

Welcome

We will begin at 7:30 pm Central Time.



OFA Community Engagement Fellowship

Summer 2018 / #OFAFellows

A man with glasses and a lanyard is looking at a document. The image is overlaid with a semi-transparent dark blue filter. The text "Voter contact best practices" is written in large, white, bold, sans-serif font across the center of the image.

Voter contact best practices



Bobby Brady-Sharp

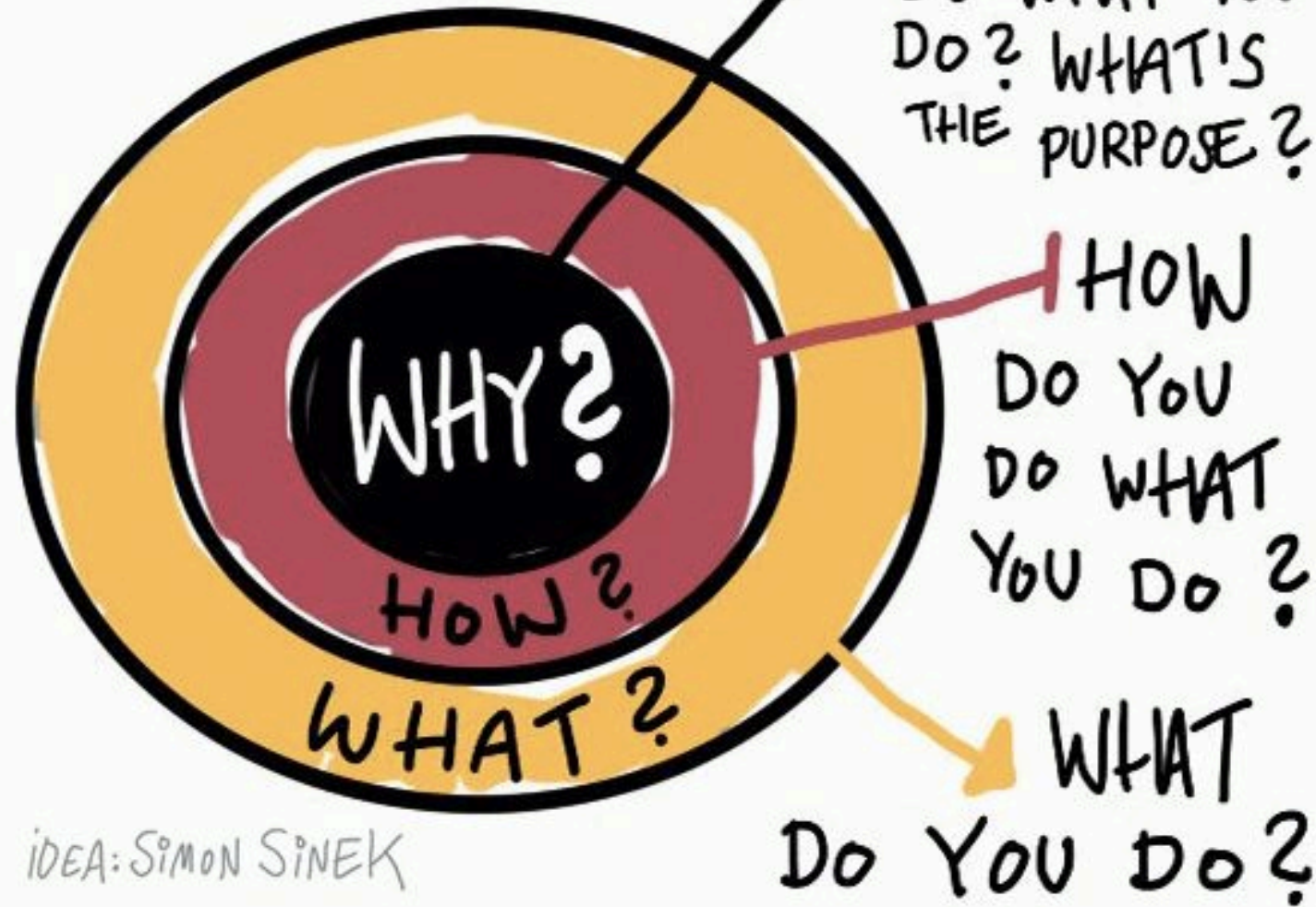
OFA Field Director

@bobbyhtx

Tweet today using
#OFAFellows

Week 2: Key takeaways

GOLDEN CIRCLE



IDEA: SIMON SINEK

Putting it all together: The framework of your why

**Critical
incident**

What is a critical incident that leads to what you believe and why?

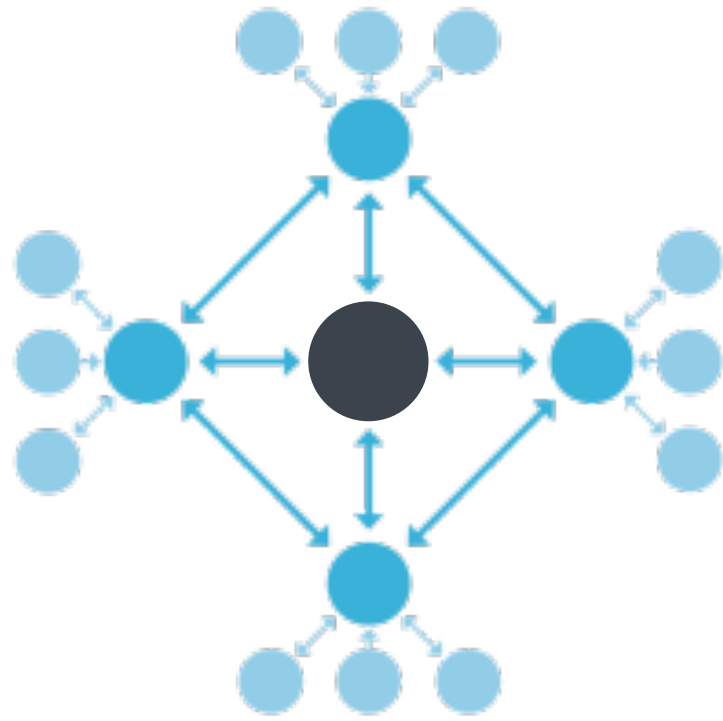
Values

What values are present underneath your critical incident and why?

Practice

How will you practice communicating your values in way that resonates with diverse groups of people?

The Snowflake Model



- 1 Structured to empower leadership and delegation of responsibilities.
- 2 Clear lines of communication and coordination.
- 3 Working in harmony to accomplish a unifying goal.



GUIDED WORKSHEET

Voter contact best practices

bit.ly/VC_worksheet

Your learning journey

Where we've been and where we're going

Week 1: Welcome to organizing

Week 2: Leading with your values & telling your personal story

Week 3: Voter contact best practices

Week 4: Digital organizing

Week 5: Event management

Week 6: Tying it all together



Talking to voters

Goals for this session

- 1 Appreciate the impact elections have on the issues we care about
- 2 Develop an understanding of the core types of voter engagement, and when and how to use them.
- 3 Be ready to apply the skills we've learned in effective and powerful conversations in the months to come!

Agenda

Talking to voters: What's at stake

The challenge: Quality vs. Quantity

Three types of voter contact

Turnout conversations

Debrief & next steps

Shout out!

Why are elections important for our community?

**But in order for people to
make a difference on a
campaign, those campaigns
need to reach tens of
thousands of voters.**

And that's a challenge.

**Because it's not just the
number of people we reach...**

**But how effectively we
communicate with them.**

Agenda

Talking to voters: What's at stake

The challenge: Quality vs. Quantity

Three types of voter contact

Turnout conversations

Debrief & next steps

Quality vs. Quantity

By the numbers

Example 1

Example 1: Low quality, high quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day. We can reach out to 300 people per day.

How do campaigns get there?

Example 1: Low quality, high quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day. We can reach out to 300 people per day.

How do campaigns get there?

- 1.) # of votes needed: 500
- 2.) # of days left until election: 28

Quality: In this example, our quality is low; we only talk to 10% of the people we attempt to reach, and only 10% of the people we talk to will vote for us.

Quantity: How many people will we need to attempt to reach?

Example 1: Low quality, high quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day. We can reach out to 300 people per day.

How do campaigns get there?

- 1.) # of votes needed: 500
- 2.) # of days left until election: 28
- 3.) Contact rate: 10%
- 4.) Contact-to-vote rate: 10%

50,000 people attempted x 10% contact rate = 5,000 people reached

5,000 people reached x 10% voting rate = 500 votes

Example 1: Low quality, high quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day. We can reach out to 300 people per day.

- 1.) # of votes needed: 500
- 2.) # of days left until election: 28
- 3.) Contact rate: 10%
- 4.) Contact-to-vote rate: 10%

50,000 people attempted x 10% contact rate = 5,000 people reached

5,000 people reached x 10% voting rate = 500 votes

Campaigns need to attempt to reach 50,000 people to get 500 votes. At 300 people per day, this would take us 167 days!

Example 2

Example 2: high quality, low quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day.

How do we get there?

Example 2: high quality, low quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day.

How do we get there?

- 1.) # of votes needed: 500
- 2.) # of days left until election: 28

Quality: In this example, our quality is very high; we talk to 25% of the people we attempt to reach, and 25% of the people we talk to end up voting for us.

Quantity: The problem is we are now much slower on our outreach. Instead of 300 people a day, we can only attempt 100 per day.

Example 2: high quality, low quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day.

How do we get there?

- 1.) # of votes needed: 500
- 2.) # of days left until election: 28
- 3.) Contact rate: 25%
- 4.) Contact-to-vote rate: 25%

8,000 people attempted x 25% contact rate = 2,000 people reached

2,000 people reached x 25% voting rate = 500 votes

Example 2: high quality, low quantity

Let's say a campaign needs 500 new votes in order to win the election. There are 4 weeks left until election day.

- 1.) # of votes needed: 500
- 2.) # of days left until election: 28
- 3.) Contact rate: 25%
- 4.) Contact-to-vote rate: 25%

8,000 people attempted x 25% contact rate = 2,000 people reached

2,000 people reached x 25% voting rate = 500 votes

**Now we only need to attempt to reach 8,000 people to get 500 votes.
But at 100 people attempted per day, this would take us 80 days!**

How do we combine quality and quantity?

**We must combine persuasive
conversations with voter contact
best practices!**

Agenda

Talking to voters: What's at stake

The challenge: Quality vs. Quantity

Three types of voter contact

Turnout conversations

Debrief & next steps

Three types of voter contact

- 1 Door-to-door canvassing
- 2 Phonebanking
- 3 High-traffic canvassing

Three types of voter contact

- 1 Walking through a neighborhood and speaking directly with voters and community members.
- 2 Phonebanking
- 3 High-traffic canvassing

Three types of voter contact

- 1 Walking through a neighborhood and speaking directly with voters and community members.
- 2 Calling voters and community members alongside other volunteers at a specified location.
- 3 High-traffic canvassing

Three types of voter contact

- 1 Walking through a neighborhood and speaking directly with voters and community members.
- 2 Calling voters and community members alongside other volunteers at a specified location.
- 3 Talking to voters and community members in high-traffic public spaces, like on campuses, churches, events, etc.

Door-to-door canvassing

The why

Door-to-door canvassing

The why

- 1 We meet people where they are at; allows us to reach hundreds of people we would have no other way of contacting.

Door-to-door canvassing

The why

- 1 We meet people where they are at; allows us to reach hundreds of people we would have no other way of contacting.
- 2 It is a face-to-face conversation! Which is the most effective way to have powerful conversations.

Door-to-door canvassing

The why

- 1 We meet people where they are at; allows us to reach hundreds of people we would have no other way of contacting.
- 2 It is a face-to-face conversation! Which is the most effective way to have powerful conversations.
- 3 Develops trust with the community; you are willing to go out and meet with real people.

Door-to-door canvassing

The challenge

Door-to-door canvassing

The challenge

While door-to-door canvassing is the most effective way to meet the community, it also takes the most amount of time, energy, and resources.

Shout out!

Who has done door-to-door canvassing? What has been your experience with it?

Phonebanking

The why

Phonebanking

The why

- 1 We are able to reach a much larger amount of people than door-to-door canvassing.

Phonebanking

The why

- 1 We are able to reach a much larger amount of people than door-to-door canvassing.
- 2 At the same time we are still able to have effective conversations in many cases.

Phonebanking

The why

- 1 We are able to reach a much larger amount of people than door-to-door canvassing.
- 2 At the same time we are still able to have effective conversations in many cases.
- 3 Allows us to reach places we otherwise wouldn't be able to due to distance, difficulty of getting there, etc.

Phonebanking

The challenge

While phonebanking greatly increases our capacity for outreach, they are generally lower contact rates, less effective conversations, and overall more challenging than in-person conversations.

Shout out!

Who has participated in a phonebank? What has been your experience with it?

High-traffic canvassing

The why

High-traffic canvassing

The why

- 1 We meet people where they are at!
And have the potential to talk to
many more people than in
traditional door-knocking.

High-traffic canvassing

The why

- 1 We meet people where they are at!
And have the potential to talk to many more people than in traditional door-knocking.
- 2 Also allows for developing strong partnerships with churches, community groups, organizations.

High-traffic canvassing

The why

- 1 We meet people where they are at!
And have the potential to talk to many more people than in traditional door-knocking.
- 2 Also allows for developing strong partnerships with churches, community groups, organizations.

High-traffic canvassing

The challenge

While high-traffic canvassing is great for in-person conversations with potentially a high number of people, they generally have less time to talk than when at their home and also it's more hit or miss in terms of finding quality high-traffic areas.

Shout out!

What is your experience with high-traffic canvassing?

Agenda

Talking to voters: What's at stake

The challenge: Quality vs. Quantity

Three types of voter contact

Turnout conversations

Debrief & next steps

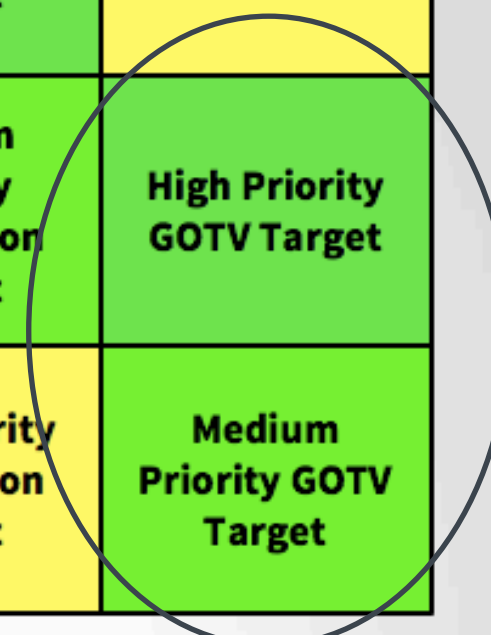
Turnout conversations

Universes: Targeting focuses on turning out modeled and ID'd supporters with sporadic vote histories

		Support		
		Low	Medium	High
Turnout	High	Non supporter	High Priority Persuasion Target	Low Priority GOTV Target
	Medium	Sporadic Non supporter	Medium Priority Persuasion Target	High Priority GOTV Target
	Low	Non-voting Non supporter	Low Priority Persuasion Target	Medium Priority GOTV Target

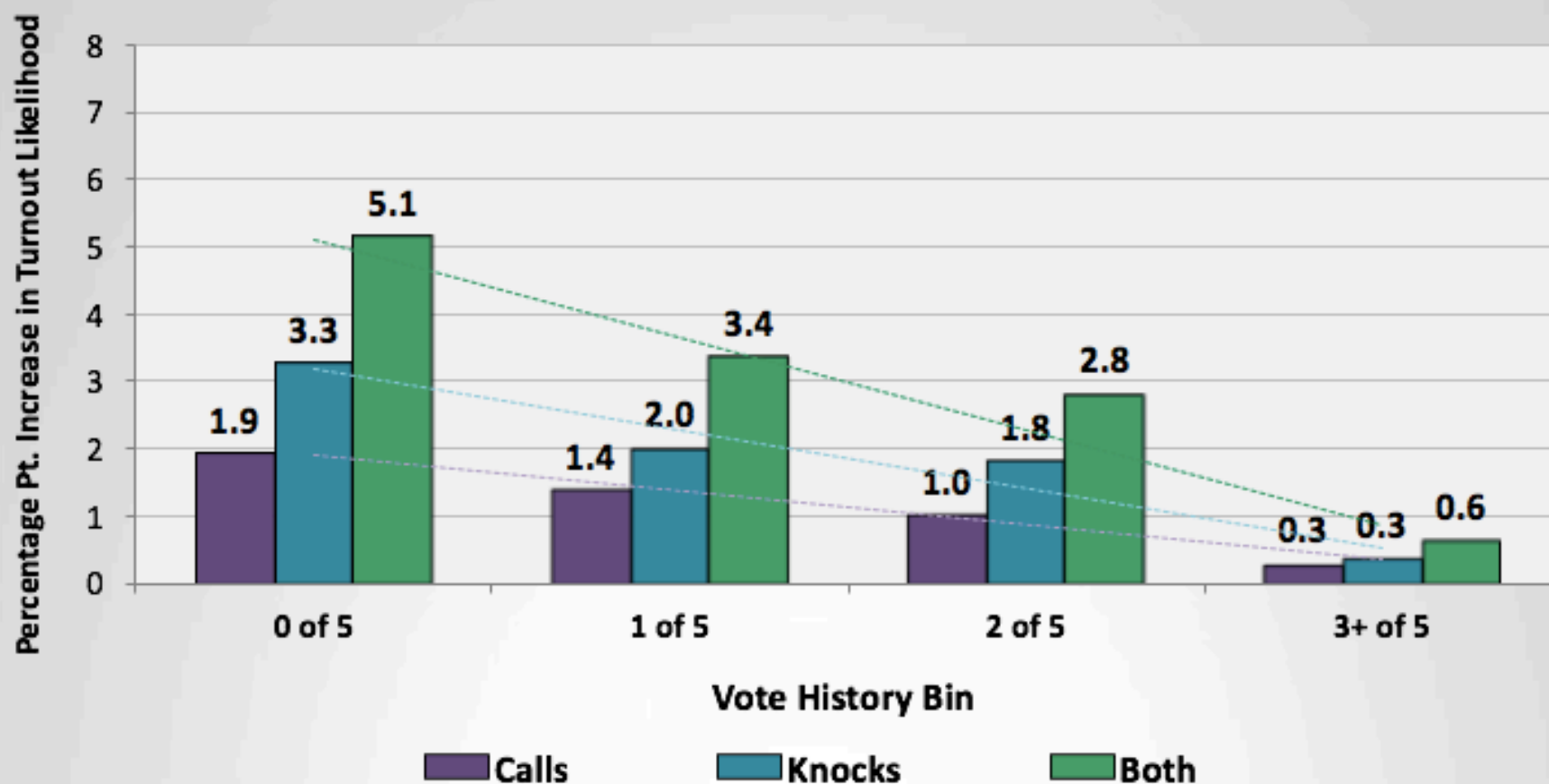
Universes: Targeting focuses on turning out modeled and ID'd supporters with sporadic vote histories

		Support		
		Low	Medium	High
Turnout	High	Non supporter	High Priority Persuasion Target	Low Priority GOTV Target
	Medium	Sporadic Non supporter	Medium Priority Persuasion Target	High Priority GOTV Target
	Low	Non-voting Non supporter	Low Priority Persuasion Target	Medium Priority GOTV Target



Impact was concentrated on more sporadic voters

Percentage Pt. Increase in Turnout per Attempt by Vote History: VA



Why turnout conversations?

Accountability to vote

- Reminds voters of the norm of voting
- Increases the likelihood that someone will vote

***Source: Analyst Institute**

Why turnout conversations?

Accountability to vote

- Reminds voters of the norm of voting
- Increases the likelihood that someone will vote

Pledging to vote

- Voters who pledge to vote are more likely to turnout than those who don't intentionally do so

***Source: Analyst Institute**

Why turnout conversations?

***Source: Analyst Institute**

Accountability to vote

- Reminds voters of the norm of voting
- Increases the likelihood that someone will vote

Pledging to vote

- Voters who pledge to vote are more likely to turnout than those who don't intentionally do so

Vote planning

- Vote planning effectively cuts past “fast thinking” reactions of voters in conversations. A majority of sporadic voters will say “yes I will vote,” but may not intentionally plan to

A GOTV CONVERSATION FRAMEWORK:

**Remind voters of early
vote, VBM, etc...**

A GOTV CONVERSATION FRAMEWORK:

Help voters make a plan

Help voters make a plan

- You should prompt voters to think about their plan for voting—don't ask yes/no questions!

What day will you vote?

How are you getting to your polling place?

What time of day will you vote?

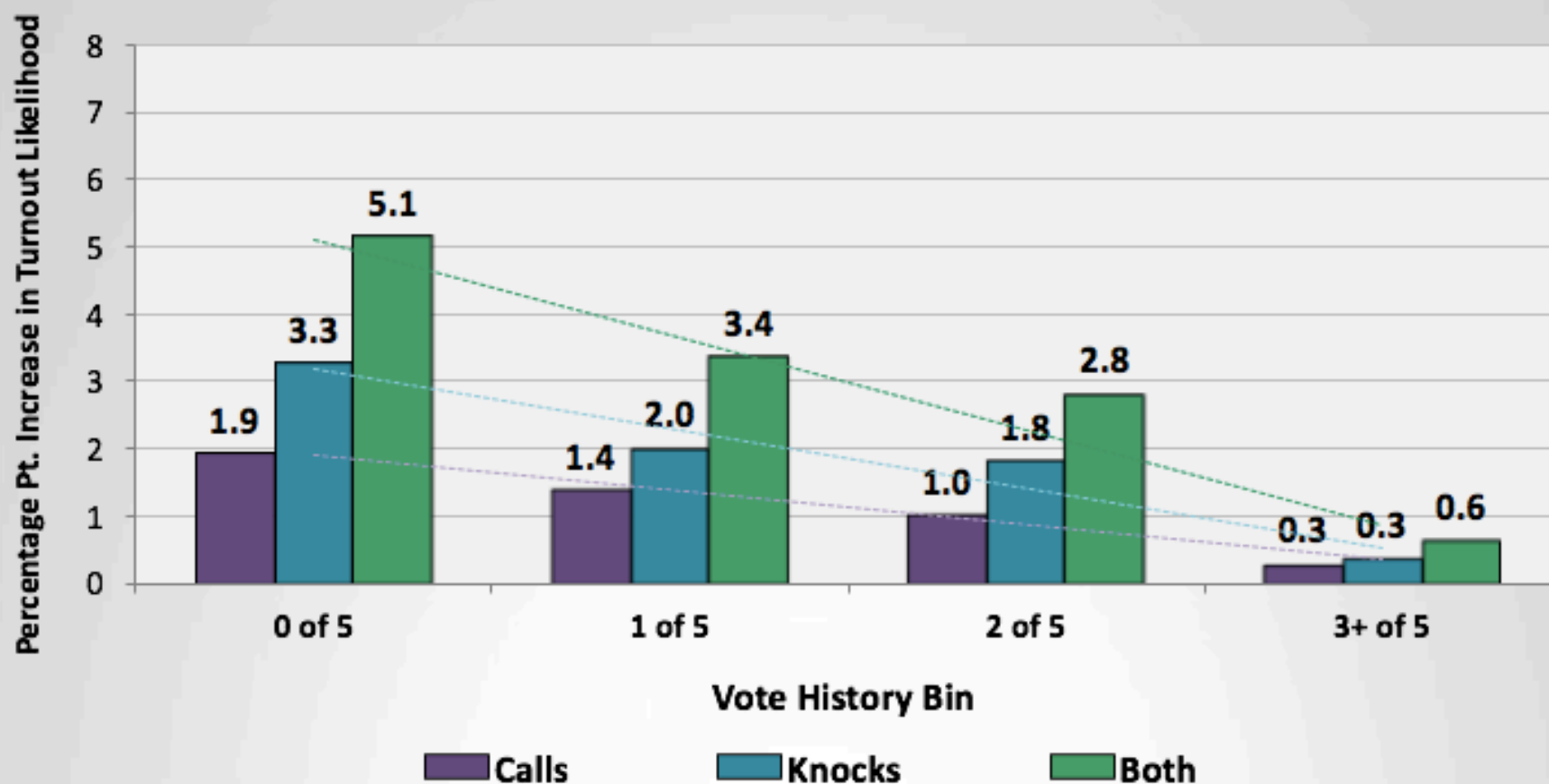
Are you going with someone?

It can feel awkward...

**But it can increase a voters
chance by this much!**

Impact was concentrated on more sporadic voters

Percentage Pt. Increase in Turnout per Attempt by Vote History: VA



A GOTV CONVERSATION FRAMEWORK:

**Ask voters to verbalize
their reasons**

Voters commit and verbalize their reasons

- Having voters verbalize their reasons to vote helps voters self-rationalize their decision increases their chances to turn-out

Voters commit and verbalize their reasons

- Having voters verbalize their reasons to vote helps voters self-rationalize their decision increases their chances to turn-out
- Get voter commitment—they should verbalize that they will vote in their vote plan or you can have them sign a commit to vote card!

A GOTV CONVERSATION FRAMEWORK:

**Don't focus on
candidates or issues**

Don't focus on candidates or issues

- The goal is to increase turnout
- The Analyst Institute has found that voters view candidate/issue information as an attempt to get them to vote in a certain way and **not as a reminder to vote!**
- Easy solution – Confirm that they are supporter at the beginning of the conversation



The Analyst Institute conducts randomized controlled experiments to determine what works and what does not in voter contact and communication strategies. For more information please visit www.analystinstitute.org

Sample GOTV Script

Hello, is [VOTER NAME] there?

Hi! This is [CALLER NAME] calling from [LOCAL STREET, TOWN, PHONE BANK LOCATION, COUNTY, STATE].

Official records show that you voted in the 2008 election and we are calling voters like you to say, thank you.

Thank you for being a voter! (pause)

Since you are the kind of person who votes and cares about the community, we wanted to remind you about the election on Nov 2nd.
[INSERT PERSONALIZED ELECTION SENTENCE].



The Analyst Institute conducts randomized controlled experiments to determine what works and what does not in voter contact and communication strategies. For more information please visit www.analystinstitute.org

Sample GOTV Script

Hello, is [VOTER NAME] there?

Hi! This is [CALLER NAME] calling from [LOCAL STREET, TOWN, PHONE BANK LOCATION, COUNTY, STATE].

Official records show that you voted in the 2008 election and we are calling voters like you to say, thank you.

Thank you for being a voter! (pause)

Since you are the kind of person who votes and cares about the community, we wanted to remind you about the election on Nov 2nd.
[INSERT PERSONALIZED ELECTION SENTENCE].

Key elements:

- ✓ Localness of caller
- ✓ Voting is public record
- ✓ Identity labeling
- ✓ Voting is positive

Can we count on your vote on Nov. 2nd?

Great! We are calling people in [COMMUNITY NAME] and it looks like a lot of people will be voting this year. It is an exciting race, but it's going to be close and your vote can make the difference.

I have that your polling place is at [POLLING PLACE]. Is that close enough to walk? Or will you drive or take the bus? *(pause)*

On Election Day, your polling place is open from [XX AM TO YY PM]. Do you know when you might go to vote? In the morning, afternoon, evening? *(pause)* So do you think you'll head to the polling place from your home, work, or somewhere else?

Great! Again, thank you for being a good citizen who votes, and for your promise to vote this year.

We hope to be able to thank you again for voting on Tuesday, November 2nd.

Can we count on your vote on Nov. 2nd?

✓ Commitment to vote

Great! We are calling people in [COMMUNITY NAME] and it looks like a lot of people will be voting this year. It is an exciting race, but it's going to be close and your vote can make the difference.

✓ High turnout

✓ Agency

I have that your polling place is at [POLLING PLACE]. Is that close enough to walk? Or will you drive or take the bus? *(pause)*

✓ Plan making

On Election Day, your polling place is open from [XX AM TO YY PM]. Do you know when you might go to vote? In the morning, afternoon, evening? *(pause)* So do you think you'll head to the polling place from your home, work, or somewhere else?

Great! Again, thank you for being a good citizen who votes, and for your promise to vote this year.

✓ Thank you for voting

We hope to be able to thank you again for voting on Tuesday, November 2nd.

✓ Hope to thank you again

Agenda

Talking to voters: What's at stake

The challenge: Quality vs. Quantity

Three types of voter contact

Turnout conversations

Debrief & next steps

Debrief

Which voter contact technique comes easiest to you?

What are you most excited about?

What do you think will be the most challenging?

Next steps

Slack!

bit.ly/FellowsJoinSlack

OFA

Thank you for joining today's webinar.

Please fill out the survey below and give us
your feedback on today's training.

bit.ly/Summer3-2018