



Wisconsin Builders Association®

Preserving and Promoting the American Dream

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Plan for greater local involvement in Campaign 2010

July 22, 2010

During the WBA GA Committee meeting and WBA BOD meetings motions were passed to encourage local WBA Associations to be more active in political races in 2010.

The following motion was approved by both the WBA GA Committee and the WBA Board of Directors on April 29, 2010: "The WBA President to establish a task force to come up with recommendations to local associations to become more involved in grassroots efforts during the 2010 election cycle to be issued before the July 22, 2010 WBA BOD meeting."

As a result of the above mentioned motion WBA President Jim Kubasta formed a task force to come up with ideas on how to increase the involvement of locals associations during the campaign season of 2010. The task force members are: WBA BBW Chair Jack Sjostrom WBA GA Chair Brandon Bartow, WBA NAHB BUILD PAC Trustee Ron Derrick, Wayne Foster and Winnebago HBA EO Deb Lederhaus.

- We encourage members to be involved in all races this fall but we believe the most important races where WBA and local associations can have the most impact are races for Governor, state Assembly and state Senate.
- The Building s Better Wisconsin Trustee(s) from each local should work with local HBA elected officers (board and government affairs committee if applicable), WBA Directors from their local and the Executive Officers to spearhead the various points below.
- Each local should keep track of the members who have been active grassroots advocates for possible recognition by the local association and WBA in the future.
- The recommended ideas and suggestions from the task force are:
 - Local associations should get to know the candidates in their area running for state Assembly and state Senate and governor.
 - Local associations can consult with WBA staff to determine what the targeted races are in your area for state assembly and senate.
 - WBA staff can also provide background information to locals on what type of past relationships incumbents have had on our issues.
 - Doing candidate interviews and/or candidate forums are a great way to gather more information on candidates to better educate members.

- Ask candidates to provide information to your locals on when they are holding fundraising and grassroots campaign events and activate your membership to be involved in these activities.
- Examples of grassroots activities that members can participate in include:
 - Volunteering with candidates to distribute campaign literature door-to-door.
 - Participate in phone bank activities organized by the campaign to call voters.
 - Volunteer your business or local HBA as a location for a phone bank and encourage HBA members and your employees and subcontractors to volunteer.
 - Host a yard sign at your home and/or business.
 - Provide locations of property you own where the campaign can place a small or large (4X8) sign.
 - Volunteer with the campaign to distribute both large and small yard signs with lists provided by the campaign.
 - Work with the campaign to write letters to the editor in support of candidates who support housing.
 - Assist with campaign events in your community such as handing out literature at community celebrations and volunteering at parades.
 - Volunteer as a poll worker on Election Day.
 - Work at a candidate's campaign headquarters.
 - Host "meet and greet" (non-fundraising events) for candidates to meet local HBA members.
 - Host "meet and greet" (non-fundraising events) for candidates to meet employees.
 - Host "meet and greet" (non-fundraising events) for candidates to meet sub-contractors.
 - Ask members to sign up as a member of a "builder team" of 5 members who will help a candidate distribute campaign literature each Saturday morning from September 11 to October 30.
- Hold fundraising events for candidates and have members make the contributions first to the Builders Direct Fund conduit (BDF).
 - This will allow the local association and WBA to get more visibility with candidates and make it easier for local associations to meet their yearly political fundraising goal.
 - Contact WBA GA/political staff on how to set up this type of event and insure compliance with state election laws.
- The Building a Better Wisconsin PAC also makes contributions to pro-housing/pro-business candidates.
 - Local associations should look to hold fundraising events to support the Building a Better Wisconsin PAC this summer and fall. Silent auction events are very popular with many local associations.
 - Contact WBA GA/political staff to set up an event or brainstorm on different fundraising event ideas to insure compliance with state election law.