



Precinct 139
2022 Report Card

Let's Give Credit Where it is Due

Dan Schultz

precinctstrategy.com.

[How To Get Into The Real Ball Game Of Politics
Where You Live To Help President Donald J.
Trump Make America Great Again](#)



Erin Huntley, Dan Schultz, Kevin Kelly in March 2022

Precinct 139 Roll-Up Plan 2022

Precinct Goal <i>What we want</i>	SWEEP ALL 2022 ELECTIONS IN PRECINCT 139					
Objectives - Indicators	Turn Precinct 139 Red	Republican candidate for every open position	Engagement	Build Team	Build Alliances	Communicate & Build confidence
Activities - Things we do	Welcome every new registered Republican (Welcome Wagon)	Recruit Great Candidates	Fill all Precinct 139 (16) OCREC Seats	Neighbor to Neighbor recruiting	Defend Florida Turning Point USA	Email Lists, text, phone app, help desk
	Welcome every new registered NPA (Welcome Wagon)	Flyer drop for General Election (Co-op with WORWF)	At least 1 speaker/email at each School Board meeting	Patriot Coffee Hour	Florida Republican Assembly Orange County Chapter (FRAOC)	2022 Voter Guide (WORWF)
	Register new Republican voters (Welcome Wagon)	Support/host candidate events	At least 1 speaker/email at each County Commission meeting	Share Precinct Plan	Greater Orlando Young Republicans Moms for Liberty	Share WORWF School Board Reports
	Clean voter rolls (Defend Florida)	Campaign/Candidate connections		Engage Neighboring Precincts	Orange County Republican Executive Committee (OCREC)	
	Voter registration events (Republican Party of FL)	<i>Assist Windermere election America First Candidates</i>	Secure an Adopt a Precinct partner	Recruit Poll Watchers	Republican National Committee	
	Energize existing Republican base			Recruit Poll Workers	Republican National Hispanic Assembly (RNHA)	
					Republican Party of Florida	
					UCF College Republicans	
					West Orange Republican Women Federated (WORWF)	

Grade: C

Primary Election:

- Orange County offices were a bloodbath
- Underestimated the importance of Primary
- Great first run for Poll Watcher operation and Election Integrity

General Election:

Hit our mark – all open spots went to Republicans

Positive Factors: Redistricting

Negatives: Lackluster support and coordination from OCREC (sign team was the bright spot)

2022
Goal:

SWEEP ALL

2022

ELECTIONS IN

PRECINCT 139

Activities (things we do)	Grade	Comments
Welcome every new registered Republican (Welcome Wagon)	C	This worked well. We did not get to every new Republican.
Welcome every new registered NPA (Welcome Wagon)	D	This could work well. Need to expand operation.
Register new Republican voters (Welcome Wagon)	F	Need to re-think this.
Clean voter rolls (Defend Florida)	F	This needs to have some sort of coordination at the county level.
Voter registration events (RPOF)	F	Every RPOF event we worked registered voters in other counties or precincts. Very poor performance for our precinct.
Energize existing Republican base	F	Not specific and measurable - re-think. Turnout for elections was poor.

Objective 1:

TURN

PRECINCT 139

RED

Better define what we can control at the precinct level.

Ask for help from District Chairman and other resources in OCREC.

Grow our team of volunteers.

Start Now.



2023:

TURN

PRECINCT 139

RED

Activities (things we do)	Grade	Comments
Recruit Great Candidates	NA	My lack of experience showing. 2022 was too late for recruiting candidates.
Flyer drop for General Election	F	Dropped this when I realized candidates were not interested or unable to participate.
Support/host candidate events	C	This was good and can be better! Candidates like these events.
Campaign/Candidate connections	D	Poorly executed. Candidates are not well organized and don't see the value in a precinct level approach.
Assist Windermere election America First Candidates	NA	This was a good idea, but the election was over before it started.

Objective 2:
 REPUBLICAN
 CANDIDATE
 FOR EVERY
 OPEN POSITION

This is something OCREC could help with. There were races in Orange County in 2022 with no Republican candidates.

I propose that OCREC gets started now recruiting and developing candidates.

Our Alliance partners can help with this. They can offer training too.



2023:

REPUBLICAN
CANDIDATE
FOR EVERY
OPEN POSITION

Activities (things we do)	Grade	Comments
Fill all Precinct 139 (16) OCREC Seats	F	Was reduced to 14 seats with redistricting. Got some good ones (Merrick Vissers). Many people involved, but haven't joined OCREC
At least 1 speaker/email at each School Board meeting	F	This should not be a precinct level thing
At least 1 speaker/email at each County Commission meeting	F	This should not be a precinct level thing
Secure an Adopt a Precinct partner	A	Horizon West Community Church adopted our precinct. They were wonderful to work with. We didn't recruit them but will work to retain them.

Objective 3:

ENGAGEMENT

Start modestly with volunteers, build them up to the idea of joining OCREC

Continually educate on Poll Watching and Poll Working.

Horizon West
Community
Church is a
wonderful
Adopt a
Precinct
Partner!



2023:

ENGAGEMENT

Objective 4:

BUILD TEAM

Activities (things we do)	Grade	Comments
Neighbor to Neighbor recruiting	B	This worked well.
Patriot Coffee Hour	D	This could work well. Need to expand operation.
Share Precinct Plan	D	People outside my precinct were interested.
Engage Neighboring Precincts	B	Poll Watcher program really helped this effort. We are building a strong region.
Recruit Poll Watchers	A	The best thing we did all year.
Recruit Poll Workers	B	The second best thing we did.

Better define what we can control at the precinct level.

Ask for help from District Chairman and other resources in OCREC.

Grow our team of volunteers.

Start Now.

On Halloween night we distributed dozens of DeSantis signs!!



2023:

BUILD TEAM

Activities (things we do)	Grade	Comments
Defend Florida	F	Fell apart.
Turning Point USA		
Florida Republican Assembly Orange County Chapter (FRAOC)	B	Great organization. We can do better to get more local involvement.
Greater Orlando Young Republicans		
Moms for Liberty	D	I wish we had done more with this group.
Orange County Republican Executive Committee (OCREC)	F	I would like to be part of the solution.
Republican National Committee		
Republican National Hispanic Assembly (RNHA)		
Republican Party of Florida		
UCF College Republicans		
West Orange Republican Women Federated (WORWF)	B	My home base. A great place to meet Patriots and get ideas.

Objective 5:

BUILD
ALLIANCES

We can't be everywhere.

Focus on groups who can make an impact in my precinct

Groups that we will spend more time with in 2023 include:

- Americans For Prosperity
- Central Florida Catholics

2023:

BUILD
ALLIANCES



Activities (things we do)	Grade	Comments
Email Lists, text, phone app, help desk	A	This is some we have control of. We get other precincts asking us for help. Now we want better data.
2022 Voter Guide (WORWF)	B	None for Primary - that should be a priority in 2024.
Share WORWF School Board Reports	F	Good idea, no execution.
Share County Commission Reporting	F	Good idea, no execution.

Objective 6:

COMMUNICATE
& BUILD
CONFIDENCE

Social media - Nextdoor was effective.

Expand substack - very effective for sharing my work

kevkel.substack.com

Gretchen and I
were fortunate
to learn from
the best -
Scott Presler



2023:

COMMUNICATE
& BUILD
CONFIDENCE

We need better data and ways to share it.

Advocating for potential OCREC members and encouraging change took a lot of my time.

Poll Watcher & Poll Worker operation took a lot of time.

Our Precinct voting location is a mess and caused some unplanned stress.

I am very confident that we can take what we learned and unleash OCREC to help my precinct and the entire county.

I would like to be part of the solution.

2022

Reflections

Looking ahead
to

2023