
INTEROFFICE MEMORANDUM

TO: BILL ROCHE, SYLVIA CHAPMAN
FROM: PHILL KLINE
SUBJECT: CHURCH EFFORTS
DATE: 8/08/06
CC: DOUG HENKLE

Some items that need to be addressed on the church effort. This memo is rather direct as it is early am- appreciate all that you are doing. Please use this as a check list to improve on our efforts in this area. Getting down to the wire and we must maximize.

The Goal and Objective - numbers. Please try to get me in front of the largest crowds as we move through the remainder of the campaign schedule. Also, please maximize my presence in a community. Where possible, get additional churches involved. Am able to preach at several different churches where service times are different.

1. Maximize attendance at the reception.
 - a. We must have the invites at the service to be handed out by 3-5 hosts of the reception.
 - b. Attempt to get the pastor to mention.
 - c. Attempt to have reception as close to service time and as close to church as geographically possible. Please do not do 2 pm receptions; unless several churches are involved and this is the only option. If out before 12 noon - make the starting time before that time.
 - d. Get the pastor to invite 5 "money people" whom he knows can help. As much as possible get the pastor's commitment to attend and to get these 5 people there.
 - i. Time should not be from 2-4 pm. Rather just give a starting time.
 - ii. Must have copies of Earl Glynn's report regarding Tiller money.
 - iii. Material - we are forgetting the materials we need. Must have
 1. Gideon commitment form made out for that event.
 2. latest 323 information with the mug shots of our top 5 or so 323'ers. Staff, must, must, must, get everyone's e-mail who attends. Don't wait for them to fill something out. Go get their e-mail.

3. Always need palm cards and blueprints.
4. Now, we will have the church video. Please discuss and review. Maybe we want to start the reception by showing the video. The goal should be for folks to be willing to follow up by inviting others to their home to show video and generate support.
5. county chairman must be invited to these receptions. That way we can speak of the county grassroots plan and have folks sign up for scheduled lit drops, etc.
6. Must have invites to future events in the county. For example, this Thursday we should pass out invites to our kick off in Shawnee County.
7. Goal is to walk away with contact information, money and volunteers and a committee in each church.
 - a. Phillis - have mentioned to Doug - please give re-contact all churches and specifically get in touch with key contact there to form a church lay committee for the campaign. Have we done this anywhere? Lay committee's goal is to:
 - i. Find yard sign locations
 - ii. Encourage people to contribute and volunteer
 - iii. Register voters
 - iv. Educate voters
 1. distribute information to their email lists
 2. push freestatemedi, etc.
- iv. Turn out voters
- v. Sign up folks to help with lit drops etc. Some churches have already volunteered to do this: Light of the World in Topeka, Wannamaker Woods Nazarene Church, Basehor-Linwood Church. Must work these folks into grass roots efforts. Phillis needs this information. Get church committees on an e-mail list that you and Phillis can access.
- vi. Work to help the host know how to ask for money and volunteer support. Do not leave it up to me only. They know the hosts - a host, or someone local standing up and stating that they are giving and this is why and offering a challenge is effective. Try to arrange every time and let me know who that person is and how this will take place before the event.

- vii. Always give me the names of the sponsors and hosts before the event so that I know who to thank. Also, should have names of any electeds or county chairs etc so I can mention.
- viii. Get me out. I should not be the last of our campaign to leave an event. Usually we end with a plea for help. Someone from the campaign should stand up and say that they will remain to pick up pledge sheets, etc. someone should be assigned to get me out the door. I am spending too long at these events. Last night went to 9:30. Manhattan went for 2 hours.
- ix. Do not schedule me for social lunches. Only working lunches were we can obtain either media, money or crucial support.
- x. Work with Bob to try not to leave gaps in the schedule. If there is a gap - get me to a quiet place so I can make phone calls or write; feed me slimfast. Do not need a sit down meal. Takes too much time.
- xi. If I am not making phone calls and there is a gap; arrange for local grassroots support and lets hit a part of town. I will walk into a restaurant, coffee shop or place where people congregate and work the crowd.
 - 1. Best way to hit a town square. Sundays usually will not work; but Saturdays do. Walk with one other person. Hopefully local. And one staffer. Move me through the businesses. First stop is manager to let them know. Second staff is kitchen. Then the crowd. Others, in groups of 2, hit other businesses passing out information saying: "I am a volunteer for Attorney General Phill Kline's campaign, here's a little information about Phill who is in town today and just across the square. We would be honored by your vote for Phill." And then move on. If someone is enthusiastic everyone should have an envelope stuffed with a bumper sticker - hand it to them and say - great we need your help. Please fill this out. If comfortable, wait for them to complete or come back to them. Do not linger on negatives. If they offer why - receive it and say "sorry you feel that way." And move on. We should be able to hit a town square in 30 minutes to an hour. And then move.
 - 2. Local media - Sherriene should be coordinating with Bob to get me with local weeklies. Sitting down for 20 minutes with a local paper can be big dividends. Is Robin done with the 323, 149, Jessica's law, key issue, media packets?
- x. Maximizing exposure at every church
 - a. Please try to get literature into every one's hands. Check and work with pastor to see what is comfortable. In most instances we should be able to place materials under the windshield of cars. An invite

and palm card? Can set up volunteers at or near exit of church to give out yard signs. We must heighten our profile as much as reasonably possible.

- b. On receptions - please follow up contact with hosts to help them maximize attendance at receptions. One invite and one mention will not draw a crowd. Pastor and hosts must be willing to call their top 5 and get them there.

Target efforts

TBC - I must speak with Pastor. Also, speak with Marvin Spees about getting me before their men's group.

Pastor Jerry Johnston's church. Must get on calendar.

KCK - effort to get in black and Hispanic church in KCK.

Bill has tape of my translated service. Get it copied and get to Spanish radio stations and also copies for distribution by volunteers in Hispanic neighborhoods. The pastor in Wichita will help. Sylvia and Doug have contacts.

Johnson County focus.

Has anyone followed up with our Emporia weekend. Had a lot of volunteers agree to do lit drops, etc. Has this information been given to Phillis?

All churches should be contacted about our Kick-off rallies.

Must rework Joe Wright and Terry Fox. Must get in their pulpit and have them personally host a reception to match Tiller's blood money. Perhaps we can get Dobson by phone. Joe, Terry and Pat must commit to get 5-10 people there each who can drop \$1,000 to \$2,000. This will take a lot of work, contact, work and contact. This should be early to mid-September. Get me in their pulpits. Both have retired and they can still get me in.

Should work with Terry and Joe to get Church video to all of their church contacts.

Should prepare guidance sheet for those who are showing the church video. 2-pager that includes: goals for showing the video, IRS rules guidance regarding what they can and cannot do (this should not take long - no use of church assets - can show it at church as long as they do not deny opposition of showing their own video - no need to invite the other, just cannot deny - etc) sign up sheets, how to give money contributions, etc.

Thanks.