



MARYLAND
DEMOCRATIC PARTY

Maryland Coordinated Campaign Internship Training Curriculum

Program Description

This internship is an in-depth experience to learn about the inner workings of a field program and political campaign while preparing for the upcoming 2020 cycle. The first half of the program will focus on learning/perfecting the everyday responsibilities of a field organizer. It will cover the basics of voter contact, volunteer recruitment, management, and data operations. The second half of the course will focus on deeper field and campaign topics. These will include g targeting and strategy, managing a budget, convergence/layering, and ultimately turning voter persuasion into voter turnout!

Expectations

We expect all participants to behave professionally throughout this program. We believe that successful and winning campaigns are those that adhere to a strict philosophy of discipline and accountability, and this internship program is no exception. During regular shift times, everyone must be focused on campaign work and following through on given priorities. You will be expected to attend all bi-weekly Friday field meetings, unless you clear it with your supervisor ahead of time. All fellows are expected to come to each shift on time and with a positive attitude, and will always adhere to the expectations and rules outlined in Maryland Democratic Party Intern Handbook.

Optional Readings

There is no required reading for the program, however the following books are all recommended for anyone interested in supplementing the experiential knowledge of the internship.

- Green, Donald and Alan Gerber. 2008. *Get Out the Vote: How to Increase Voter Turnout*, 2nd Edition. Brookings Institution Press.
- Issenberg, Sasha. 2012. *The Victory Lab: The Secret Science of Winning Campaigns*. Crown.
- Alinsky, Saul. 1971. *Rules for Radicals: A Practical Primer for Realistic Radicals*

Miscellany

School Credit and/or Letters of Recommendation



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If you wish to receive school credit for this fellowship, we are more than happy to complete any evaluation forms, sign time cards, etc. that are necessary for your school or institution. However, it is your responsibility to find out what your school requires, assemble the materials you need, and present them to us to complete for you. Additionally, all interns who successfully complete the program are eligible for a letter of recommendation from the campaign; contact your supervisor at the conclusion of the campaign about this if you are interested.

Program Outline

Date, Description

- March 1: Overview & Welcome to the Campaign
- March 6: Canvassing, phonebanking, and the role of direct voter contact
- March 10: Volunteer recruitment and pitching
- March 20: Volunteer management – running trainings and events
- April 4: Votebuilder 101
- April 18: Predictive Models and How to Use them
- April 25: Writing a field plan – Establishing a vote, ID goals & setting up the program
- May 1: GET OUT THE VOTE – Running a turnout program
- May 6: What happens on E-Day