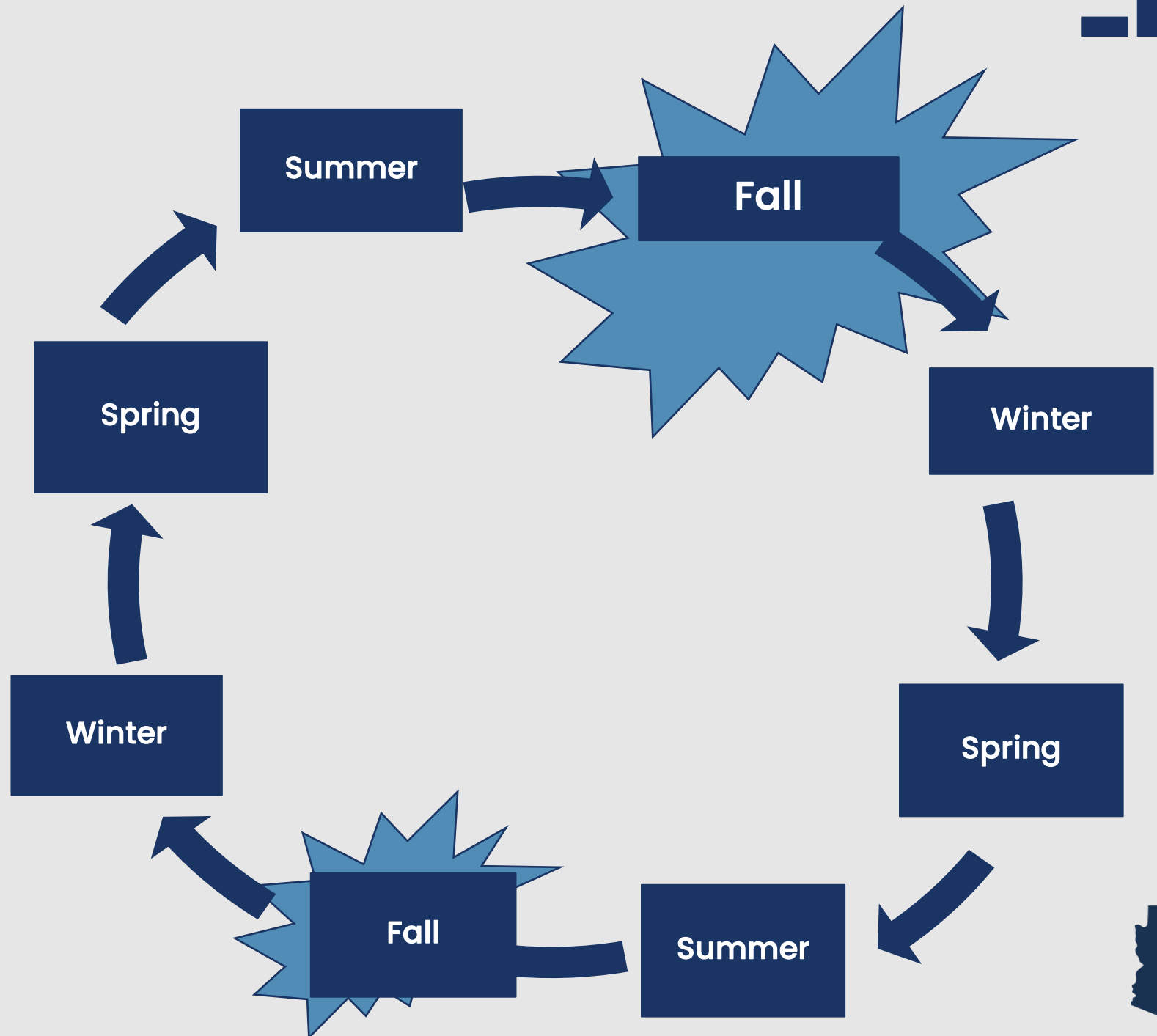




# Goals:



- Elect Democrats
- Increase Voter Participation
- Efficient, effective and timely use of resources
- Collaboration among Legislative Districts, Pima County Democratic Party and Arizona Democratic Party *whenever possible*
- Build a fully-representative team of PCs and volunteers





# Winning in 2023



**Winter**

**Getting Organized**

**Spring**

**Party Building**

Voter Registration/Early Voting List (AEVL)  
New Voter Welcome, Enlisting new activists,  
Party for the Party (Cunningham Family St Patrick's Day Party)

**Summer**

**Training and Outreach**

MiniVAN training, Democratic Values messaging, How to talk to voters,  
Circulating Petitions (candidate and initiatives), Work with a Candidate

**Fall**

**GOTV (Get Out the Vote)**

City Elections!





# Winning in 2024



## Winter

### Party Building

Reaching out to Contest Every Race responders

## Spring

### Training and Outreach

MiniVAN training, Democratic Values messaging, How to talk to voters, Circulating Petitions (candidate and initiatives), Work with a Candidate

## Summer

### The Heat is On – Elections Ahead (Primary and General)

(President, Senate, U.S. Congress, Arizona Legislature, County Board of Supervisors, County Attorney, County Recorder, County Treasurer, County Sheriff....)

## Fall

### All Hands-on Deck – GOTV (Get Out the Vote)





## 6. Terminology



# Terminology

**4x4 Voter** – A voter who has voted in the last four elections both primary and general.

**ADLCC** – Arizona Democratic Legislative Campaign Committee. An organization that provides training and resources for state legislative candidates.

**ADP** – Arizona Democratic Party. The umbrella organization for Democrats in Arizona.

**AEVL** – Active Early Vote List. A list maintained by the Recorder's office of people who have requested to be sent an early ballot for each election.

**ALEC – American Legislative Exchange Council.** A group that promotes right-wing legislation and candidates.

**Arizona List** – An Arizona PAC that supports pro-choice, Democratic, female candidates.

**Campaign Finance Laws** – Federal, State and local laws specifying how candidates can collect and spend money.

**Canvass** – An organized outreach, usually in person, contacting voters on behalf of candidates or propositions/issues.

**Caucus** – A group with something in common formed to promote issues important to that group (e.g., Veterans, Labor Union, etc).

**CD** – Congressional District.

**DCCC** – Democratic Congressional Campaign Committee, a national group that promotes Democratic Congressional candidates.





**DNC** – Democratic National Committee, the national umbrella group for Democrats.

**DGA** – Democratic Governors Association. A national group formed to support Democratic governors and issues important to Democrats at the state level.

**DSCC** – Democratic Senatorial Campaign Committee. A national group that promotes Democratic U.S. Senate candidates.

**GOTV** – Get Out the Vote. An organized effort to increase voter turnout on an election.

**LD** – Legislative District. A collection of precincts, determined by the Arizona Independent Redistricting Committee (IRC). Legislative districts are drawn up every ten years following a U.S. census. Legislative districts elect one senator and two representatives to the Arizona State legislature every two years.

**MiniVAN** – A smartphone application used for voter outreach. Voter information downloaded from VAN. Contact outcomes uploaded to VAN.

**PAC** – Political Action Committee. An organization that pools money from donors to help elect candidates, propositions or issues.

**PC** – Precinct Committee person. An official position (elected or appointed) to work for the party within a certain, area (precinct, region, territory, etc.).

**PCDP** – Pima County Democratic Party. The umbrella party organization for Pima County.

**Phone Bank** – An organized project to phone voters.





**Platform** – The basic principles of an organization. To see the Pima County Democratic Party Platform – [click here](#).

**Precinct** – The smallest political unit established under state law. The county Board of Supervisors may change the number and sizes of precincts at any time.

**Presidential Preference Election** – A non-binding election held in presidential election years at the discretion of the political parties. This election is limited to members of the Party (closed election).

**Primary** – An election, usually held in August, in which parties chose their candidates.

**Proposition** – An item on the ballot as to which voters decide the outcome. Propositions can come from citizens initiatives or referendums (by citizens or legislators). Propositions seek to change existing state law.

**Resolution** – A non-binding declaration.

**Slate** – A group of candidates that run together.

**State Committee** – An organization formed under state law that includes people elected from every LD who elect state officers and conduct other business for the Democratic Party.

**VAN** – Voter Activation Network. A database which contains information about all registered voters and their vote history.





# The End

