



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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NEXT TUESDAY

GETTING TO YOUR TARGET UNIVERSE

W/ JUSTIN SOMMER



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CLASS REVIEW

OVERVIEW

What is the case for your race? Why can you win?

WIN

How many voters do you need to win?

TARGET UNIVERSE

Which voters will you focus on?

How will you prioritize your targets and monitor your progress?





What questions do you hope today's class will address so you are able to cement what you have learned thus far?

Access workbook



GOALS FOR TODAY

**Know what to consider to target voters
and determine a voter contact strategy.**

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GOALS FOR TODAY

Be able to assess your program
progress toward your Election Day goal
using a vote calculator.

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GOALS FOR TODAY

Feel confident writing a field plan that allows you to get to your continuously changing target universe.

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Agenda for today

Win Number Review

Segmenting Your Target Universe

Types of Voter Contact

Vote Calculator

Debrief and Close



Expected Turnout

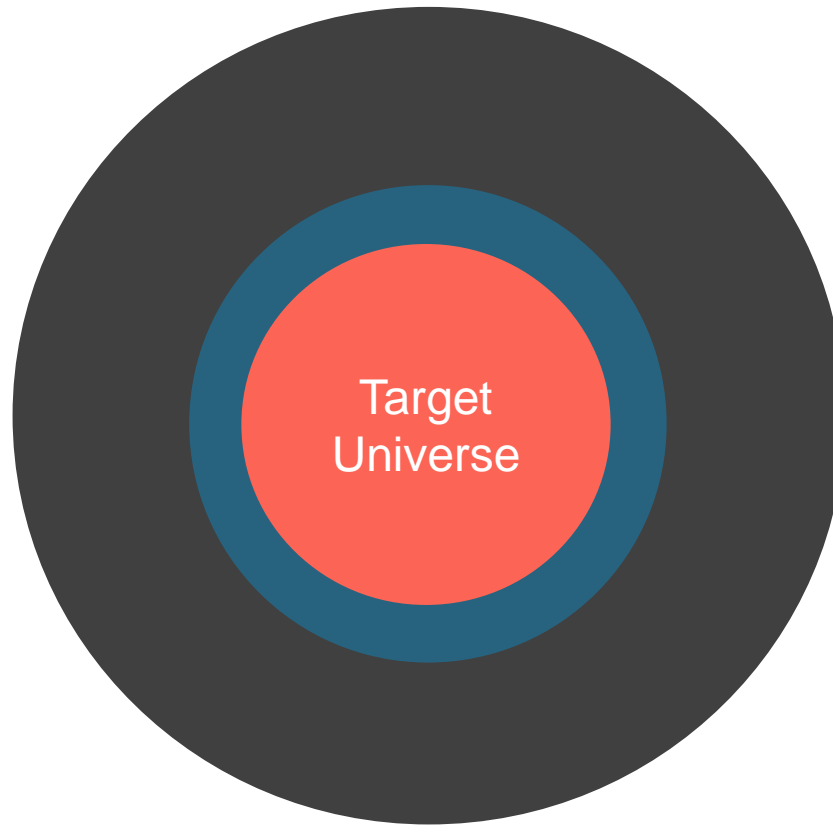
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Voter Targeting Guide

Who should your target universe ignore?

		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote			
	Sometimes Vote			
	Never Vote			

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Voter Targeting Guide

Who should your target universe ignore?

		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote			X
	Sometimes Vote			X
	Never Vote	X	X	X

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Voter Targeting Guide

Who should you target?


		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote			X
	Sometimes Vote			X
	Never Vote	X	X	X

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Voter Targeting Guide

Who should you get out to vote?



		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote	 Super Voters -- Volunteers		✗
	Sometimes Vote			✗
	Never Vote	✗	✗	✗

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Voter Targeting Guide

Who should you persuade?









		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote	 Super Voters -- Volunteers		✗
	Sometimes Vote	 Supporters GOTV		✗
	Never Vote	✗	✗	✗

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Voter Targeting Guide

Who should you persuade?










		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote	 Super Voters -- Volunteers	 Persuasion 1	
	Sometimes Vote	 Supporters GOTV		
	Never Vote			

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Voter Targeting Guide

Who should you persuade?

		ISSUE SUPPORT		
		Strongly Support	Undecided	Strongly Opposes
TURNOUT HISTORY	Always Vote	 Super Voters -- Volunteers	 Persuasion 1	
	Sometimes Vote	 Supporters GOTV	 Persuasion 2	
	Never Vote			

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How can you prioritize your target universe?



Press 1 on the phone

OR



Type in chat box

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SEGMENTING YOUR TARGET UNIVERSE

Running a model of your universe helps you use known information to predict an expected behavior.

TIER 1

Best possible targets – will turnout if they hear from the campaign.

TIER 2

Less likely to vote given voting history.

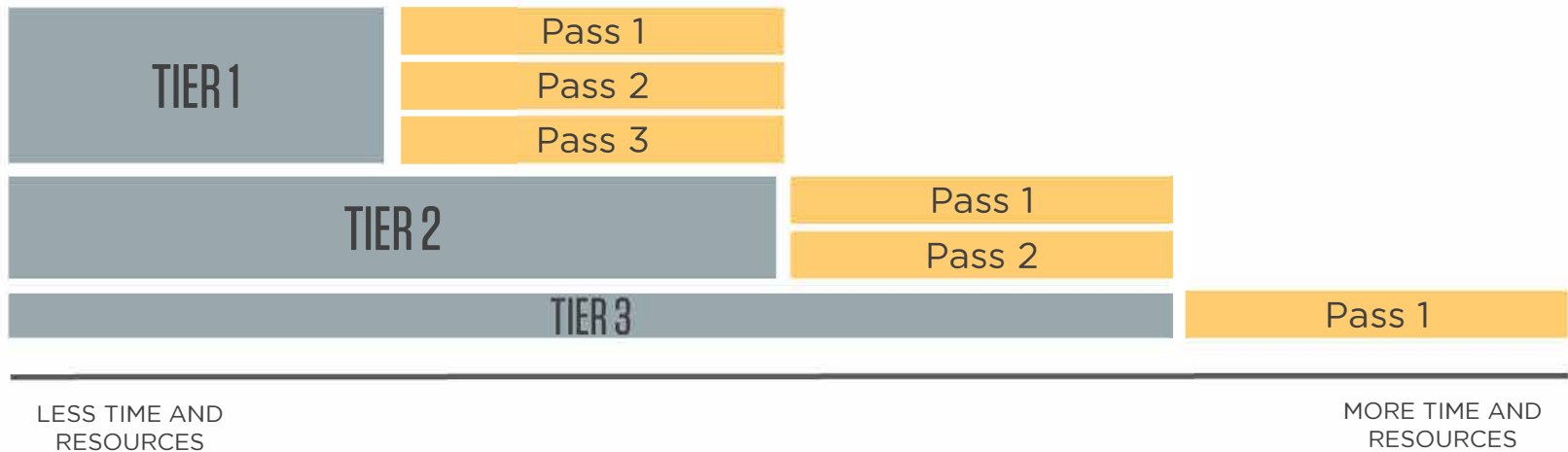
TIER 3

Requires more effort to turnout to vote or persuade. Usually a cushion if everyone on previous tiers are contacted.



SEGMENTING YOUR TARGET UNIVERSE

Ideally, you should project to talk to everyone in your universe multiple times.



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Your Turn!



Experiential Activity #1
10 Minutes

**Access the workbook, and find
the tab with your team number.**

Open workbook

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Your Turn!



DEBRIEF



Press 1 on the phone

OR



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Agenda for today

Win Number Review

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Types of Voter Contact

Vote Calculator

Debrief and Close



TYPES OF VOTER CONTACT

Overall, your voter contact strategies help you gather valuable information from expected voters, such as what issues they intend to vote yes on.



- Most effective turning people out to vote
- 1 additional vote for every 14 people successfully contacted
- More expensive, since more training is needed



TYPES OF VOTER CONTACT

Overall, your voter contact strategies help you gather valuable information from expected voters, such as what issues they intend to vote yes on.



- Most effective turning people out to vote
- 1 additional vote for every 14 people successfully contacted
- More expensive, since more training is needed



- Contact rates are worse every cycle
- Logistically easier, and more people willing to do it
- Only one additional vote for every 35 people contacted
- Less expensive, since less training is necessary



TYPES OF VOTER CONTACT

Overall, your voter contact strategies help you gather valuable information from expected voters, such as what issues they intend to vote yes on.



- Most effective turning people out to vote
- 1 additional vote for every 14 people successfully contacted
- More expensive, since more training is needed



- Contact rates are worse every cycle
- Logistically easier, and more people willing to do it
- Only one additional vote for every 35 people contacted
- Less expensive, since less training is necessary



- Effective among persuasion targets previously contacted
- Cheaper, but impact is lower
- One additional vote for every 66 people successfully contacted

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VOTE CALCULATOR

Assess field activity given some assumptions about your outreach.

If you start with the wrong assumptions when calculating your win number, and do not test and validate your assumptions based on what is happening on the field, then you are less likely to win.

There is a story behind your numbers. Use your calculator to figure out what is happening before making assumptions.

Open calculator

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Your Turn!



DEBRIEF



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OR



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GOALS FOR THIS SESSION

Know what to consider to target voters and determine a voter contact strategy.

DEBRIEF

What was your biggest takeaway?



GOALS FOR THIS SESSION

Know what to consider to target voters and determine a voter contact strategy.

Be able to assess your progress using a vote calculator.

DEBRIEF

What was your biggest takeaway?

How do you see yourself using a vote calculator?



GOALS FOR THIS SESSION

Know what to consider to target voters and determine a voter contact strategy.

Be able to assess your progress using a vote calculator.

Feel confident writing a field plan that allows you to get to your continuously changing target universe.

DEBRIEF

What was your biggest takeaway?

How do you see yourself using a vote calculator?

How does this contribute to the flow of your field plan?





OCTOBER 27TH

CREATING CAPACITY

W/ JENNIFER WARNER

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See bookshelf

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