



OFA TRAINING

Welcome to today's webinar.
We will begin shortly.

For audio, please make sure
to also join the call.

Dial-in here

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LOGISTICS



We will meet for 90 minutes



This is an **interactive training**.
You will work in pairs today.



A recording of this video and
call will be available on the

Access bookshelf



It's cool if you Tweet --
#OFAFellows

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VOTER UNIVERSE BASICS

W/ STEVE PRESTON





CLASS REVIEW

FIELD MANAGEMENT 101



Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR

What are the different sections of a field plan?



Press 1 on the phone

OR



Type in chat box

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Basic Framework of a Field Plan

OVERVIEW

YOUR UNIVERSE

YOUR BASE

CALENDAR

2 SECTION CLASS

- **Today:** Who is your targeted voter universe?
- **Next Tuesday:** Where do you find your voters?

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VOTER UNIVERSE BASICS

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GOALS FOR TODAY

Understand what criteria you can use
to determine your target universe.

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GOALS FOR TODAY

Be able to lock your target universe
based on capacity, resources, and
polling.

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GOALS FOR TODAY

Feel confident writing the first section
of your field plan.

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Agenda for today

What is a voter universe?

Expected Turnout

Getting To Your Win Number

Locking Your Target Universe

Debrief and Close

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VOTER UNIVERSE SAMPLE: Statewide Campaign in Pennsylvania

Registered Voters:

8,251,050

Registered Democrats:

3,030,017

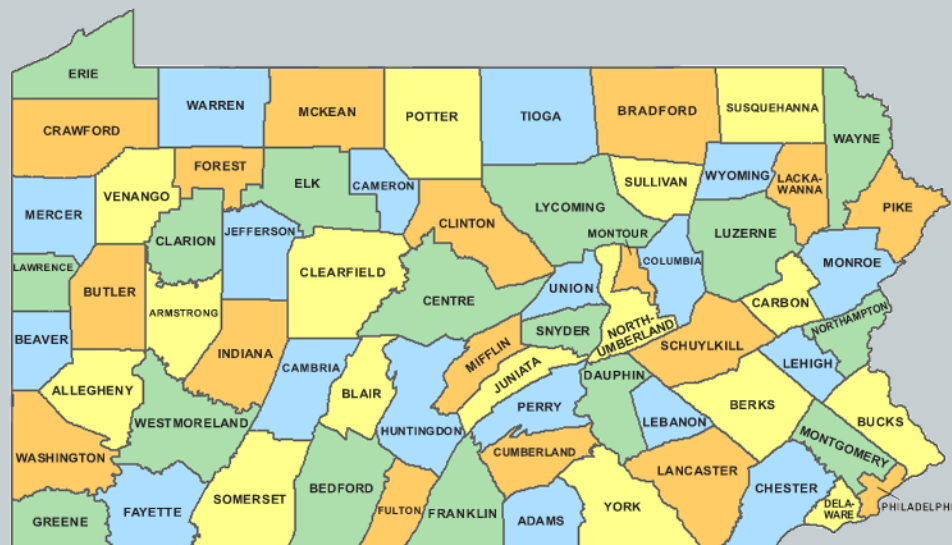
Registered Republicans:

4,088,149

Other:

1,132,884

PA State Department – Nov. 2014



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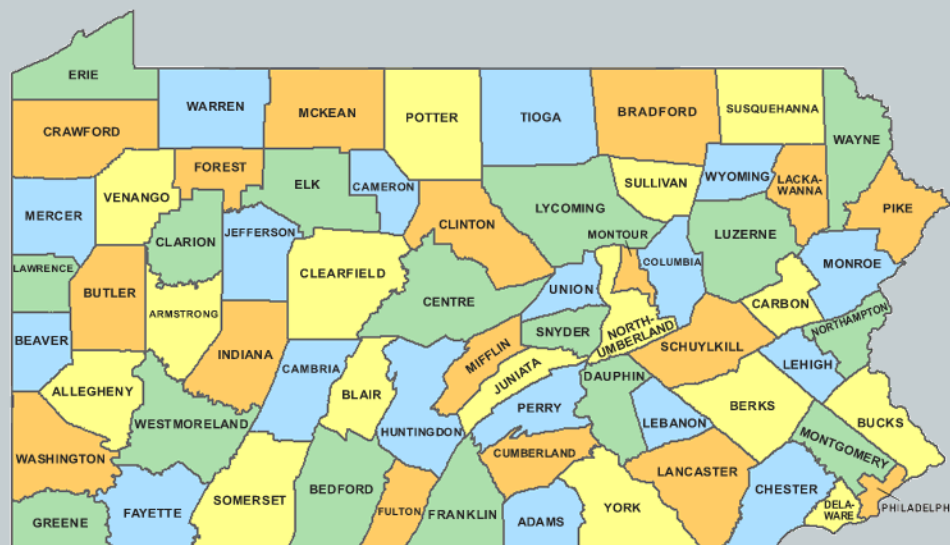
Registered Republicans:

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Other:

1,132,884

PA State Department – Nov. 2014



What criteria would you follow to determine who to target?



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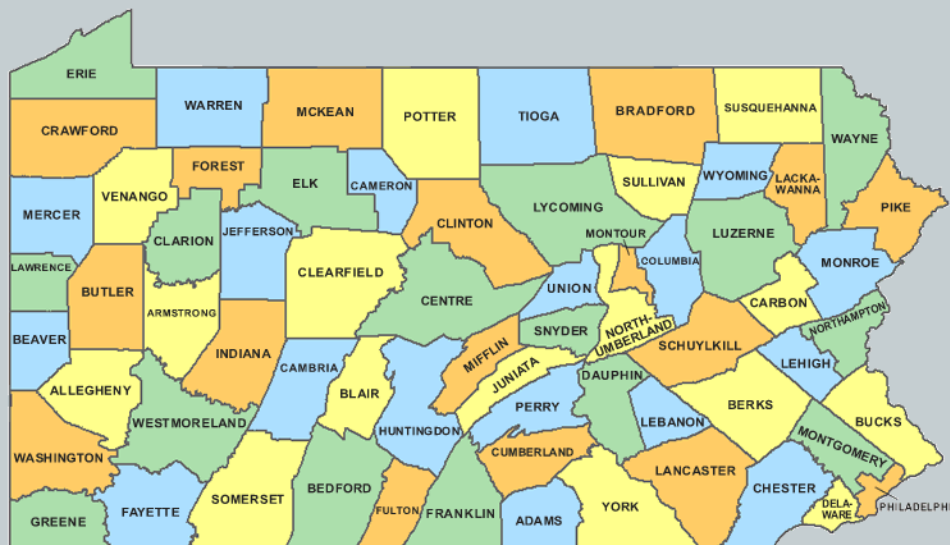
Registered Republicans:

4,088,149

Other:

1,132,884

PA State Department – Nov. 2014



LIMITING FACTORS

Money

Time

Volunteers

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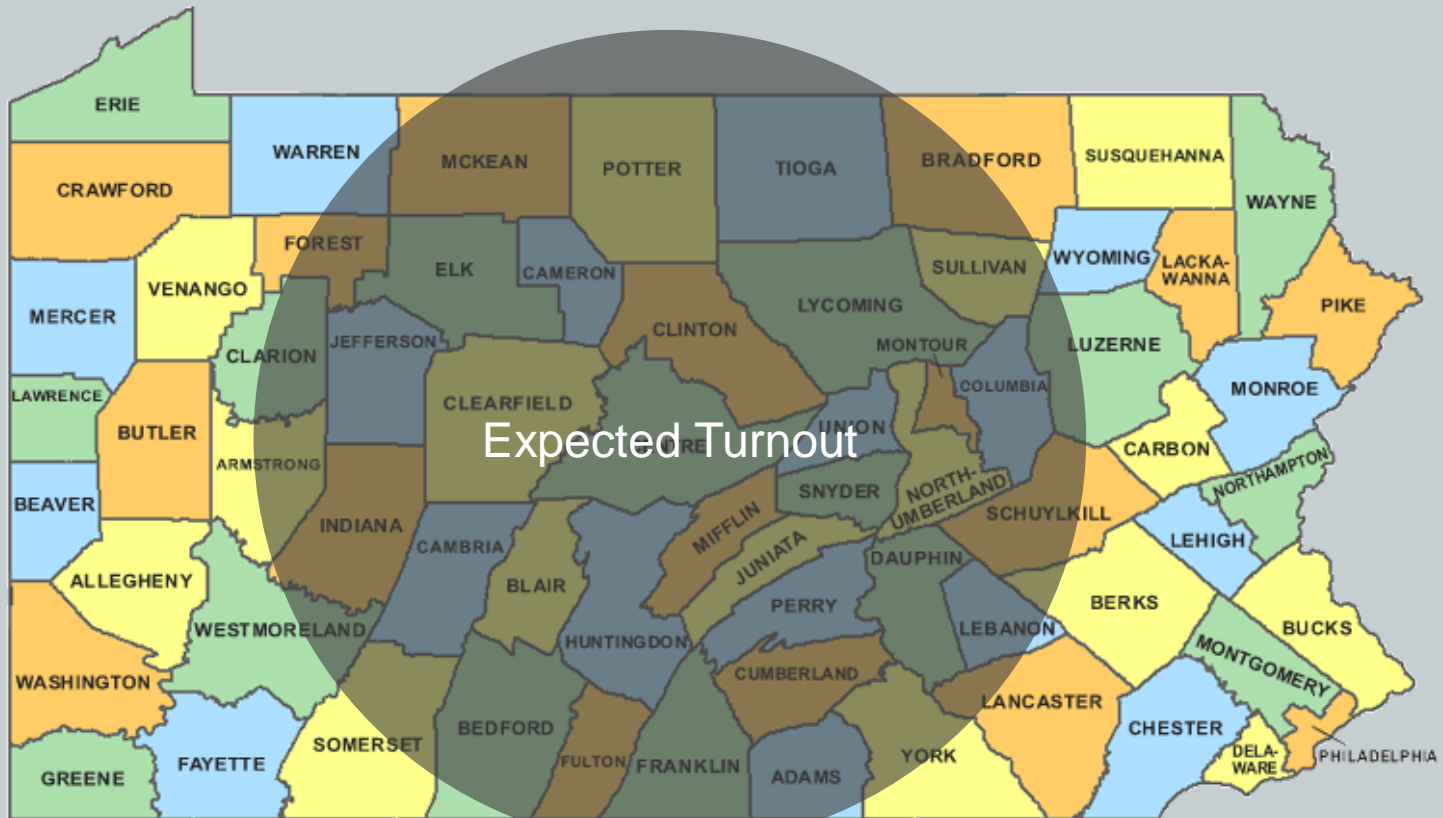


If I have limited resources:
How do I get to the best possible people?

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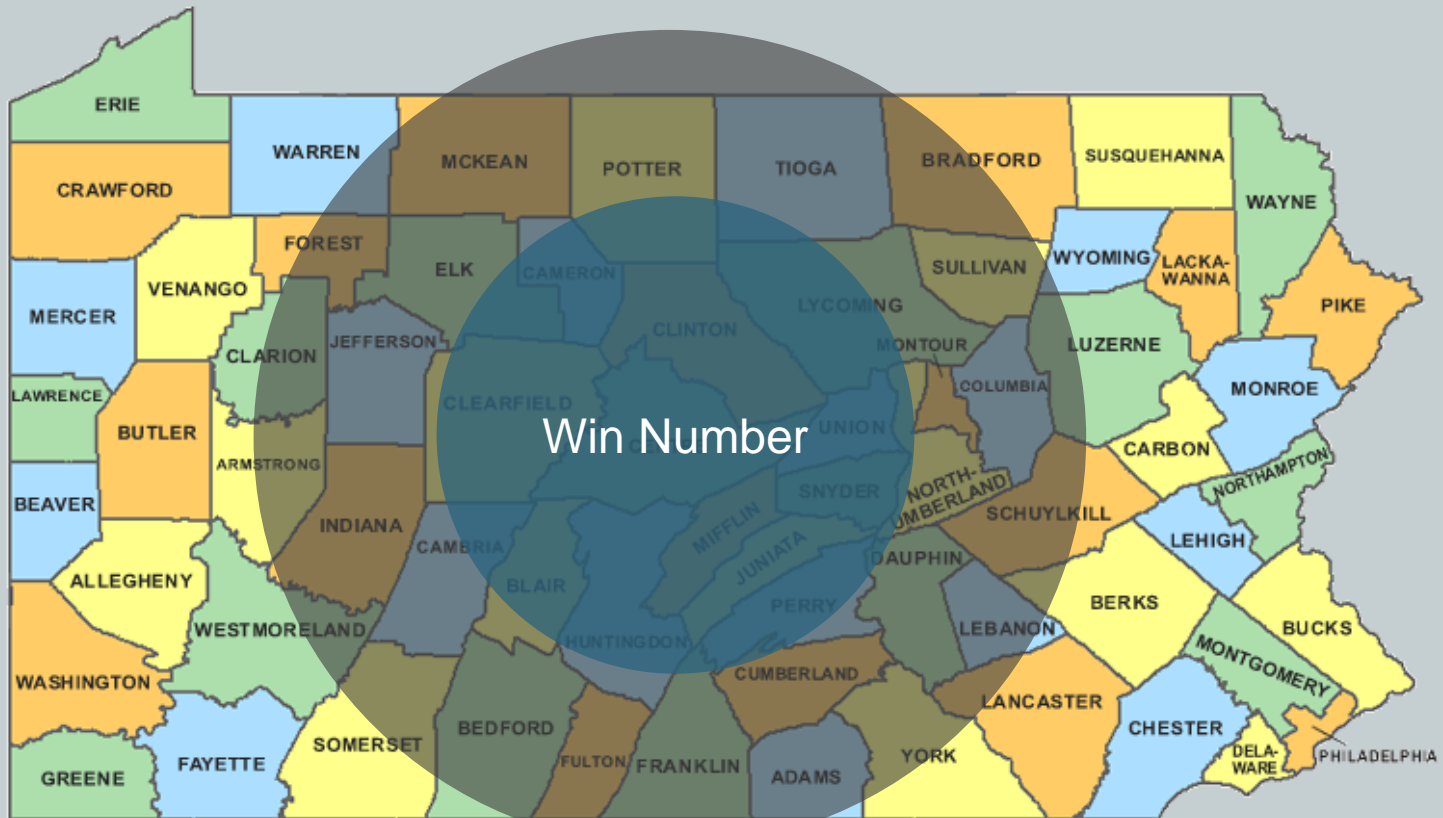
CALCULATING YOUR VOTE GOAL: Getting to your best possible people



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CALCULATING YOUR VOTE GOAL: Getting to your best possible people



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CALCULATING YOUR VOTE GOAL: Getting to your best possible people



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Agenda for today

What is a voter universe?

Expected Turnout

Getting To Your Win Number

Locking Your Target Universe

Debrief and Close

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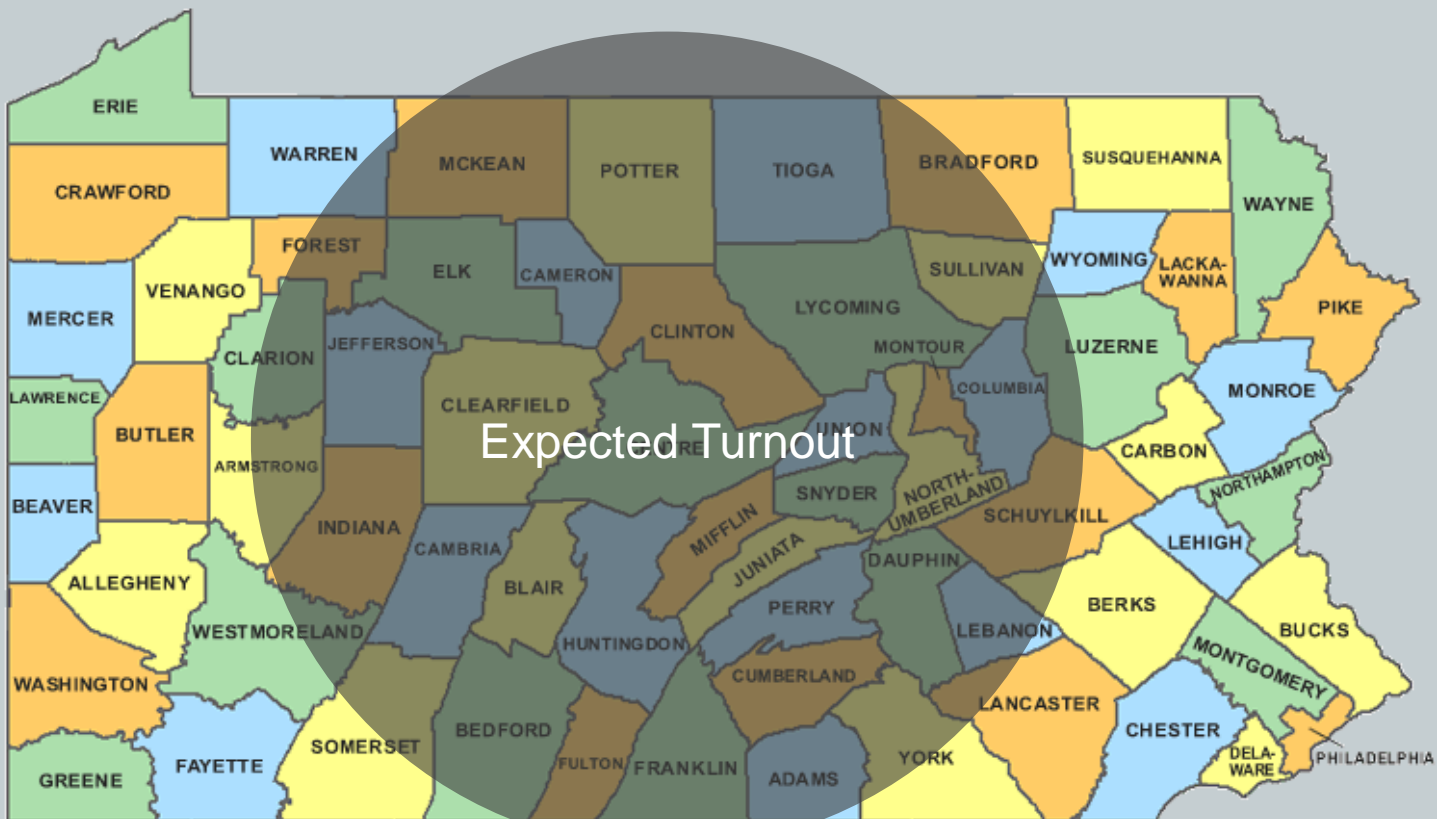
EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation



EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation



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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation

What are some factors that influence voter turnout?



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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation



Electoral
Year

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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation

Electoral
Year

Historical
Date

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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation

Electoral
Year

Historical
Date

Political
Mood

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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation

Electoral
Year

Historical
Date

Political
Mood

Decline
Factor

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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation

Electoral
Year

Historical
Date

Political
Mood

Decline
Factor

In most cases, data team or polling will tell you your expected turnout.

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EXPECTED TURNOUT

The number of people you expect to come out to vote on Election Day, regardless of affiliation

**Total Participation in
Similar Election #1**



**Total Participation in
Similar Election #2**



Expected Turnout

**Total Participation in
Similar Election #3**

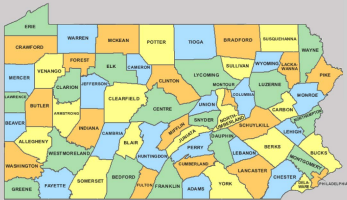


**Total # of Elections You Are
Referencing**

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EXPECTED TURNOUT



Pennsylvania statewide midterm election: 2014, 2010, 2006

2014: 3,028,135



2010: 3,987,551



3,676,598

2006: 4,014,109



3

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Your Turn!

It is 2018, and you are running a marriage equality ballot initiative in Rhode Island.

It is a mid-term year.

The governor is up for reelection.





Your Turn!



Experiential Activity #1 10 Minutes

- 1 Access the workbook, and find the tab with your name to complete activity #1.
- 2 Review five past elections and decide which ones you can use to calculate your expected turnout. Explain your rationale.
- 3 Calculate your expected turnout given your particular campaign scenario.

Open workbook

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Your Turn!



DEBRIEF



Press 1 on the phone

OR



Type in chat box

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Agenda for today

What is a voter universe?

Expected Turnout

Getting To Your Win Number

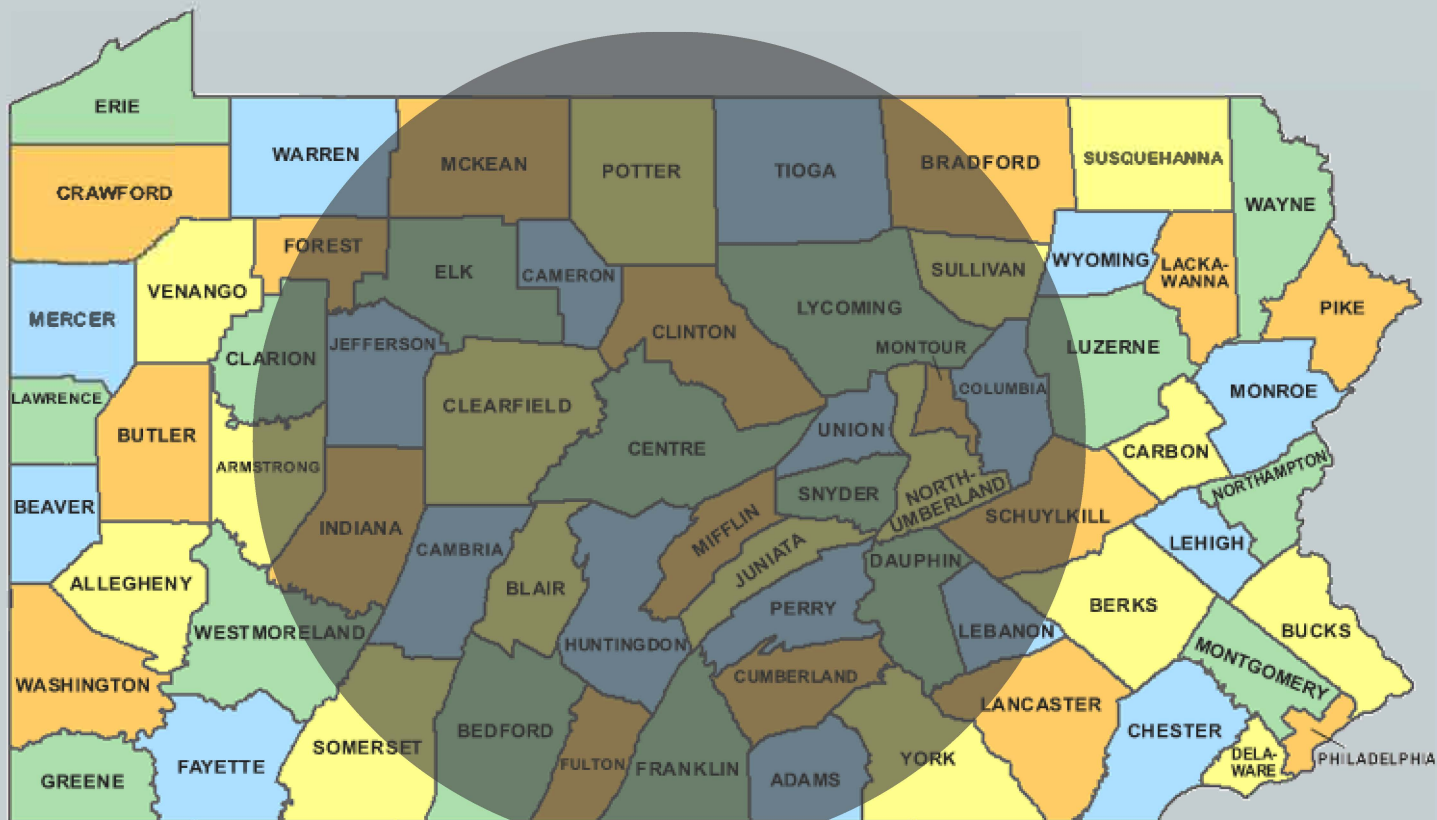
Locking Your Target Universe

Debrief and Close

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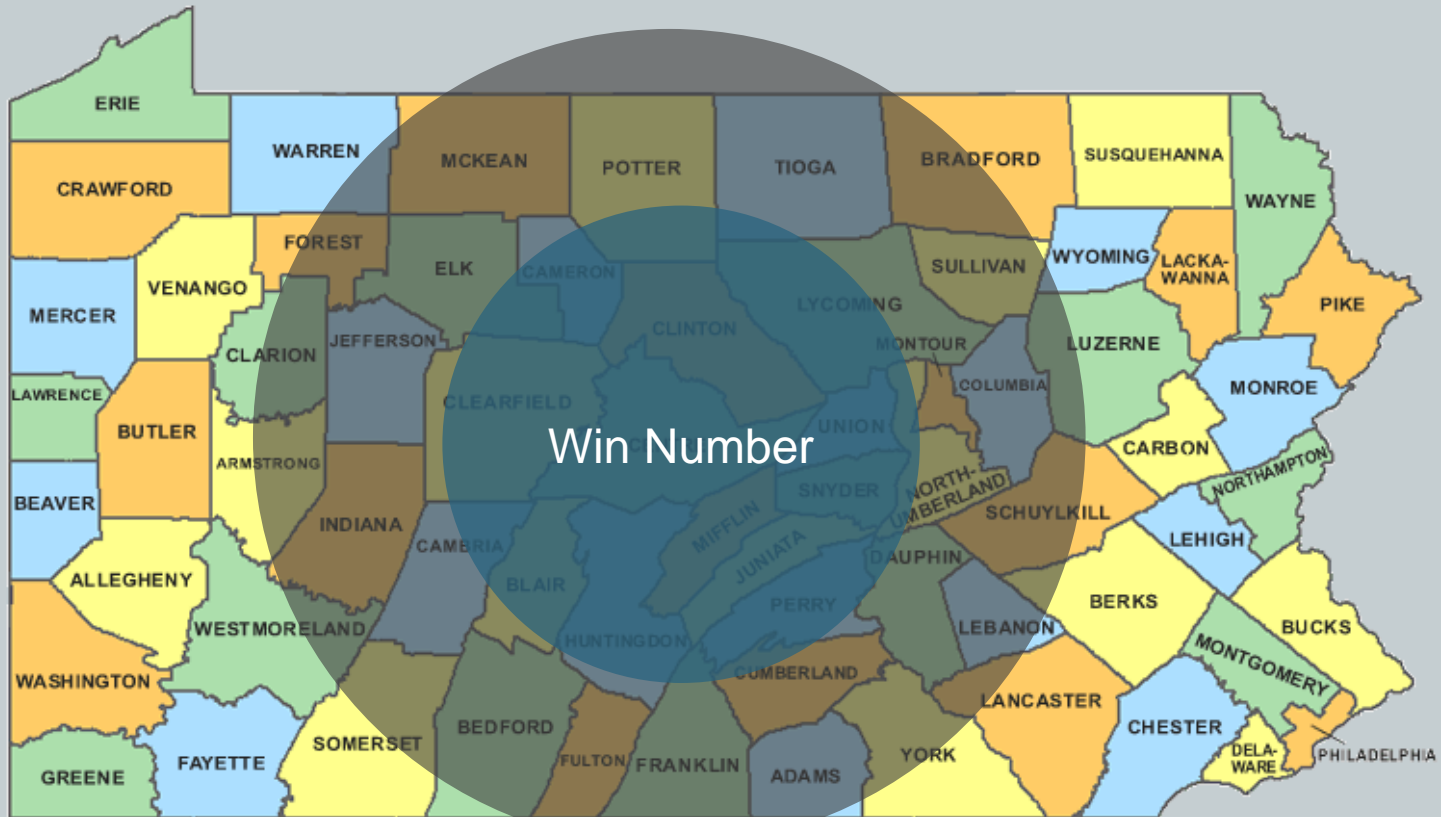
WIN NUMBER



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WIN NUMBER



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WIN NUMBER

How many votes you need to win on Election Day: 50% +1

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WIN NUMBER

How many votes you need to win on Election Day: $50\% + 1$

Ballot Measure

$50\% \text{ of Expected Turnout} + 1$

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WIN NUMBER

How many votes you need to win on Election Day: $50\% + 1$

Ballot Measure

50% of Expected Turnout + 1

Other Elections

Consider total number of options voters have

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WIN NUMBER

How many votes you need to win on Election Day: 50% +1

Ballot Measure

50% of Expected Turnout + 1

Other Elections

Consider total number of options voters have

Expected Turnout



Number of Options +1

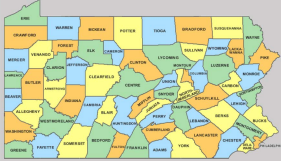


Win Number

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WIN NUMBER



How many votes you need to win on Election Day: 50% +1

3,676,598



2 +1



1,838,300

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Your Turn!



Experiential Activity #2 5 Minutes

- 1 Access the workbook, and find the tab with your name to complete activity #2.
- 2 Use your expected turnout to calculate your win number
- 3 Remember that you are running a ballot initiative and hence only have 2 options to calculate

Open workbook

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Agenda for today

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Expected Turnout

Getting To Your Win Number

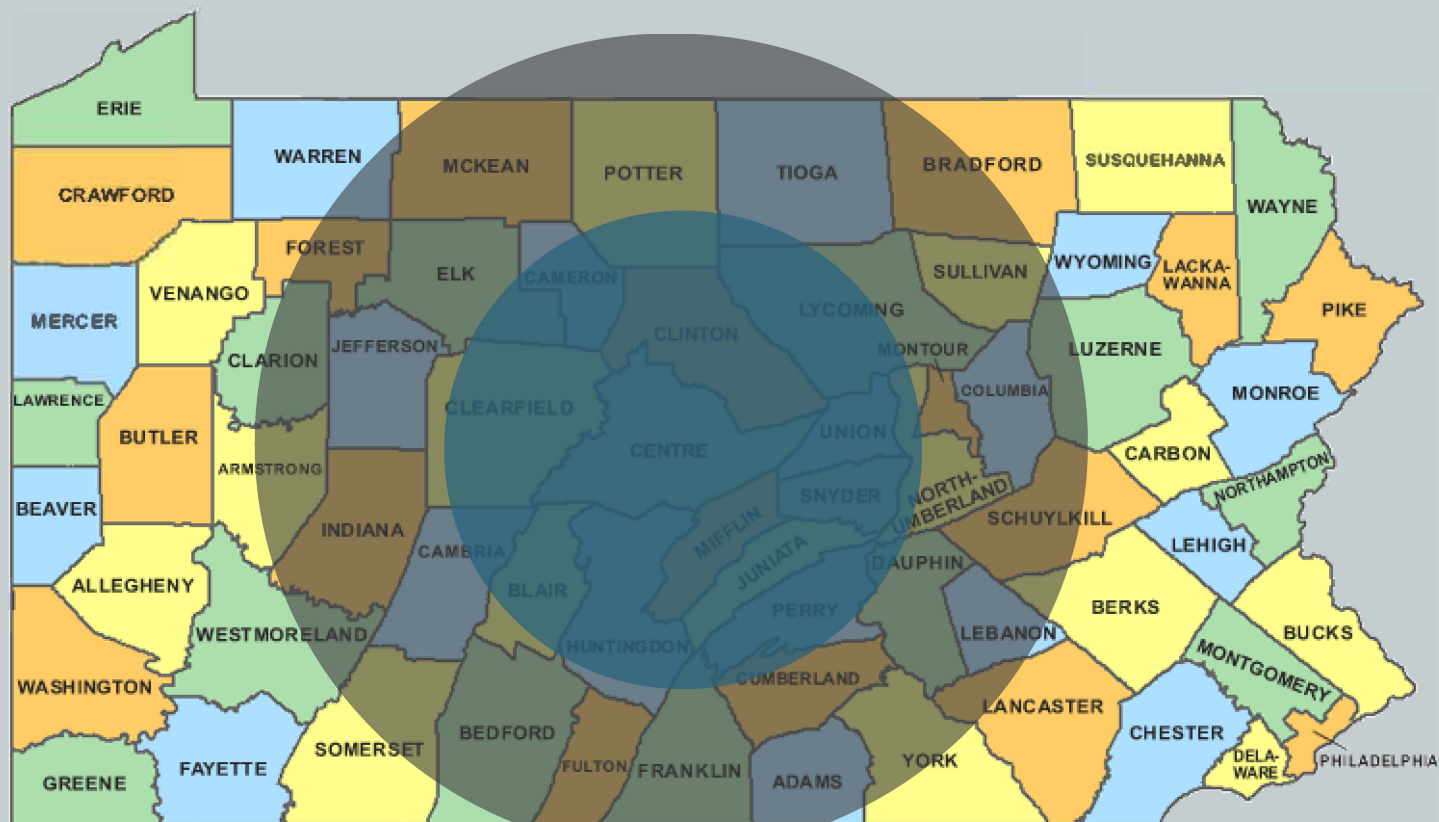
Locking Your Target Universe

Debrief and Close

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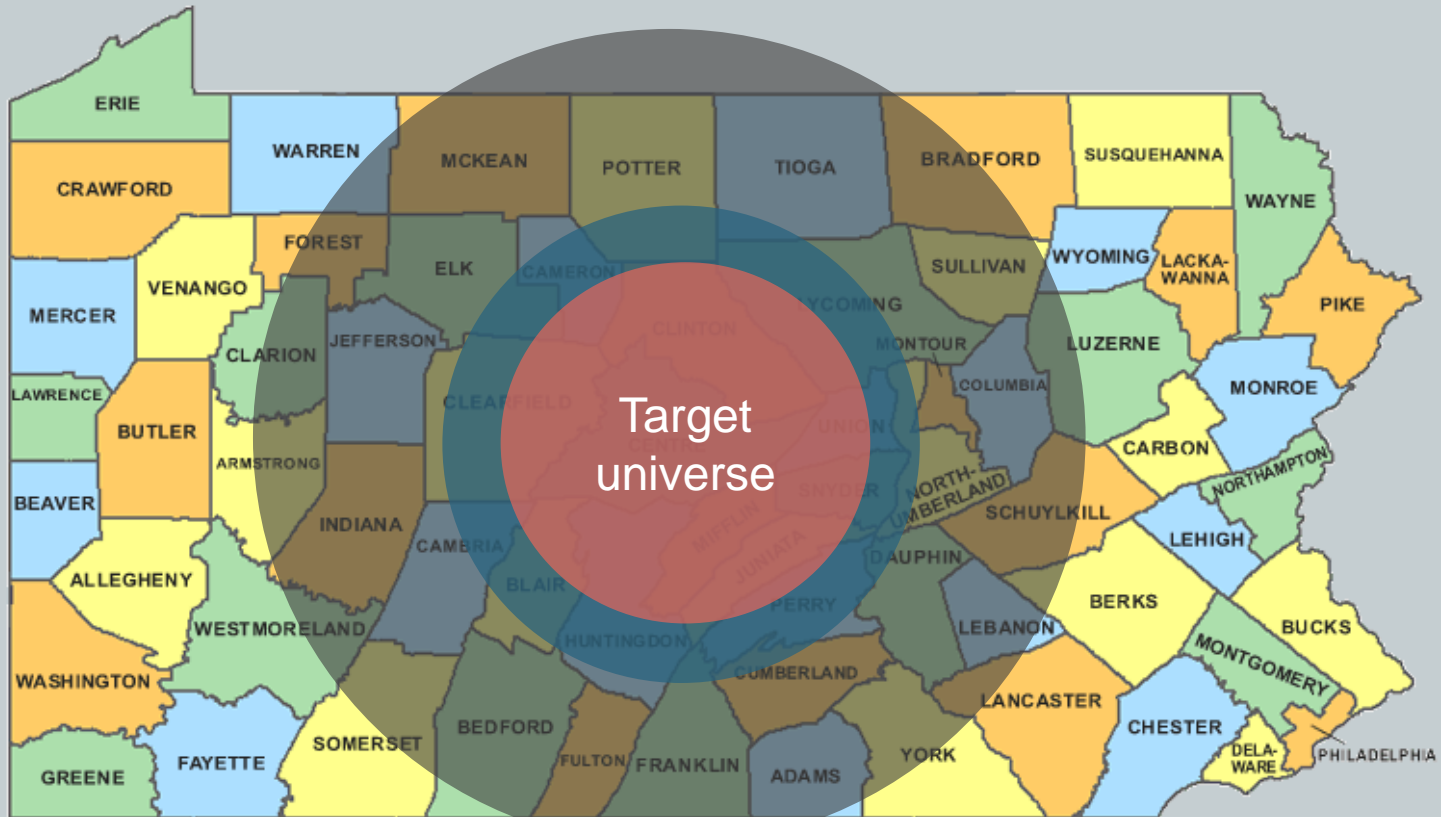
TARGET UNIVERSE



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TARGET UNIVERSE



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TARGET UNIVERSE

Who you will talk to throughout the campaign.

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Your Turn!



Experiential Activity #3 15 Minutes

- 1 Access the workbook, and find the tab with your name to complete activity #3.
- 2 You will work with a peer to complete this activity.
- 3 Together, determine how/where you will invest your resources to reach your target universe.

Open workbook

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Your Turn!



DEBRIEF



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TARGET UNIVERSE

Who you will talk to throughout the campaign.

Geographic Targeting

Not all geographic places perform similarly. Where will you invest resources? Urban or rural communities? Which counties specifically?

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TARGET UNIVERSE

Who you will talk to throughout the campaign.

Geographic Targeting

Voter History

Prioritize voters who are most likely to support you and miss a low profile election over voters who support you and would never miss an election.

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TARGET UNIVERSE

Who you will talk to throughout the campaign.

Geographic Targeting

Voter History

Constituencies

Some demographic groups (Latinos, women, union members, etc.) might be more likely to support your issue.

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TARGET UNIVERSE

Who you will talk to throughout the campaign.

Geographic Targeting

Voter History

Constituencies

Resources and Time

How much money and time do you have?

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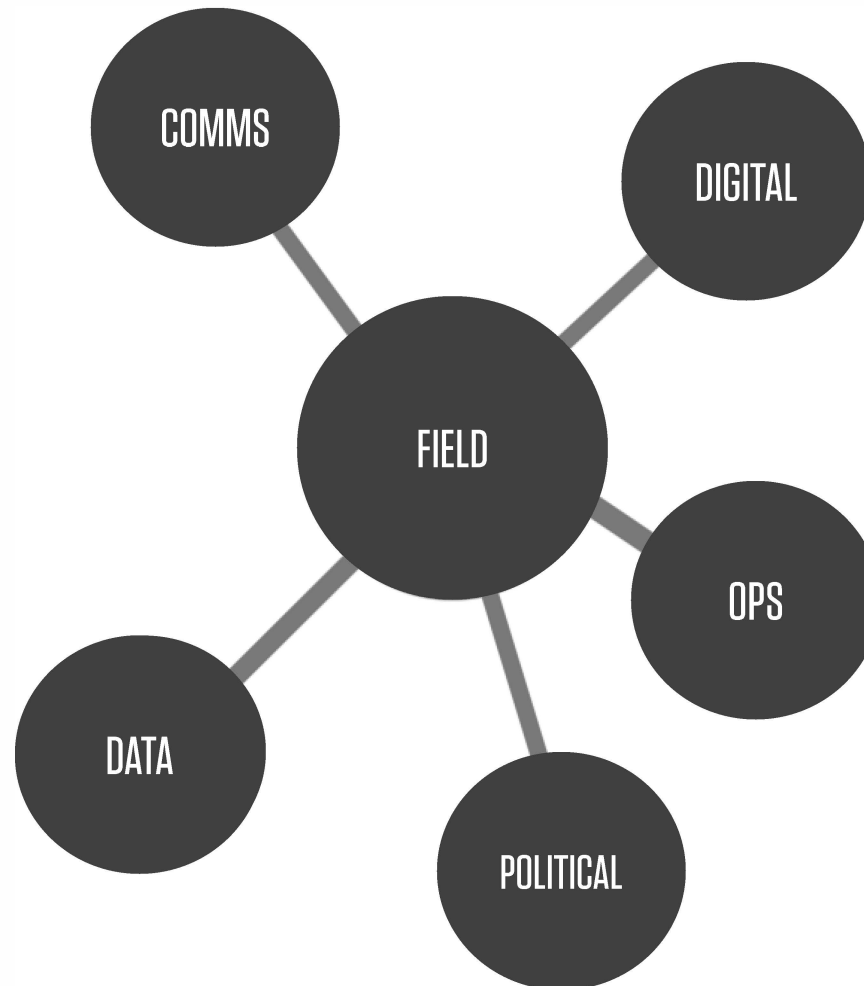


If I have limited resources:
How do I get to the best possible people?

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YOUR ROLE AS A MANAGER



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NEXT TUESDAY

GETTING TO YOUR TARGET UNIVERSE

W/ JUSTIN SOMMER



GOALS FOR THIS SESSION

Understand what criteria you can use to determine your target universe.

DEBRIEF

How comfortable do you feel with this process: Expected turnout -> Targeted Universe?



GOALS FOR THIS SESSION

Understand what criteria you can use to determine your target universe.

Be able to lock your target universe based on capacity, resources, and polling

DEBRIEF

How comfortable do you feel with this process: Expected turnout -> Targeted Universe?

What questions do you have regarding this behavior-based process?



GOALS FOR THIS SESSION

Understand what criteria you can use to determine your target universe.

Be able to lock your target universe based on capacity, resources, and polling

Feel confident writing the first section of your field plan.

DEBRIEF

How comfortable do you feel with this process: Expected turnout -> Targeted Universe?

What questions do you have regarding this behavior-based process?



Today's Assignment

Due: 10.18.15

Download the assignment sheet and follow the instructions to practice and become comfortable with the basic framework of a field plan, and calculating a target universe.

Access assignment

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