

12 ways
COFFEE
can help you
WIN ELECTIONS



**The
Think Drink**

Coffee . . . The People's Choice

Brush away the bunting, banners, and ballyhoo of a political campaign and what have you got? Hopefully, an army of loyal, able, dedicated people, without whom the candidate might as well have stayed in bed.

And, as every seasoned campaign leader knows, marshaling, motivating and effectively directing that army is the secret of winning elections.

From a collection of party regulars, professional staff and well-meaning recruits of every age and description, the campaign director must forge a cohesive, responsive and efficient force to accomplish the serious business of campaigning . . . and he must do it quickly.

Next, he must inspire the increasing momentum needed for victory. For many's the election lost between the cheers of the opening rally and the foot-slogging, nitty-gritty of doorbell-ringing, telephone-dialing and envelope-stuffing.

This need to mobilize and stimulate people is why coffee has come to play such a significant role in modern campaigning. Coffee works a magic with people!

Works Campaign Magic

Experts in motivational research and practical politicians see eye to eye on the proposition that coffee produces an empathy among people which is not attainable in other ways. It is a unique social catalyst which helps bring people together physically and mentally. In a gathering of relative strangers, coffee provides hospitality and promotes a feeling of camaraderie and well-being.

It restores flagging energies and encourages greater effort, even amidst the most tedious assignments. What's more, people regard a good hot cup of coffee as a pleasant and satisfying reward for service.

And that's why coffee works campaign magic too! Used at appropriate times and places, it can add significantly to the campaign director's all important task of mobilizing, stimulating, and inspiring people. Its psychological impact can make a continuing contribution to campaign effectiveness. More importantly, it can win votes for the candidate by bringing him to the people in an especially effective way!

*"The government of a nation is often decided over a cup of coffee."
... "Richelieu"*

12 Ways Coffee Can Help You Win Elections

Professional politicians and successful candidates agree with today's behavioral scientists on the uses of coffee in effective campaigns.

The behavioral scientist says: "Coffee is a social catalyst. It draws people together and produces an empathy among them not attainable in any other way."

The political campaigner puts it more simply: "Coffee helps win elections!"

The testimony comes from people like Senator Howard H. Baker Jr. of Tennessee who made especially effective use of Campaign Coffees in his successful bid to become the first Republican ever popularly elected to the U. S. Senate from that state. He says Campaign Coffees give the candidate a chance to meet people not ordinarily involved in his campaign and play an important role in illuminating the "deadly serious business" of politics.

Postmaster General Lawrence F. O'Brien, who was director of organization for the Kennedy-

Johnson campaign, says: "The coffee party is a tried and proven means of establishing close rapport between the candidate and his constituency."

Representative Donald E. Luken (R) Ohio, estimates that he attended more than 750 Campaign Coffees during his successful race for the 90th Congress.

When the late John F. Kennedy ran for the Senate from Massachusetts, the "Coffee with the Kennedys" statewide television programs were a powerful campaign tool. During the programs, the candidate and his family "met" simultaneously with Campaign Coffee guests scattered from the Berkshires to Back Bay.

Similarly, the "Coffee Hours with Eisenhower" worked effective campaign magic in two Presidential elections.

But a formally organized Campaign Coffee isn't the only way in which the "think drink" can help win elections. It can fire and sustain the campaign effort all the way from the primary to the final

poll. It can help:

1. Recruit needed volunteers
2. Keep workers enthused
3. Spark rallies and strategy sessions
4. Spur registration drives and addressing bees
6. Serve as a catalyst for fund-raising meetings
7. Push telephone campaigns
8. Fire campaign material distribution drives
9. Liven up Campaign Headquarters
10. Approach ethnic and other special groups
11. Add to vital publicity impact
12. Get votes for your candidate

Once aware of the special as-

sist coffee can give your efforts, campaign leaders will find countless opportunities to use it to advantage. These will consist primarily of having plenty of freshly brewed coffee, fresh cream and sugar available to their staffs. But the essence of the campaign will be the highly effective *coffee party*.



The Heart of the Matter

The Campaign Coffee

By far the best-known political use of coffee is the Campaign Coffee, which organizers in ever-increasing numbers are using to bring candidates to the people.

Coffee's unique role as a social catalyst makes the Campaign Coffee an especially effective forum for the candidate and his programs. Usually held in private

homes and attended by neighbors, the Campaign Coffee brings the candidate face to face with constituents in the "let's-discuss-the-issues" atmosphere which the "think drink" invokes.

It gives the candidate an opportunity to shake hands with voters, speak with each one informally, and most important, to listen to their comments and opinions. The warm hospitality

of the affair puts the voter in an especially receptive state of mind.

Of special appeal to campaign leaders and to candidates faced with high exposure costs and hard-pressed funds is the fact that Campaign Coffees cost very little and are quickly and easily executed. Moreover, they can be handled by relatively inexperienced volunteers, thus greatly enhancing the effectiveness of standing campaign organizations.

Most important, they offer the candidate a kind of voter exposure which otherwise would be prohibitively expensive or downright impossible to attain. And

the idea of a candidate going to the people in this special way appeals to mass media, too. A local coffee party gives newswriters another lively local news angle.

Presidential campaigns, especially, utilize the campaign coffee effectively. Those who attend coffee parties for a Presidential candidate do not expect the candidate himself to be present. They *are* interested, however, in learning the views of local leaders on the national political scene.

In effect, national campaigns are made up of thousands of local campaigns. And that's where Campaign Coffees shine!

How To Organize a Campaign Coffee Program

The Campaign Coffee program for your candidate can — and often does—make the difference between victory and defeat. To make sure that your effort is effective, start by drawing up a detailed plan of action, covering the candidate's entire territory.

The best time to do your planning is when the campaign is being first put together.

Let's assume that your candidate is running for county office.



What staff do you need? Your plan should include these five categories of workers:

Campaign Coffee Co-ordinator.

A basic premise of a Campaign

Coffee program is that the coffees must be scheduled to coincide with the candidate's visits to each area of the country. The coordinator has his office in the candidate's campaign headquarters. His job is to gear the program of coffees with the candidate's travel plans. He makes sure that the Campaign Coffee Chairman has an adequate schedule of parties and that there will be sufficient attendance at them to justify the candidate's time. (See page 10). Several coffees — perhaps four or five — are scheduled for the same morning, afternoon or evening in the same general area so that the candidate may visit one after the other with a minimum of travel time. The candidate limits his stay at each to between 20 and 30 minutes.

Campaign Coffee Chairman. Every area has a woman gifted at setting up committees which turn out to be marvels of energy, enthusiasm and efficiency. Choose her for this job, especially if she



is well known and has headed other civic efforts, not necessarily political. She will make arrangements for Campaign Coffees throughout the country, co-ordinating the parties to the candidate's visits to various areas.

Associate Chairmen. Every village, town and city in the county must have an Associate Chairman. These women form a vital part of the organization. Their direct responsibility is to find suitable, willing hostesses to give the Campaign Coffees in each area. Because the candidate must draw on all segments of the population if he is to win, these Associate Chairmen may well be chosen to include different age, social, economic and ethnic groups.

Once the campaign is under way, the Campaign Coffee Chairman will be in constant touch with the County Chairman to make sure that the candidate's planned schedule is maintained. (Few things are more disappointing than a Campaign Coffee without the candidate!) The County Chairman, in turn, keeps in close touch with the staffer who is in charge of the candidate's schedule.

Hostesses. You will, of course, have your own ideas as to the



hostesses in your area who would be willing to give a coffee party. One tip: select hostesses who have the most beautiful, most unusual or most exotic homes in the neighborhood. They'll have full houses for their coffee parties.

Campaign Coffee parties should be scheduled at times when homemakers are most available. For example 10 or 11 a.m. is ideal for mothers of school children; 2:30 to 4 p.m. is convenient for women without children, and 8:30 or 9 p.m. is fine for business people and couples. Saturday is

a poor day for a coffee party, but Sunday afternoon is good.

Publicity Chairmen. There should be a County Publicity Chairman, working under the guidance of the candidate's campaign publicity director. Each area should have its own Area Publicity Chairman. It is her job to gather interesting details about the coffee parties—hostesses, guest lists, times, places, and anything unusual about the arrangements—and see to it that they are submitted to local dailies, weeklies and TV and radio stations.

How To Give a Campaign Coffee Party

The best way to start preparations for your coffee is by lining up the whole-hearted services of your most dependable friend as co-hostess.

When your chairman assigns you the date and hour of your campaign coffee party, there are other points to be agreed upon.

- How many guests does she want you to invite? (Suggested maximum: 30.)
- Will she provide you with the guest list or will you make up a list of your own? In any case, arrange to include several of your own dependable friends.

Because Campaign Coffees are often neighborhood get-togethers, the guest list should in-

clude people of all political persuasions, *particularly* those who designate themselves independents. The candidate may not be able to win over the hard-core opposition—but if it can be done at all, he has his best opportunity in the lucid atmosphere of the Campaign Coffee.

- If you invite about 30 persons, what is the *minimum* number of acceptances you can settle for before calling off the party? The candidates must have an agreed-upon number of guests to greet if he is to justify his time and energy. (Do not dismay—there are ways to get the acceptance you need.)



The Invitation

Send written or printed invitations to your guest list about 10 days or 2 weeks in advance.

What should your invitation say? Perhaps your area chairman will settle the whole problem with a handful of prepared cards which will require nothing more than names, addresses, date and time.

If you plan your own invitations, however, here are a few suggestions:

- Keep the message informal. "Come for coffee and meet our man!" is much more appealing than mere listing of details.
- Be sure to work in *all* the salient facts: that you are giving a Campaign Coffee for your candidate; his name and office; your name, address, phone number, and date and time of the party.
- Don't add "RSVP" unless all your guests are personal friends. You will need to make follow-up calls anyway, and it is too easy for a stranger to write "Sorry" across your invitation. Your follow-up call

has a better chance of success than "RSVP".

- Although the written invitation has many advantages, you may prefer to telephone your invitations instead. If this is the case, plan your time so calls are completed 10 days before the party. When you call, explain briefly who your candidate is and why you want your guests to meet him personally. Make it clear that attendance at your coffee does not mean guests are endorsing your man.

If you need a lead-in, don't be timid about using a bit of telephone psychology. "Since you are an opinion leader in our neighborhood, I am especially hopeful that you can come." Or, "I would especially value your impression of our candidate."



Getting Out the Crowd

Since it is unlikely that everyone invited will be able to attend, make certain that those who can are on deck when party-time comes. Here are some techniques for getting out the crowd:

- A few days before your Campaign Coffee, set aside about an hour and a half of undisturbed time. Then, invitation list in hand, get to work on the telephone.

Your purpose, obviously, is to discover whether the "invitee" plans to come to the coffee. If she does not, your further purpose is to try to change "no" to "yes."

A good approach: "I wanted to be sure you know how to find my house when you come to our coffee for Roy Jackson on Tuesday." Or, "Will you be driving when you come to our coffee? I wonder if you would



mind bringing one of your new neighbors with you. She is Alice Taylor who lives in the new house near you."

This is a *more positive approach* than the usual, "I was wondering if you plan to come to our coffee."

After you complete your calls, look at the score. If 20 or more of the invited 30 have accepted, you have no problem. If less than the *agreed minimum* accept, however, consider the alternatives. One is to go right back to the phone and invite more people. The other is to discuss the matter with your chairman and decide whether to postpone or cancel the affair. Your candidate may be disappointed, but will bless you for saving his time.

- At the last minute, another quick phone check will assure attendance at your coffee. The afternoon before your party, or even the morning of the party, you and your co-chairman should call each guest with a brief reminder: "Just a call to remind you that we are looking forward to seeing you at our coffee party tomorrow morning at 11. See you then." *Don't neglect this.* It can make a crucial difference.

The Coffee Party

- Elaborate food and refreshment at a campaign coffee are neither necessary nor desirable. The purpose of the party, in itself, is an excellent reason for getting people together. A happy arrangement for such a party would be an ample supply of hot, freshly-brewed coffee and a platter of cookies or doughnuts. Whatever you serve with the coffee, keep it simple. Keep it non-crumby, too, so that it may be eaten in hand without mess.
- Your party is planned so that the candidate will arrive *with a friend* about 15 minutes after the guests (who should be encouraged to be prompt). The candidate's friend serves to get the candidate away from the party smoothly and on time.
- The day of the party, your guests should arrive at the appointed hour. By the time the



candidate arrives 15 minutes later, everyone has been introduced. Each guest has helped himself to coffee. The candidate is introduced all around by the hostess.

Although every moment of the party is planned in advance, there should be no obvious "program." The candidate does not give a speech. His best approach is to sit in an informal circle and simply chat with the guests.

The hostess, however, will have primed a guest with several planned questions which touch upon the candidate's favorite topic. This will save time and keep things moving.

Coffee Parties Can Spark Special Efforts

The same psychological factors which make the coffee party so effective for the candidate's "peo-

ple to people" effort can be applied to many other special efforts throughout the campaign.

War Chest Coffees

To make the Finance Chairman's job a little easier, remember that, psychologically, a contribution request will be far better received if tendered over coffee. Fund raisers at \$100 a plate are fine for big contributors, but let's not forget the average party member and voter. There are a lot more of them! War Chest Coffees for prospective contributors can multiply the effectiveness of the solicitations staff and add significantly to the total effort.

Special Drive Coffees

- Everyone who has ever worked on voter registration remembers the seemingly endless lists of names and telephone numbers. That's if they were among the ones lucky enough to draw telephone duty. (Sidewalk pounding is an experience all its own.) Whether local laws allow mobile registration or require people to register in person, coffee for workers and prospective voters can go a long way toward accomplishing this important campaign chore. A Coffee Rally can launch the effort on a high key and Coffee Receptions for prospective voters at registra-

tion points can help decide a crucial vote when Election Day rolls around.

- The Materials Distribution Chairman will find many opportunities to take advantage of the psychological effects of coffee. Free coffee stands at shopping centers and downtown traffic areas will make the distribution of campaign materials more effective. You'll get more materials distributed, read, and used. Try a hot coffee stand for commuters at the railroad station or bus stop. Result: more literature accepted.

Workers Coffee Rallies provide an effective, inexpensive and easily effected means of launching house-to-house literature distribution and bumper sticker circulation drives.

- How often is there a need for yet another envelope-stuffing or telephone-dialing effort?

The Office Manager will find a coffee party the perfect device to get participation and to sustain activity.

Recruiting with Coffees

The coffee party is useful in recruiting. It will help bring the volunteers out and its fragrant, hospitable aura will build camaraderie and cooperation.

- The coffee party is especially effective in rounding up young people. High school and college students are particularly useful in the important legwork of campaigning—house-to-house distribution, errands, putting up signs, mailing and addressing letters, making phone calls, circulating bumper stickers and the thousands of odd jobs which must be done and done fast.

To the high school student, coffee is an adult drink and consequently appeals to his sense of maturity and self-esteem. Both he and his college counterpart associate coffee with important events and decisions and the coffee party appeals to their desire for social involvement.

One example of the appeal coffee has for youth is the widespread growth of youth-oriented coffee houses in all parts of the country. And, the coffee house is a perfect way to reach volunteers. A temporary coffee house flying the candidate's banner and staffed by young volunteers at a busy downtown location could well become a continuous source of volunteers for the duration. Such a project is sure to attract attention in the press, espe-



cially if the candidate uses it as a site at which to discuss his party's programs in behalf of youth.

Recruiting parties with a coffee house theme, held on college and high school campuses, are another effective way to reach young people.

- Because coffee speaks a universal language it provides a natural entree with ethnic and other special voter groups. Not to be overlooked as valuable sources of volunteers are senior citizens clubs, church and social groups, and veteran and civic organizations.

Keeping Campaign Headquarters Lively

Coffee is especially welcome at one of the nerve centers of the campaign—the public headquarters of the candidate.

Volunteer workers and paid staff will depend on coffee through the long hours of tedious

details so vital to success. It's amazing how much easier telephoning and envelope addressing are when a carafe of fresh coffee is always handy. Newspaper reporters and press photographers will appreciate the availability of good coffee too.

A sign over the front door inviting passers-by to "Stop In For Coffee" will certainly help build traffic at this vital point of voter contact. It will also say "WELCOME!" in a very special way.



Coffee... the Candidate's Friend

Coffee and U. S. politics are long-time associates. In fact, the combination predates the formation of the nation itself. The favorite haunt of patriots like John Adams, James Otis, and Paul Revere was Boston's celebrated Green Dragon Coffee House which Daniel Webster later called "the headquarters of the revolution." And there is very strong evidence that the most famous tea party of them all was actually brewed up in the Green Dragon over coffee!

The historic pairing of coffee and politics is today more potent

than ever. Party leaders among whom coffee has already worked its heady magic are calling it "The Candidate's Best Friend." Next to money, it's the campaign director's best friend too!

For additional copies of this booklet and for information on how to organize a youth coffee house and coffee house parties, write:

Campaigning with Coffee
Coffee Information Service
300 East 44th Street
New York, N. Y. 10017

How To Make Great Coffee For Your Campaign Party

Next to a wise and witty candidate, the only sure vote-getter at a campaign coffee is the *coffee* itself. Fortunately it's easy to make coffee which is fragrant and delicious—the way all coffee should be.

You'll Need: ground coffee, freshly-drawn water, a soap-and-water-clean coffee maker. OR instant coffee, very hot water, a heat-proof carafe.

Buy the Best Coffee you can afford. And be sure it is the proper grind for your coffee maker.

A Full Coffee Maker works the best. In any case, never use less than three-quarters of your coffee maker's capacity.

There Are Only Two Ingredients in the best of good coffee: ground coffee and water. But they must be combined in the right proportions. Take a moment to measure both coffee and water. Here is an easy-to-use rule for perfect coffee: Use ONE part ground coffee to SIX parts water for recommended strength coffee.

Two Temperature Tips: NEVER allow your coffee to boil. Boiling means spoiling as far as flavor is concerned. Second tip: serve that great coffee piping hot. Keep it at serving temperature over very low heat. Remember, if coffee is lukewarm, it's a disappointment.

How Much for How Many? 1 pound of coffee and 2 gallons of water makes 40 servings, 6 ounces each. A 2-ounce jar of instant coffee and 1 gallon of water makes 20 servings, 6 ounces each.

Just an Instant! Don't ever add instant coffee powder directly to hot water in a pot or carafe. It will foam and froth rather awkwardly. Dissolve the instant coffee in a little water first — then add it to hot water. After mixing, let your coffee steep over very low heat for four or five minutes. Steeping improves the flavor.

"The candidate is far more likely to come out of a coffee hour with a number of enthusiastic, dedicated supporters and workers than he is from a typical candidate's night rally, despite the fact that he may be appearing before ten times as many people at the latter event."

... from a campaign technique manual



COFFEE INFORMATION SERVICE

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