

**Women's  
Rights Are  
Human  
Rights**



# MFDW PRESENTS DEMOCRATIC CANDIDATE TRAINING

Kelly Jacobs,  
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Committee

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[www.mfdw.org](http://www.mfdw.org)

# **YOU SHOULD SET EVERYTHING UP SO THAT YOU WILL BE ORGANIZED BEFORE YOU BEGIN TO CAMPAIGN. THESE STEPS WERE COVERED BY PREVIOUS MFDW CANDIDATE TRAINING VIDEO: [www.mfdw.org](http://www.mfdw.org)**



## **Summarized Steps:**

- 1. Recruit your campaign team, hold a meeting, create an agenda with all required government filing dates, take minutes, determine campaign mailing address, and who will be responsible for handling campaign finances, then go to the bank when you have money you can deposit. Be sure to order campaign checks and a debit card. Open a checking account using campaign address and the names of three volunteers who will be authorized to handle the money.**
- 2. Have professional pictures of your portrait taken. Create a press release to send out announcing your campaign and pass them out. Get a name tag and design some pushcards. Write some quick speeches 1 minute and 3 minutes and have a good phone message recorded.**
- 3. Create a campaign gmail account. Store your campaign working agenda on Google Drive. Create campaign social media and hook them up so that when you post to Instagram you also post to FB, and Twitter. Recruit volunteers to help with social media.**
- 4. START RAISING MONEY. ASK YOU, THEN YOUR FRIENDS AND FAMILY FIRST.**
- 5. Create your campaign strategy and your brand to win by studying election results from at least 4 years ago. Will you have a campaign motto, what are your hashtags? Load a Notepad App onto your cell phone to keep this information handy to copy and paste. Create a quick text message to respond to unknown callers.**
- 6. Fill up your calendar with meetings, and recruit mentors and surrogate speakers to help attend them.**
- 7. Take online classes to help you and your team understand how to win your popularity contest, and always remember to stress the election date.**





### **Be Prepared for Voter Registration.**

You will meet voters who are not registered to vote,  
Be prepared to help them.

### **Request 100 FREE Voter Registration**

**Applications (VRA):** Call the MS Secretary of State at **601-576-2550**. They will mail you 100 VRA cards, printed onto card stock that fold into an envelope, for free. You can also download the VRA from the Internet and print it at home. When a person fills out the VRA in your presence, and hands it to you, always put their information in your phone if they live in your district, check to make sure the form is completely filled out (including the telephone number) before turning it into the Clerk (City or County). **Their phone number is needed for the VAN.**

Voter Registration Applications clearly state that some Mississippi felons are not allowed to vote.

**Felons and Voter Rights:** Not all Felons are prevented from voting in Mississippi. ALL felons who were convicted **out of state** can vote here once they establish their residency, are an American Citizen and are 18 years of age or older.

**Felons who are convicted in Mississippi will permanently lose the right to vote if they are convicted of one of 23 barred crimes that are listed in our Constitution of 1890.** Voting rights can only be restored by the Governor or through a bill (that has their name on it) and is passed by both houses of the Mississippi state legislature.

**Only if convicted in Mississippi, these are the barred crimes you can lose the right to vote for include:** voter fraud, murder, rape, bribery, theft, arson, obtaining money or goods under false pretense, perjury, forgery, embezzlement, bigamy, armed robbery, extortion, felony bad check, felony shoplifting, larceny, receiving stolen property, robbery, timber larceny, unlawful taking of a motor vehicle, statutory rape, carjacking or larceny under lease or rental agreement. WHAT IS NOT LISTED? DRUG CONVICTIONS.

**MISSISSIPPI FELONY DRUG CONVICTIONS DO NOT RESULT IN LOSING THE RIGHT TO VOTE.** Unfortunately, misinforming felons about their voter status has occurred, so when someone tells you that they CAN'T vote, see if it their conviction was out of state or for drugs.





## **REMINDER TO CANDIDATES:** **FILE ALL REQUIRE PAPERWORK!**

WHEN RUNNING FOR PUBLIC OFFICE YOU NEED TO  
SET UP A CALENDAR SO THAT YOU  
ELECTRONICALLY FILE YOUR REQUIRED BY LAW  
FINANCIAL DISCLOSURE REPORTS ON TIME.  
NOBODY WILL REMIND YOU TO DO THIS, BUT THE  
PUBLIC WILL BE ABLE TO SEE WHAT YOU FILL OUT  
AS THEY ARE SHARED ONLINE.  
LEGAL QUESTIONS ABOUT ELECTIONS SHOULD BE  
DIRECTED TO THE MISSISSIPPI SECRETARY OF  
STATES' ELECTION ATTORNEYS AT 601-576-2550



# Welcome by our Mississippi Federation of Democratic Women President, Lovie West.

The purpose of the MFDW is to support the Democratic Party so that we recruit candidates, especially women, to run for office and win elections. Democratic women and men who are residents of Mississippi are welcome to join the Mississippi Federation of Democratic women, email [lovie.west@gmail.com](mailto:lovie.west@gmail.com) for an application.



# GUEST SPEAKER – RICKEY COLE MISSISSIPPI DEMOCRATIC PARTY CHAIRMAN 200-2004, 2008-2012. TWICE OUR DEMOCRATIC CANDIDATE FOR COMMISSIONER OF AGRICULTURE AND COMMERCE.

- ★ **Politics is about Relationships**
- ★ **Your Salesmanship**
- ★ **Rickey Cole's List of Do's & Don'ts**
- ★ **Three Types of Voters**
- ★ **Saving their information**
- ★ **Your Cellphone**
- ★ **Mr. Cole's Views**





MR. COLE'S VIEWS:  
ON BEING A DEMOCRAT:

“THERE IS NO INSTITUTION IN MISSISSIPPI  
BESIDES THE DEMOCRATIC PARTY THAT CAN  
MAKE THIS STATE A BETTER PLACE.

THERE IS ONLY ONE POLITICAL INSTITUTION  
THAT HAS CONSISTENTLY BEEN INCLUSIVE AND  
INVOLVED, WITH ANYONE WHO WANTED TO  
BE INVOLVED.

REPUBLICANS ARE THE PARTY OF EXCLUSION  
AND ELITISM.

WE NEED BOTH PARTIES, AND CANNOT MOVE  
FORWARD AND PROGRESS WITHOUT A  
PARTICIPATORY GOVERNMENT.”







**“Politics is about relationships.**

**As a candidate you are agreeing to have a (4+ year) relationship with *thousands* of people.**

**To be an effective elected official you must build relationships.”**

**Rickey Cole is currently the Chairman of the Jones County Democratic Party.**

# THERE ARE 3 TYPES OF VOTERS IN YOUR DISTRICT.

"GOOD POLITICIANS ARE *COLLECTORS OF NAMES*. YOU ARE ESSENTIALLY A VOTE COLLECTOR. YOU MUST BUILD AND MAINTAIN YOUR PORTFOLIO OF CUSTOMERS, NOT JUST FOR THIS ELECTION BUT FOR THE FUTURE. IF YOU WIN YOU WILL USE IT, IF YOU LOSE YOU WILL NEED IT WHEN YOU RUN AGAIN." RICKEY COLE

**Do** put every person you encounter into your database, on three tabs: Yes, Undecided, or No.

Your goal is to make the YES list grow and become the longest list.

There are three types of voters:

- Those who are FOR you (will vote yes)
- Those who haven't made up their minds (are undecided)
- Those who are AGAINST you (will vote for the competition or won't vote at all)

The handiest database to use is your android cell phone address book. When entering new voters, you have the option to give them one or more group names. Here's what I suggest:

**YES: People who  
will vote for you.**

**NO: People who will  
never vote for you.**

**Undecided**

CAMPAIGN SALESMANSHIP

“**DO** BE YOURSELF – BE COMFORTABLE TALKING WITH ONE VOTER OR 10,000 VOTERS. WE ALL PUT OUR BRITCHES ON 1 LEG AT A TIME. **DON’T** FEEL LIKE YOU HAVE TO PLAY A ROLE!”

**RICKEY COLE**

VOTE YOUR HOPES,  
NOT YOUR FEARS.



**RICKEY COLE**  
**AGRICULTURE COMMISSIONER**  
**November 5, 2019**



**GET  
OUT  
THE  
VOTE**

## MR. COLE'S VIEWS:

ON RACE AND CAMPAIGNING: YOU CAN'T JUDGE A BOOK BY ITS COVER. WE MUST GET PAST THE SKIN WE ARE IN AND MAKE IT A RELATABLE DISCUSSION BETWEEN TWO PEOPLE WITH SOMETHING IN COMMON. THEN, IN LOCAL RACES, IT'S MUCH MORE DIFFICULT FOR PEOPLE TO PLAY THE RACE CARD. YOU AS THE LOCAL CANDIDATE, MUST RELATE TO YOUR BASE AND BUILD YOUR CONSTITUENCY. IF YOU ARE FOCUSED ON THAT, YOU ARE NOT GIVING RACISM A FACE AND IT'S EASIER TO BUILD A HIGH PERCENTAGE OF RELATIONSHIPS THAT COUNTER RACISM.

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# CAMPAIGN SALESMANSHIP

“WHEN YOU MEET A POTENTIAL VOTER, START WITH:  
YOUR NAME,  
YOUR ADDRESS,  
WHAT YOU ARE RUNNING FOR.

THEN, AS YOU INTERACT, TOUCH ON 3 BROAD POINTS, USING  
HUMOR, OR ANY APPROACH THAT MAKES YOU RELATABLE.  
SHARING A COMMON EXPERIENCE WILL ALLOW YOU TO  
CONNECT, THEN YOU CAN SPEAK BRIEFLY ABOUT YOUR  
EXPERIENCE.

EXAMPLES OF HOW TO CONNECT THAT RESONATE:

WHAT SPARKED YOU TO RUN FOR OFFICE?

YOUR EXPERIENCE WITH GOVERNMENT THAT LED YOU TO RUN.

WHAT IS A PRESSING ISSUE – A POTHOLE, FIRE PROTECTION,  
HOSPITAL CLOSURE, POLICE RESPONSE, A TREE, OR A SPEED  
BUMP.”

**RICKEY COLE**





## CAMPAIGN SALESMANSHIP

Before you ever speak to voters you have to decide on  
your platform and your sales pitch.

"IN 'CLOSING THE DEAL' SUMMARIZE YOUR THREE MAIN POINTS AGAIN, THEN CLOSE OUT WITH SOMETHING TOUCHING, FUNNY, POIGNANT. REMIND THEM OF THE DATE OF THE ELECTION, WHAT OFFICE YOU ARE RUNNING FOR AND THEN EXCHANGE CONTACT INFORMATION, ESPECIALLY THEIR PHONE NUMBER. TELL THEM THIS – WHEN YOU CALL ME YOUR NAME WILL COME UP ON MY PHONE AND I WILL RECOGNIZE YOU."

**RICKEY COLE**

MR. COLE'S VIEWS:  
THE ROOTS OF RACISM IN MISSISSIPPI:

"PROFESSOR V.O. KEY, JR. *SOUTHERN  
POLITICS IN STATE AND NATION.*

KEY WROTE IN 1948 THAT ALL QUESTIONS  
IN MISSISSIPPI BEGIN AND END WITH THE  
NEGRO. POLITICS HAS ALWAYS BEEN ABOUT  
RACE. WE DON'T HAVE A TRADITION OF  
PARTICIPATORY DEMOCRACY, LIKE THE NEW  
ENGLAND STATES, WHO HAVE HAD A TOWN  
SQUARE AND COMMONWEALTH FORM OF  
GOVERNMENT. WE HAVE MORE IN  
COMMON WITH FORMER COLONIAL  
COUNTRIES, SOUTH AFRICAN APARTHEID,  
OLIGARCHIES, ETC. "

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*vote your*  
***whole ballot!***

when you leave any part  
of your ballot blank,  
you allow others to choose for you.







## **RICKEY COLE'S LIST OF DO'S AND DON'TS**

**"DO** LISTEN TO THE PERSON YOU ARE BUILDING A RELATIONSHIP WITH. EVERYBODY HAS A STORY AND EVERYONE'S FAVORITE SUBJECT IS THEMSELVES. AS YOU LISTEN, YOU WILL LEARN WHO THEY ARE AND WHAT MATTERS TO THEM.

**DO** SHARE YOUR PERSONAL CELL PHONE WITH EVERYONE. YOU CANNOT BE A PUBLIC OFFICIAL WITHOUT GIVING OUT YOUR CELL PHONE NUMBER. THEY WILL INVITE YOU TO WEDDINGS AND FUNERALS, BACK YARD BARBEQUES, AND MORE. THEY WILL CALL WITH PROBLEMS AND TO ASK FOR YOUR HELP."

**RICKEY COLE**

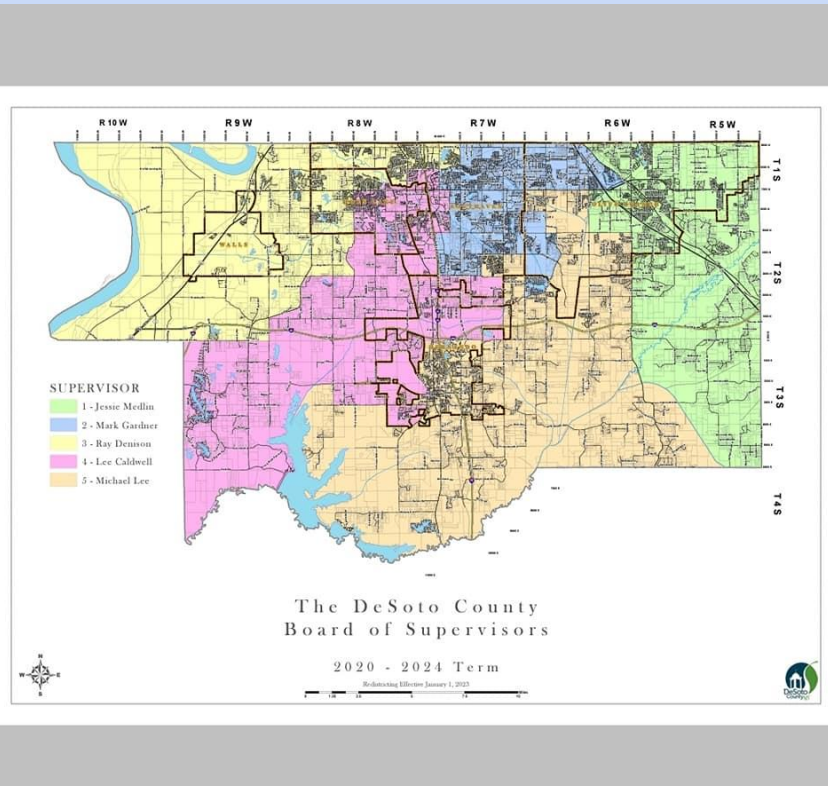




# KNOW YOUR DISTRICT: WHERE DO YOUR VOTERS LIVE, VOTE, WORK, WORSHIP?

“BUILDING YOUR LIST IS BUILDING YOUR RELATIONSHIPS

**DO** BUILD AND MAINTAIN A LIST OF VOTERS IN YOUR CAMPAIGN AREA.” – RICKEY COLE



Mike Espy

@MikeEspyMS

This election, we can elect a REAL farmer who understands agricultural trade markets, hates tariffs and wants everyone to enjoy the bountiful food harvests of MS. I heartily endorse [@RickeyCole](#) to be our next Commissioner of Agriculture. Please elect him on November 5th.

9:50 AM · Nov 2, 2019 · [Twitter Web App](#)



Rickey C... · 06 Apr 20 :

Stay at home, but if you absolutely must go out, wear a mask. Please.



## **RICKEY COLE'S LIST OF DO'S AND DON'TS**

**“DO** ASK FOR THEIR CONTACT INFORMATION, ESPECIALLY THEIR PHONE NUMBER, AND TELL THEM THIS – WHEN YOU CALL ME YOUR NAME WILL COME UP ON MY PHONE AND I WILL RECOGNIZE YOU. I CAN RECOGNIZE WHEN YOU CALL ME, GOING TO BE YOUR FRIEND AND DO SOMETHING YOU WANT THEM TO DO FOR YOU – VOTE FOR YOU!

**DO** BE YOUR GENUINE SELF, JUST SAY I'M A DEMOCRAT AND MOVE ON, REDIRECT TO A LOCAL OR NEIGHBORHOOD ISSUE, BRING THEM BACK TO AN ISSUE YOU HAVE IN COMMON. REMIND THEM THAT WE ARE ALL NEIGHBORS HERE IN THIS WARD. **DON'T** SAY I'M RUNNING AS A DEMOCRAT SPEND TIME TALKING ABOUT YOUR PARTY AFFILIATION, MOVE RIGHT INTO WHO YOU ARE AND YOUR 3 BROAD POINTS.

**DO** ADVERTISE THAT YOU ARE DEMOCRAT – WEAR A BASEBALL CAP, A T-SHIRT – BASIC ADVERTISING SPEAKS VOLUMES AND WILL GET SOME SORT OF RESPONSE.

**RICKEY COLE**



## **RICKEY COLE'S LIST OF DO'S AND DON'TS**

**"DO** DRESS THE PART WHEN YOU GO INTO A COMMUNITY WHERE YOU MIGHT NOT BE EXPECTED. PACKAGING IS IMPORTANT AND INSTANTLY TELEGRAPHS A MESSAGE TO THOSE WHEN THERE IS THIS SOCIAL DISTANCE BETWEEN THE RACES.

**DO** HAND THEM PRINTED MATERIAL THAT HAS YOUR BIO IN IT, AND YOUR CONTACT INFORMATION, INCLUDING YOUR SOCIAL MEDIA AND WEBSITE (IF YOU HAVE ONE.)

**DON'T** VERBALLY SHARE YOUR RESUME, DON'T BORE PEOPLE WITH DETAILS, DON'T GET DOWN INTO THE WEEDS."

**RICKEY COLE**



**Rickey Cole** ..: 19 Oct 19 :  
Please take a few minutes to text the Mississippi voters in your cellphone and ask them to consider my candidacy on November 5 election. Your recommendation will make a big difference to your friends. I would be honored to have your personal endorsement and influence.





## **RICKEY COLE'S LIST OF DO'S AND DON'TS**

**DO** HAVE A THIRD PARTY WHO ALWAYS KNOWS YOUR GENERAL AREA, SO THEY CAN LOOK FOR YOU, OR SUMMON HELP IF SOMETHING WERE TO GO WRONG.

**DON'T** EVER GO OUT BY YOURSELF.

**DO** PRACTICE, BE PREPARED TO ANSWER ANY QUESTIONS YOU MIGHT BE ASKED ABOUT YOURSELF. **DO** TELL THE TRUTH, SAY I DON'T KNOW BUT I'LL RESEARCH THAT AND GET BACK TO YOU.

**DON'T** TRY TO ANSWER A QUESTION IF YOU DON'T KNOW THE ANSWER, AND **DON'T** EVER LIE.

**DO** BE PART OF A TEAM, DEMONSTRATE THAT YOU ARE PART OF A DIVERSE AND TALENTED SLATE, AND HOW THAT WILL BENEFIT NOT ONLY THEIR WARD, BUT THE CITY AS WELL. THE BIGGEST REASON FOR DEMOCRATIC FAILURE HAS BEEN THIS EVERY-PERSON-FOR-THEMSELVES ATTITUDE.

**RICKEY COLE**





# YOUR CONTACTS – How will you organize them?

PUT ABSOLUTELY EVERYTHING YOU LEARN ABOUT EACH PERSON YOU SPEAK TO INTO YOUR DATABASE LIST: ARE THEY A VETERAN, DISABLED, A COUSIN OF THE MAYOR, COME FROM A LARGE FAMILY, A NEW MOTHER, A CHURCH GOER... MEMORIES AREN'T PERFECT, WHEN YOU RECONNECT, YOUR DATABASE WILL HELP YOU BE AS GENUINE AS CAN BE,

CONSIDERING THE VOLUME OF PEOPLE YOU WILL BE IN CONTACT WITH.

## Android Cell phone

Store your address book onto Gmail. That way your campaign can access your “database” from the Internet and add information THEY learn about your voters.

## The VAN

The MS Democratic Party offers the VAN and Mini Van to candidates as a resource, a place to store information. Ask the Mississippi Democratic Party when they will provide training on how to use the VAN and Minivan.

## Spreadsheet





## **RICKEY COLE'S LIST OF DO'S AND DON'TS**

**DO** ask for endorsements.

Create a list of organizations, current and former elected Democrats and community leaders who share your values, then take the time to contact them and ask them for an endorsement or about their endorsement process.

**RICKEY COLE**



PROUDLY  
**ENDORSED**  
BY THE  
MISSISSIPPI  
AFL-CIO



## **RICKEY COLE'S LIST OF DO'S AND DON'TS**

**DO NOT** say that someone will not endorse you whom you have not asked.

Ask other Democratic Candidates for their support. Ask if they will please check your name when passing out sample ballots.

**RICKEY COLE**



I strongly support Rickey Cole for A...



**Bill Luckett**

7 hrs ·



I strongly support Rickey Cole for Agriculture Commissioner. Rickey is the best of the best in qualifications for the job and in integrity. We would do ourselves real proud to elect him!



Like



Comment



**You, Ayana Smothers-Cole and 17 others**

1 Share



**Rickey L Cole**

I am honored by your confidence, Good Man.

Just now

Like

Reply

More



**Vote For  
Decency!**

**VOTE FOR  
DEMOCRATS**

MR. COLE'S VIEWS:  
RACE AND SOCIAL DISTANCE:

IN THE LAST 4-5 YEARS THERE'S BEEN A NEW KIND OF DISTANCE. TRUMP SET AN AWFUL TONE THAT HAS DONE TREMENDOUS DAMAGE TO THE RELATIONSHIPS BETWEEN PEOPLE HERE IN THE SOUTH. WHEN THE REST OF THE COUNTRY GETS A COLD, MISSISSIPPI GETS PNEUMONIA OVER THAT SAME ISSUE AND NOW WE ARE IN A SEVERE RACIAL DIVIDE.

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**“YOU MUST BUILD MEANINGFUL RELATIONSHIPS THAT LAST. THIS IS TRUE NO MATTER WHAT LEVEL YOU ARE RUNNING FOR. WHEN YOU SPEAK TO VOTERS, WHETHER IN A GROUP OR ONE-ON-ONE, IT’S NOT A ONE-AND-DONE.” RICKEY COLE**

**HOW WILL VOTERS KNOW ABOUT YOU?**

**You meet/call them, social media and the press.**

**PRESS RELEASES:**

CREATE A PRESS RELEASE TO ANNOUNCE YOUR CANDIDACY, AS A WORD DOCUMENT TO ATTACH TO AN EMAIL, AND IN A GRAPHIC FORMAT THAT CAN BE POSTED ON SOCIAL MEDIA SITES.

USE THE BASIC PRESS RELEASE OUTLINE AS A BLANK YOU CAN EASILY UPDATE TO ANNOUNCE A POSITION NEW TOPIC: IE I SUPPORT PRESIDENT BIDEN’S RE-ELECTION, HERE’S WHY. OR THE MISSISSIPPI REPUBLICAN LED LEGISLATURE IS FAILING TO SUPPORT OUR LOCAL HOSPITALS. EMAIL YOUR PRESS RELEASES, POST THEM ONTO YOUR SOCIAL MEDIA...

**THEN CALL THE PRESS AND ASK REPORTER THAT YOU COPIED AND ASK IF THEY WILL INTERVIEW YOU.**



## **DO'S AND DON'TS WITH OTHER DEMOCRATIC CANDIDATES:**

- Coordinate and create comradeship and mutual support with your fellow candidates. Enthusiasm breeds enthusiasm!
  - 
  - **DON'T FUNDRAISE AT ANOTHER CANDIDATES' FUNDRAISER.**
  - **DON'T BERATE NOR DENIGRATE THE OTHER DEMOCRATIC CANDIDATES, NOR THE VOLUNTEERS OF THE DEMOCRATIC PARTY IN PUBLIC, NOR WITH THE PRESS.**
- 





## FORMER MDP CHAIRMAN RICKEY COLE

Democratic candidate Training  
Saturday, Feb. 18th, 2-3 pm sign up  
for zoom invitation.

By Hosted by the Mississippi  
Federation of Democratic Women

[WWW.MFDW.ORG](http://WWW.MFDW.ORG)



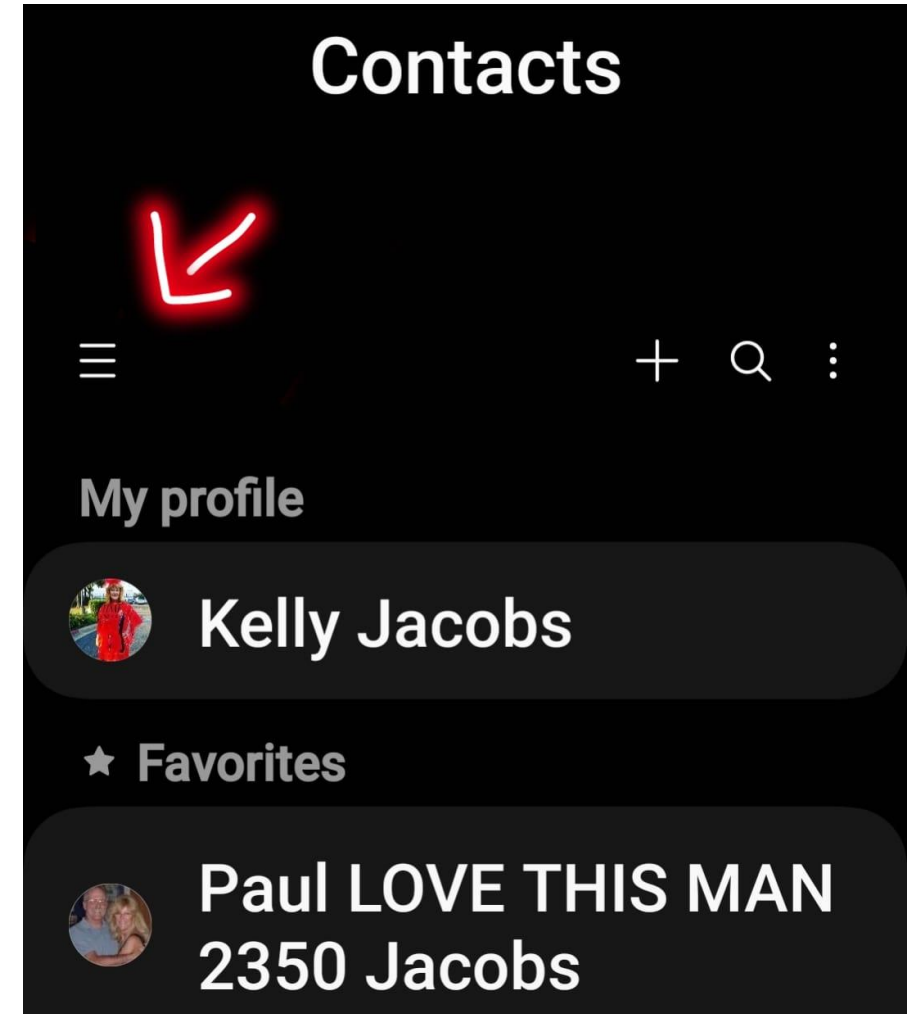
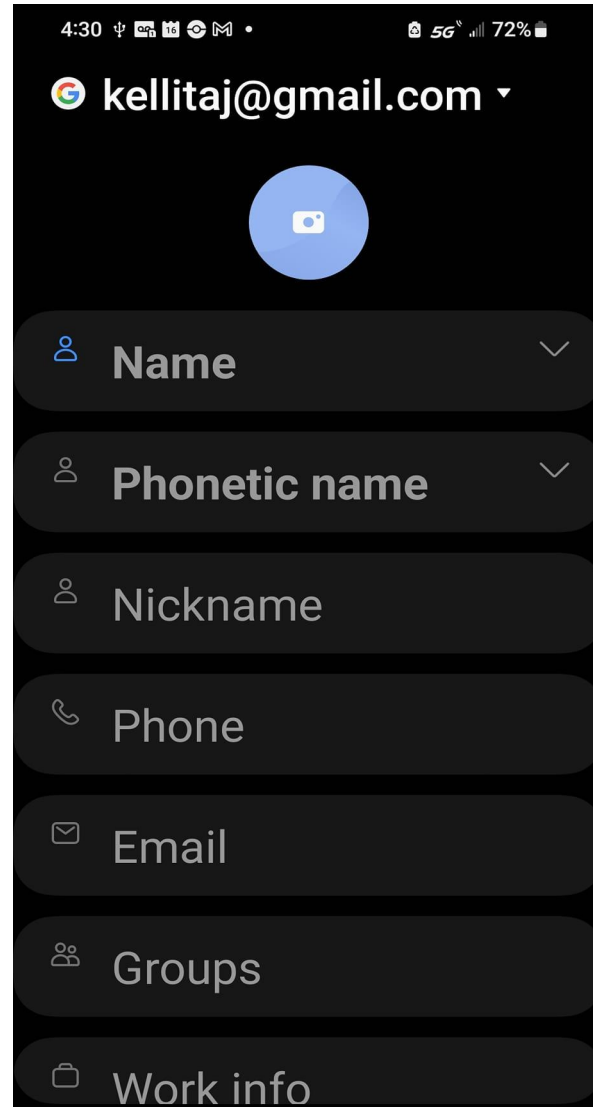
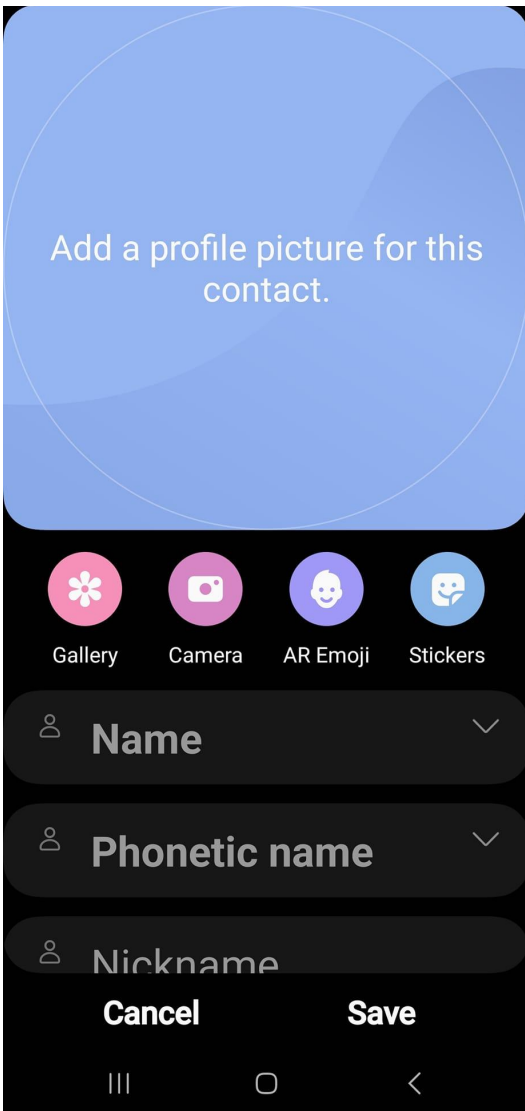
662-429-4412  
[KellitaJ@aol.com](mailto:KellitaJ@aol.com)



Sign up for:  
VIRTUAL  
DEMOCRATIC  
CANDIDATE  
TRAINING  
[www.mfdw.org](http://www.mfdw.org)

At this time, we will  
entertain any  
questions for Rickey  
Cole that have been  
submitted in the chat.

**Your Cell Phone** should have useful applications to help you organize the voters you meet: Your address book. Take a selfie with a voter and use it for their profile picture in your address book, and text them the picture or vice versa. Create group categories so you can easily find and contact them. These examples are for android phones.





Nickname

Phone

Email

2023 Candidate,  
County chair, Disabled  
Voter, Hinds County,  
MDP 2020, Notary, poll  
workers, Visibility  
Participant, Volunteer

Work info

All conta... 9818

2021-2022 DMCFDW

59

2022 candidates

11

2023 Candidate

57

2024 Candidates

3

2025 Candidates

5

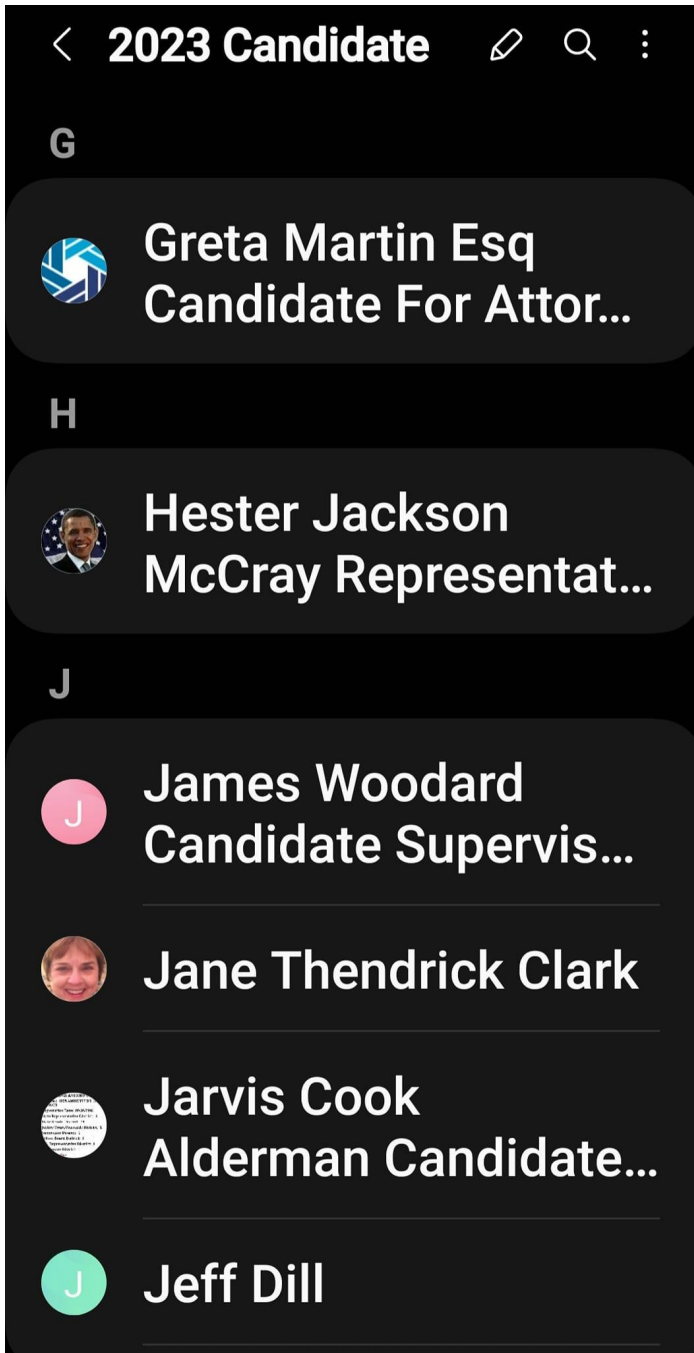
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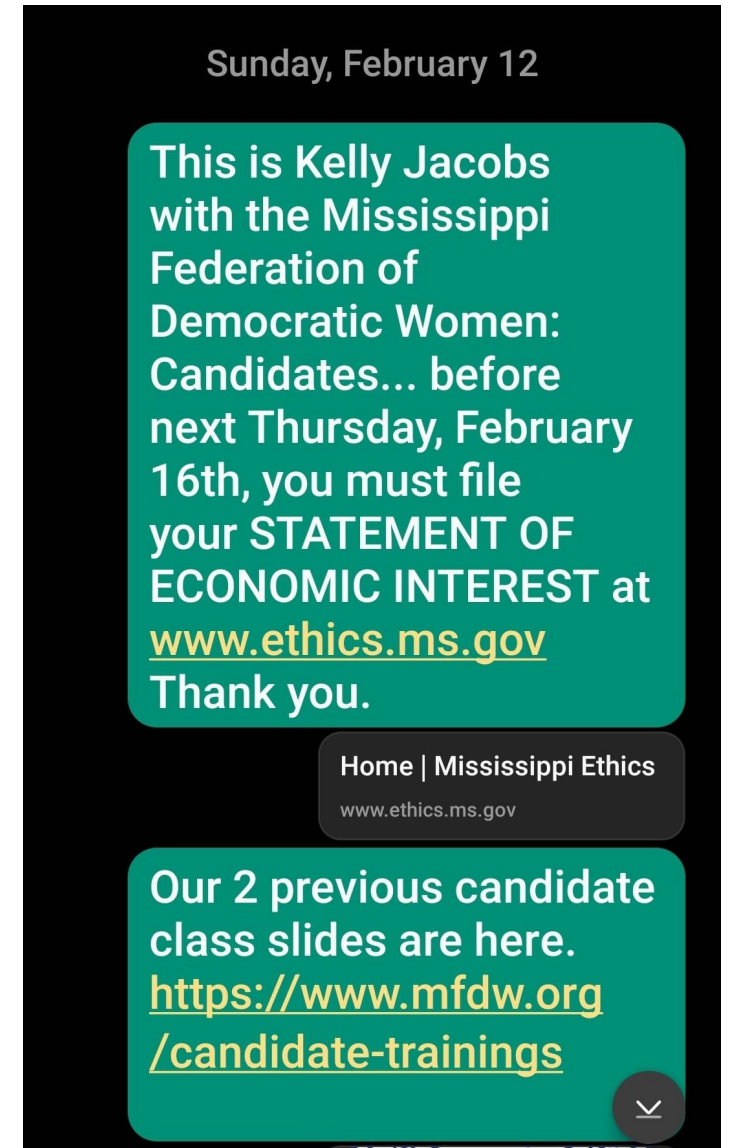
Alcorn



**Create groups that you know you need, then add new ones as needed. One voter can have many categories, where they live, their job, their volunteer work, etc.**



**Team up with your fellow Democratic candidates that are on the ballot so that you can help each other with Voter Registration, Visibility and GOTV events. You can create one text message which you copy, then quickly go through your group to paste / send it to each one. This will really help you GOTV with your local voters.**



THANK YOU: Rickey Cole,  
President Lovie West,  
Cynthia Philipone and  
Elizabeth Whittington.

This 2023 Democratic candidate training has been organized by Kelly Jacobs, the Chair of the MFDW Political Action Committee, and has been our 3rd Candidate training presentation. Please visit our website at [www.mfdw.org](http://www.mfdw.org) to review our other suggestions for what candidates can do learn to help them WIN their elections.

