

## County Party | Precinct Chair Recruitment Best Practices

A Precinct Chair is a Party volunteer at the grassroots level and the direct contact for neighborhood teams, local stakeholders and voters. They are the building blocks of community organizing and equipped to expand the volunteer base through relationship driven recruitment.

**Who to Recruit:** Capitalize on existing community relationships to help recruit and develop Precinct Chairs, including but not limited to:

- Top Volunteers / Neighborhood Team Leaders
- County Republican Party Meeting Attendees
- Republican voters looking to get involved or have a “community leader role”
- New movers who were Precinct Chair or volunteers involved with the Republican Party before moving
- Young Republicans seeking leadership experience

**Utilize Multiple Recruitment Channels:** Use social media, email and/or local Party website to promote opportunities to get involved.

**Provide Clear Information:** When recruiting, provide potential Precinct Chairs with clear information about:

- What their roles and responsibilities will be.
- The time commitment required.
- Training and support they will receive.
- How their efforts will make a difference.

**Maintain Communication:** Keep Precinct Chairs informed about Party developments, deadlines, and upcoming events through regular communication. When your chapter achieves milestones or successes, celebrate them with your Precinct Chairs to boost motivation.

**Show the Impact:** Share stories and data that illustrate how Precinct Teams are making a difference. Seeing the impact of their work can be highly motivating. Track Precinct numbers in your county, look for differences in involvement to discover what to do more or less of – what motivates or discourages involvement with the Precinct Chairs in your county.

Recruiting and building strong relationships with your Precinct Chairs and creating a positive and inclusive County Party culture will help ensure their continued commitment to voter outreach and volunteer engagement.