

Appendix H

Training Activities and Manuals from NDI

WORKSHOP SUBJECT LIST

Organizational Structures

Strong political parties need to have open, accountable and effective decision-making structures.

This session will address such issues as: traditional democratic party structures; the roles of different organizational bodies and individuals in a party; the relationship between party staff and the governing body; accountability of party leadership to the party apparatus; delegating responsibilities in a party organization and reinforcing local party structures; the role of constituency groups (ie. women or youth) within the party; building and managing a more inclusive party organization.

Coalition Building

There has been a proliferation of political parties in Panama. Panamanian citizens are concerned that this has contributed to lack of political unity in the country and has promoted paralysis in government.

This session will address such issues as: alliances between political parties and with organizations that share interests with the parties: identifying or developing common ideologies and platforms; identifying pros and cons of alliances; establishing mutual goals beyond political expediency; how to work together – consensus building and decision-making within a coalition; coalition management; maximizing the strengths of coalition partners.

Establishing a Party Issue Agenda

Party policies must effectively represent the views and concerns of the citizenry to build support and promote more responsive government.

This session will address such issues as: how parties relate to issues that concern Panamanians, such as jobs and corruption; developing action agendas for dealing with prominent issues at all levels of government; thematic focus of the party's platform; researching and analyzing public opinion; enhancing communication and dialogue with constituencies in developing policy.

Political Party Finance

Raising funds and increasing membership are essential elements to a party's viability. The legitimate conduct of these activities can strengthen a party and enhance its relationship with the electorate.

This session will address such issues as: constructing an annual budget; identifying sources of income and financial resources (ie. membership drives, contributions and fundraising activities); membership building, such as through community-based activities.

Communicating Party Policies

A political party must effectively and clearly communicate its policies to the voters to distinguish itself from other parties, attract voter support, and enhance public awareness and debate of the issues.

This session will address such issues as: defining a party's message; identifying the sources from which the public acquires information; message and image development; press relations; how to compose a media plan – press releases, political advertising and major events; message consistency; identifying who speaks for the party; specialized messages for targeted audiences; utilizing alternative media channels; using the platform to educate voters.

Communication Within Party Structures

Effective communication within the party structures is necessary to disseminate information within the entire party apparatus and to help ensure that interests or ideas at different levels are addressed.

This session will address such issues as: communication between the party leadership and the regional/local branches; the use of internal newsletters, promotional materials and other publications; communicating local constituency issues and interests to national structures; communicating policies and rules to local branches; activities of party leaders and elected officials at the local level.

Grassroots Organization

In a democracy, political parties must serve as vehicles for citizen participation in politics and government.

This session will address such issues as: voter and constituency contact; volunteer recruitment and training; relation of local party organizations to their community; organizing public hearings on issues; holding meetings, rallies and other events; how to draft an agenda; direct and indirect constituency contact.

Accountability and Responsibility

Political parties must be honest with, and accountable to, the citizenry at large to promote needed confidence in their ability to govern responsibly and in the democratic system.

This session will address such issues as: political party conduct and public perception; honesty in addressing issues and appealing to voters; committing to and delivering on party policies and campaign promises; responsible party conduct and positive political gain.

STRENGTHENING POLITICAL PARTY ORGANISATION IN ZAMBIA

OBJECTIVE 1:

Improve methods of communication between and within political parties.

STRATEGY 1

- . Having inter-party dialogue respect each other's manifestoes (within) to improve inter-personal communication among party members.
- . Strengthening party loyalty
- . Respect for party leadership
- . Discuss accountability within the party

OBJECTIVE 2:

Assist political leaders in institutionalising ethical standards that promote openness, accountability and accessibility.

STRATEGY 2

- . Approach leadership professionally.
- . Strengthen professionalism in managing party affairs
- . Learn management ethics and apply it to the party.

OBJECTIVE 3

Begin to develop local and regional party structures that are accountable to the national leadership, their members and the public leadership.

STRATEGY 3

- . Involve the people from the grassroot in decision making on who gets what office.
- . Free and fair elections uninfluenced by the party leaders from headquarters.
- . Stick to the decision of the people.
- . Raise awareness at the grassroot of the power of the vote and voting the right people.

OBJECTIVE 4:

Increase political parties' awareness of the need to conduct civic education programs

STRATEGY 4

- Sensitize the party leadership to the need for continued awareness especially at the grassroots.
- Maintain a two-way contact with the grassroots even after acquiring the seat (at parliament, or at party office.)
- Maintain a network with External Resources for Civic Education and Awareness Raising

OBJECTIVE 5: Improve the grassroots organizing capabilities of political parties

STRATEGY 5

- Strengthen grassroots networks
- Maintain a 2 way communication
- Involve male and female gender and both young and old in all grassroots mobilization activities.

Message Delivery Scenario

You are a member of the Coalition of Supporters of Democracy, whose candidate is running for a seat in the new Russian parliament. The Party advocates the democratic development of Russian parliament. The Russian Voter Participation League is sponsoring a debate, which will be televised shortly before the elections. Your candidate is one of the participants of the debate, and you must prepare him/her.

1. Prepare an opening statement for your candidate (not to exceed one minute) explaining why he or she wants to run for office and why he or she deserves the voters' support. This statement should reflect the theme of the party.
2. Prepare responses to the following two questions, which you expect your candidate to be asked. The responses should be thirty seconds or less.
 - A. If elected, what would you do to ensure fair distribution of taxes among the regions of the Russian Federation?
 - B. What is the single most important issue facing the voters in this campaign?

At the end of the scenario workshop, all participants will gather for presentations. At the beginning of the scenario, each group should select a "candidate," who will make the group's presentation. At the end of the presentations, an election will be held to choose the new member of parliament.

During the scenario, the trainers will be responsible for facilitating group interaction with as much involvement as possible from the entire group in order to obtain a consensus on the questions listed below. The trainers also should guide the group so as to avoid lengthy theoretical discussions of individual issues. Remember, an election will be held at the end of the scenarios; the participants must reach a consensus.

Party Activities

Your political party's central headquarters has asked each district office to organize a fund-raising activity. The money raised will be used to buy supplies for the district office.

- 1) What type of activity will you organize. Why?
- 2) Where will the activity take place?
- 3) What human and material resources will you need?
- 4) Who will you invite to attend?
- 5) How will you advertise and announce the activity in order to insure that a lot of people attend?

Following the activity, write a brief report to your provincial party office. In the report, describe:

- 1) The difficulties you encountered.
- 2) The outcome of the activity.
- 3) Proposed projects for future action.

Local Party Structure

Exercise #1: Chart the structure of the party organization using Venn diagram.

Individual work

Time allowed: 15 minutes

Each party has four levels of party organization: national, district, county and village. Each of these levels has a different function and role for the party. Using the attached worksheet define the role and function of each level of your political party.

Discussion: What roles and functions did you define? What functions does your party perform particularly well? What areas need improvement? Is the communication between each of the levels smooth and consistent? Or could it use improvement?

Exercise #2: Identifying Objectives and Strategies for strengthening the political party organization.

Working alone or in small political party groups.

Time Allowed: 45 minutes

Using the attached format from Zambia, identify similar objectives which reflect the areas that need improvement within your political party. Sharing your ideas with others from your party, outline strategies to help you achieve your objectives.

Four Levels of Party Organization

National

Provincial

District

Village

TASK: List the Role and Functions of Each of the Above Levels of the Party.

Village

District

Provincial

National

What Are the Roles of a Political Party?

If the leadership of a country, or a government does not fulfill the needs of the people the government will eventually fall. Remember, just because you have a democracy, you must always remember that the needs of the people are what have to be met first.

In order to determine what your country and your government will look like you need to ask and answer three questions:

What do people need?
Are those needs being fulfilled?
Who is fulfilling those needs?

1. Examine the list of fifteen needs in any society (attached)
2. Who is involved in fulfilling these needs-individuals, governments, political parties.
3. What groups or sectors of society are involved in providing each of these needs (owners, workers, consumers)
4. Who has their needs fulfilled, who does not?
5. What group does your party represent? What alignments can you make?

Discuss where your party is situated. Does it represent a significant portion of the community? Does it effectively address the basic needs of the electorate? What changes would you suggest? What adjustments might be made?

Exercise #2: Providing a Vision

Individual exercise or work in small political party groups
Time Allowed: 60 minutes

The role of the political parties is to provide a vision and direction for the governance of the nation. Consider the discussion on providing a vision for your party and its membership.

1. Develop a message which captures the vision of your party.
2. Outline strategies for delivering on the promised your party makes to its follower.
3. Consider strategies to counter the opposition to your policies and activities.

NEEDS OF ANY SOCIETY

1. Food
2. Housing
3. Clothing/furnishings
4. Communications, News, Journalism, Press
5. Transportation
6. Health
7. Education
8. Belief system/religion
9. Culture/Recreation
10. Infrastructure (water, electricity, roads, streets, sewers, bridges, and so forth)
11. Security (Military, police,, personal protection)
12. Legal System and Judiciary
13. Basic means of production, national resources (oil, timber, gas, gems, natural resources)
14. Psychological and emotional needs:
 - a. Competent -- able to think and make decisions and not feel stupid;
 - b. Belonging -- all humans need to feel a sense of belonging with other humans on some level
 - c. Useful -- the feelings of uselessness are some of the

Party Membership

Your political party has a total membership of 300,000 people. The National Congress is scheduled for December 31, 1994 in Phnom Penh. Party leaders have asked each district in your province to recruit new members every month so that before the day of the Congress there will be at least:

- a) One Women's League with 250 members, and
- b) One Youth or Student League with 250 members.

1. What recruitment strategy are you going to implement in order to enroll more members in your district party branch?
2. How are you going to organize your district structure to incorporate these new leagues before the day of the Congress?
3. What obstacles do you think you will encounter in recruiting new members, and how are you going to overcome them?
4. Some people are afraid of openly joining a political party. How are you going to convince them that they should?
5. Some people only want to join your party so they can tell people they are a member of the party. They do not really want to work or be actively involved in the party. What will you do to keep party members active? How should the party discipline members who do not want to do work on the behalf of the party?
6. What other ways can you think of to recruit members from certain categories, for example, students, teachers, farmers, factory workers, old people?

Party Communication

During the last parliamentary elections, your political party won a majority of seats in the National Assembly. Six months after the election, your provincial party executive committee convened the first meeting of local party officials and members to inform them about the preparation of a new party platform. Party leaders in the capitol drafted the new platform shortly after the election but are holding provincial meetings with the members six months later. Very few members attended the provincial meeting as planned.

1. Why do you think so few people responded to the invitation from party leaders to attend the meeting?
2. When do you think such a meeting should be held? Why?
3. How do you think provincial leaders should communicate with the party members and supporters after the election to keep them active and involved in the party?
 - a) at the village level?
 - b) at the district level?
 - c) at the provincial level?
4. Should party members at these different levels be involved in drafting the party platform? If so, why? If not, why not?
5. What kind of information do provincial, district, and village party members need from central party leaders in the capitol. How frequently should local party officials communicate with the leadership in the capitol? Why?
6. What kind of information does your party leadership need from provincial, district, and village party officials, members and supporters? How frequently should central party leaders communicate with party officials and members at the lower levels? Why?

Defining the Party's Position on the Issues

Individual Exercise or Small Working Teams from the Same Political Party
Time Allowed: 15 Minutes for each part (30 minutes total)

A. What are the five most important issues in your platform? What do you want to say to citizens about these issues? If possible, narrow it down to three sentences for each issue.

Issue 1: _____

Issue 2: _____

Issue 3: _____

Issue 4: _____

Issue 5: _____

B. Standing in pairs with one person acting as a potential party member and one person acting as the candidate. Approach the potential party member, introduce yourself, ask the potential member about issues of concern to them, and try to persuade them to support you using the issues that you developed in Part 1.

You have 5 minutes.

Change roles and pick another issue. Again, you have 5 minutes.

Report back to the group. What worked, what didn't work, why? What would you do differently?

Using the media - local planning sheet

Organisation	Name, address, phone no	deadline	Area covered	Special points
Press				
Radio				
Television				
NUJ contacts				